



# VESTAL VILLAGE

*April 14-17*



# VESTAL VILLAGE

YOU ARE INVITED TO PARTNER WITH US AT THE 7<sup>TH</sup> ANNUAL VESTAL VILLAGE

FOUR DAYS OF MUSIC AND SPRINGTIME WILL BREATHE LIFE INTO THE DESERT IN APRIL

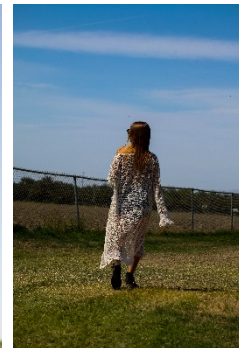
OVER 700 ACRES OF MOUNTAINOUS TERRAIN + FISHING LAKE + 100-PERSON CAPACITY POOL

GUESTS INCLUDE MUSICIANS, ATHLETES, ARTISTS, FASHION INDUSTRY EXECS, CELEBRITIES, MODELS, MEDIA, BLOGGER & MORE.

SPECTACULAR VIEWS + SECRET LOCATION + FLAMINGO FEVER



VESTAL





VESTAL VILLAGE  
[www.VestalVillage.com](http://www.VestalVillage.com)

## EXCLUSIVE DAYTIME PARTIES

LARGEST BEACH ENTRY POOL IN THE AREA

HOSTED BARS, 10AM-SUNSET, FRIDAY-SATURDAY-SUNDAY

VENDOR ACTIVATIONS, LAKEFRONT LOUNGING, ART INSTALLATIONS, SLUSHIES, DESERT BEACH & POOL PARTIES

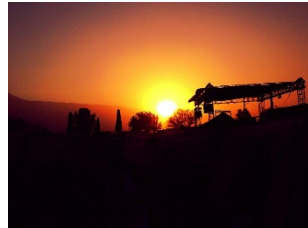
SECRET PERFORMANCES, LIVE MUSIC, 1000 VIP GUESTS PER DAY

GUESTS INCLUDE MUSICIANS, ATHLETES, ARTISTS, FASHION INDUSTRY EXECS, CELEBRITIES, MODELS, MEDIA, BLOGGERS & MORE.

## #VESTALVILLAGE



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## VIP CAMPING + NIGHTTIME FUN

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UNIQUE RUSTIC DESERT BEACH LIVING ENVIRONMENT

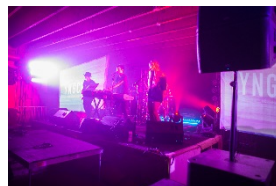
HOSTED BAR, SUNSET TILL LATE, FRIDAY-SATURDAY-SUNDAY NIGHTS

VENDOR ACTIVATIONS, CAMPFIRE LOUNGING, POP UP RESTAURANT, 3D VIDEO MAPPING, ART INSTALLATIONS

HIKE 700 ACRES, BYOH (BRING YOUR OWN HORSE), FISH, YOGA, PARTY, RV HOOK-UPS

SECRET ACOUSTIC PERFORMANCES, CAMPFIRE PARTIES, 600 VIP CAMPERS PER DAY

GUESTS INCLUDE MUSICIANS, ATHLETES, ARTISTS, FASHION INDUSTRY EXECS, CELEBRITIES, MODELS & MORE.



VESTAL





## PRESS SAMPLES

"Should you be one of the lucky ones who find their way inside, you'll understand why it sometimes takes a village to raise a proper party."

– **OC Weekly**

"The **best party** in the desert."

– **Dose / Network A**

"Everything at Vestal Village is awesome, tranquil and pleasant without a care in the world."

– **Magnetic Magazine**

"Where the Cool Kids Party"

–**Orange Coast Magazine**



**VESTAL VILLAGE VOTED #3 "BEST FESTIVAL PARTIES"**  
**OC WEEKLY COVER STORY: APRIL, 2013**

<http://bit.ly/VV-OCWeekly>



**"WHERE THE COOL KIDS PARTY"**  
**ORANGE COAST MAGAZINE FEATURE: APRIL, 2015**

<http://bit.ly/VV-OrangeCoast>



## PRESS SAMPLES

### SHOpeatSURF



2015: <http://bit.ly/VV15-ShopEatSurf>

### MAGNETIC MAGAZINE



2015: <http://bit.ly/VV15-MagNight>

### LOCALE

Los Angeles | San Francisco | San Diego | Orange County | Las Vegas | Palm Springs



2015: <http://bit.ly/VV15-Locale>

### SWELL



2015: <http://blog.swell.com/vestal-village>





## RECAP VIDEOS



2015: <https://vimeo.com/127663192>



2014: <https://vimeo.com/93522157>



2013: <https://youtu.be/cQFOeAOiMbk>



2012: <https://youtu.be/vLK6NTBYEtg>



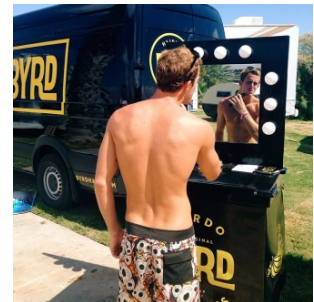
## SOCIAL MEDIA

SOCIAL MEDIA PLAYS A **VERY IMPORTANT** ROLE AT VESTAL VILLAGE

WE ENCOURAGE ALL GUEST & BRANDS TO TELL THE STORY OF VESTAL VILLAGE THROUGH THEIR FOLLOWERS

**#VESTALVILLAGE**

OVER **2 MILLION** IMPRESSIONS - VESTAL VILLAGE 2015





PAST PERFORMANCES

NICK WATERHOUSE  
EAGLES OF DEATH METAL  
SHINY TOY GUNS  
BEACH PARTY  
ROBERT DELONG  
BOOTS ELECTRIC  
MAGIC WANDS  
LA RIOTS  
GOLDEN GHOSTS  
HINDU PIRATES  
GOLDEN SUN  
JEFFERTITTIS NILE  
RAGGED JUBILEE  
TAMARA SKY  
SEX PANTHER  
BLOOD CANDY  
IMAGINARY PERSONS  
HOWLS

UZ  
POSSO  
MYSTERY SKULLS  
RUSTY BUCKETS  
TED KEYES  
CHRIS ZIEGLER  
TRAVIS KELLER  
DAVID CATCHING  
DJ METRIC  
CLASSIXX  
BLAQSTARR  
JUNKIE XL  
MISTY RABBITT  
POOLSIDE  
BRENMAR  
DAVE P & SAMMY SLICE  
LOL BOYS  
KEDD COOK

TERRAPLANE SUN  
CHURCH OF SUN  
BONFIRE BEACH  
FLINCH  
YNGCULT  
CHROME SPARKS  
PRINCE TERRENCE  
DWNTWN  
FMLYBND  
DUM DUM GIRLS (DJ SET)  
SWIMM  
MOONSVILLE COLLECTIVE  
DJ HAPA  
DJ EPISODE  
PUNCHES  
DALLAS & DOLL  
PATRICK DYLAN  
WEAPONS OF AUDIO





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## HEINEKEN | 2013 & 2014 :::

Heineken was the official **beer** partner of Vestal Village for 2013 & 2014. Heineken & Heineken Light presented the daily pool party as well as the outdoor saloon and indoor nightly music venue. The Heineken activation included branded serving bars, bartenders, interactive photo kiosk, umbrellas, beach towels, bottle openers and **much more**.





## JACK DANIELS | 2015 :::

Jack Daniels was the official **whiskey** partner of Vestal Village for 2015. Jack Daniels provided an all encompassing experience from an Airstream bar to Art Statues and Cups. The Jack Daniels activation included a branded Airstream bar, branded **JD statues**, branded wind flags, branded coolers, brand wristbands (21+), branded venue banners along with staff & bartenders to enhance the experience day and night.



## UBER | 2014 :::

UBER was on-site as the official transportation partner of Vestal Village 2014. New clients were signed up at the UBER Lounge and a fleet of vehicles lined up at the gate to provide a luxurious ride to and from the festival. Guests were treated to both free and discounted roundtrip rides throughout the weekend.

## LINKS

<https://get.uber.com/go/VESTAL>

[http://websta.me/n/uber\\_palm](http://websta.me/n/uber_palm)





## TILLYS| 2015 :::

Tilly's, a retail partner, branded the Pool Party with umbrellas and beach balls.

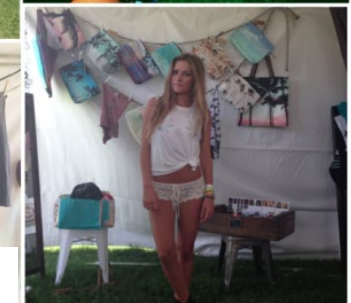
# TILLY'S



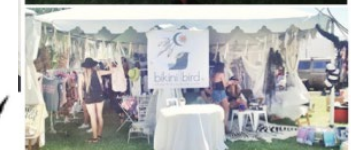
Bikini Bird, a digital curator for all things swim partnered with Vestal Village to create the "Bikini Bird Boutique Shop & Style Lounge". The space was a bohemian dream filled with bikinis, jewelry, accessories, apparel, fresh flower crowns and more. Brands featured in the Pop-Up Shop & Style lounge included Acacia, Lolli Swim, Tori Prayer, Knot Sisters, Samudra, L-Space, Volcom Swim, Tavik Swim, Indah, Lovely Bird, Bahgsu Jewels, Kira Hawaii, Amuse, Mara Hoffman, Ocean Dream and more.

<http://www.bikinibird.com/blog/6ztj4rjmno5ai1v8opzicfn9o04ucp>

A young woman with blonde hair is sitting on a patterned rug. She is wearing a black bikini top and denim shorts. She has a necklace and a bracelet. The background is a bohemian-style interior with patterned fabrics and a warm, golden light.



# Rikini Bird





## **LA CANVAS LOUNGE & ART WALL | 2013, 2014 & 2015 :::**

LA Canvas was the official Art partner of Vestal Village for 2013, 2014 & 2015. The LA Canvas team put together their own branded environment featuring an airstream trailer with an outdoor "front yard" lounge. The Art Wall became a focus of the day event and featured an installation of custom pieces from over a dozen artists from around the US curated by LA Canvas.

### **LINKS**

<https://www.youtube.com/watch?v=yhBdE6Gp65c>



## ORANGE AMPLIFICATION COMPOUND | 2014 & 2015 :::

Orange Amps, with help from Jesse Hughes, singer of Vestal Artist Eagles of Death Metal, created their own private compound within the confines of Vestal Village in 2014 & 2015. "I'm creating an artist's Shanghai-la. It is a strictly invite-only, elite affair, but I will be producing a record of music from the weekend for the masses," said Hughes. This compound featured a fully functioning air-conditioned recording studio, secret performances and a comfortable space for performing artists to relax and create.

### LINKS

<http://coachellavalleyweekly.com/eagles-of-death-metals-jesse-hughes-hosts-vip-only-abode-for-musicians-to-relax-in-the-cv/>



**ORANGE**  
AMPLIFICATION





## **BCBG STYLE LOUNGE | 2013 :::**

Team BCBG Generation headed to Indio, CA, in an AirStream decked out with Gen graphics and – full of goodies. We set up shop at Vestal Village, a pool party and music venue during the day, and RV campsite at night. That's right, the Gen gals went camping (complete with outside showers and fold out beds). Those who attended our activation had the pleasure of experiencing our exclusive beauty bar, complete with neon face paint from O.R.G. Skincare, braids by Amika, and nails from LA-based SCRATCH, as well as receiving BCBGeneration gifts liked branded frisbees, towels, portable speakers, "Free" affirmation bracelets, festival tanks, sun hats, and more. That's right, we love to love you. Not to mention our awesomely adorable pool floaties, Trendabl iPad photobooth and pillow lounge for all the chilling you could handle. We had a blast meeting and greeting everyone – even in spite of the giant dust storm – from Lucy Hale to some of our favorite LA based bloggers like Kier from Fashion Addict. Look out for next year's Genchella – you never know what you might get.

## **LINKS**

<http://thegenerationnation.com/the-road-to-indio/>

<http://thegenerationnation.com/genchella-2013/>

<http://www.beautyglamnow.com>

<http://hair-love.blogspot.com/2013/04/amika-vestal-village.html>

**BCBGMAXAZRIA**





**REYKA®**  
VODKA

*Be Forever. And Ever. Inventive.*



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William Grant & Sons, an independent spirit company, showcased a portfolio of their labels at Vestal Village; Milagro Tequila, Reyka Vodka & Sailor Jerry Rum. These labels represented the exclusive alcohol being poured on site for the duration of the event.

Milagro ran the show operating out of the poolside bar area for the day. Guests were welcome to sample a number of beverages created by a team of William Grant's renowned drink mixologists. Milagro tequila has a budding following nationwide but set out to cultivate Milagro's brand awareness within the Southern California market and showcase the great tasting smooth spirit. The Vestal Village venue provided the ideal audience to plant a seed with. The demographic was made up of young men and women ranging in age from 21-30 living in the Orange County and Greater Los Angeles areas. The Milagro team served over 250 samples over a five hour time span to showcase the Milagro brand offerings. Menu items included various margaritas, mixed cocktails, as well as shot and chaser combos all of which contained Milagro tequila.

Sailor Jerry parked their legendary airstream trailer on site near the outdoor saloon and sampled cocktails while hosting a bbq and giving out free tattoos by various artists. The Reyka team walked the grounds passing out samples of their vodka and showcased a strong presence at the outdoor saloon.

## LINKS

<http://www.greenhouseagency.com/?articles=greenhouse-and-milagro-rock-vestals-private-party>





## **PALM BREEZE | 2015 :::**

Palm Breeze created a full lounge experience in the middle of the Day Party which included a full service bar, lovely hosts and sectional out door couches available for all to lounge in a Palm Tree Oasis setting.

## **CADILLAC | 2015 :::**

Cadillac showcased their new *Cadillac Concierge* program where a consumer can test drive a car free of "sales pressures." A brand new Cadillac was showcased in the middle of the Day Party and information about their new program was given out.



## **ETON RUKUS SOLAR SPEAKERS | 2012 :::**

If you're making a stop at Vestal Village, look for us! We'll be renting out units of our not-yet-released Rukus—a Bluetooth sound system and the latest in our line of music products. There will be chances to buy (or win!) units, as well as Eton Ambassadors on hand to show you all the cool features of Rukus.

Plus, while we're at Vestal Village, we'll be launching a brand new, incredibly exciting opportunity for you (even if you aren't attending). Our lips are sealed right now, but check back to find out how easy it is to get involved!

## **LINKS**

<https://www.facebook.com/media/set/?set=a.413701721991520.109776.117282184966810&type=3>





## **PAUL MITCHELL HAIRCARE | 2011, 2012, 2013 :::**

Paul Mitchell has been the official haircare & bath partner of Vestal Village for the past three years. Custom built outdoor showers and supplies were created for a luxurious camping experience.

## **FUJI FILM INSTAX CAMERAS | 2011 :::**

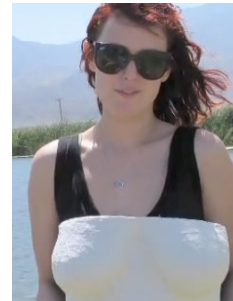
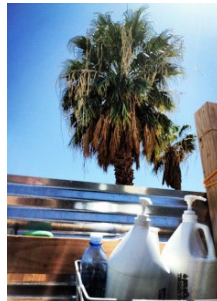
Fuji Film Instax were onsite at Vestal Village to showcase their line of instant cameras. A team of photographers roamed the grounds shooting photos of partygoers. Later, all of the photos were pinned to a giant "Fuji Instax" photo board for all to see.

## **KEEP A BREAST FOUNDATION | 2010, 2011, 2012 :::**

The Keep A Breast Foundation was a special guest at the Vestal Village. KAB casted Rumer Willis and Cindy Santini for the upcoming KAB women of rock and Soul Collection and the KAB comic con collection. Their traveling education booth was also on site to raise awareness for breast cancer prevention : <http://www.youtube.com/watch?v=slkpCuiOfbE>

## **RED BULL | 2010, 2011, 2012, 2013, 2014, 2015 :::**

Red Bull is the official energy drink partner of Vestal Village. Red Bull creates their own "event within the event" space and creates custom lounge environments utilizing various branded furniture and decorations. The Red Bull Scenic Cruiser bus is also on-site for various VIP Festival transportation : <http://bit.ly/VV-RedBull>



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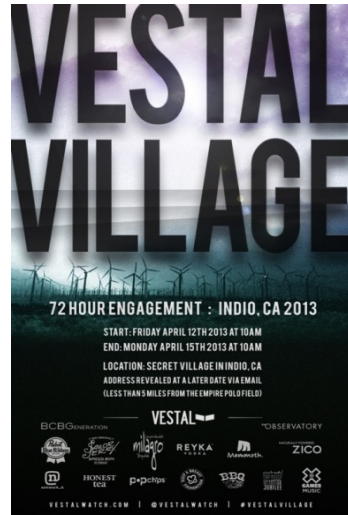
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## VESTAL PARTNERS WITH MDA & SHOUT PR ON VESTAL VILLAGE 2016

### ABOUT MODERN DISCO AMBASSADORS:

SINCE ITS INCEPTION IN 2013, MODERN DISCO AMBASSADORS HAS CONTINUED TO BRING RENOWNED INTERNATIONAL AND NATIONAL TALENT TO ORANGE COUNTY, CALIF. KNOWN AS ONE OF SOUTHERN CALIFORNIA'S PREMIER INDEPENDENT PROMOTION AND MARKETING COMPANIES, M.D.A. EVENTS OFFERS A UNIQUE BLEND OF PROGRESSIVE AND ECLECTIC MUSIC TO GUESTS AT A VARIETY OF VENUES. CHECK OUT WEEKLY EVENTS AT LA CAVE ON WEDNESDAYS AND THE WAYFARER ON FRIDAYS.

FOR MORE INFORMATION, VISIT, [www.FollowMDA.com](http://www.FollowMDA.com)

### ABOUT SHOUT PR:

SINCE 1997, SHOUT PUBLIC RELATIONS HAS BEEN OFFERING OUR FASHION, ART, MUSIC, FITNESS, CULINARY, LUXURY, TRAVEL AND BEAUTY CLIENTS INNOVATIVE AND SPECIFICALLY TAILORED PUBLICITY AND MARKETING SERVICES TO BUILD BRAND AWARENESS, HELP THEM STAND OUT, WHILE POSITIVELY SHOWCASING THEIR CREATIVE EXPERTISE. AT SHOUT PR, WE PRIDE OURSELVES IN PUTTING OUR ENERGY TOWARD HONEST AND ORIGINAL METHODS TO GARNER MEDIA ATTENTION WITH OUR OUTREACH. WORKING WITH COMPANIES OF ALL SIZES, WE BELIEVE THAT NO CLIENT IS TOO BIG OR TOO SMALL; AND WE PROVIDE VARYING ECHELONS OF SERVICE TO CORRESPOND WITH EACH CLIENT'S PARTICULAR GOALS AND RESOURCES. OUR EFFORTS HAVE ALLOWED US TO DEVELOP AN EXTENSIVE NETWORK OF CONTACTS IN RELEVANT AND WORTHWHILE AREAS, WHICH SUIT A VARIETY OF CLIENTS. SHOUT PR PROVIDES EACH CLIENT WITH FOCUSED AND DEDICATED CONSIDERATION TO CREATE SENSIBLE APPROACHES TO ACHIEVE BOTH CONSISTENT AND VALUABLE OUTCOMES. OUR PRIDE IN WHAT WE DO, AND STRONG WORK ETHIC SHOWS IN OUR COMMITMENT TO OUR CLIENTS, FIRST AND FOREMOST. SHOUT PR DELIVERS... PUBLICITY, MARKETING, SOCIAL MEDIA AND MOST IMPORTANTLY, GREAT IDEAS! FOR MORE INFORMATION, VISIT, [www.ShoutPR.com](http://www.ShoutPR.com)



## **PARTNERSHIP OPPORTUNITIES ARE AVAILABLE AT ALL LEVELS**

:::CUSTOMIZED PARTNERSHIP PACKAGES WILL BE MADE TO FIT EACH BRAND NEEDS.

FOR ALL 2016 PARTNERSHIPS PLEASE **CONTACT** :::

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**MAD MAC FOUNDATION**  
**Sponsorship/Production**  
w.+1(909)-763-1032  
c.+1(909)-203-8711  
[www.madmacfoundation.org](http://www.madmacfoundation.org)

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