



What your sponsorship did, counted.

Your sponsor × Your festival · Three days · 40,000 guests · camping
App launch 2 June to 21 July 2026 · festival days 17 to 19 July

18,240 people opened the your festival app this summer, and every one of them saw your sponsor's logo: **1,613,250 times** in all, in eight places, each counted. Most of those looks came between 21:00 and midnight, when people checked who was on next. **2,412 adults** scanned the code at the bar and said yes to a text from the brand. At Fri 20:52 the app sent one safety alert and held sponsor messages for 40 minutes; that pause is in the numbers. On the Monday after, **42 %** of those asked remembered the brand, up from 24 % before. What we don't claim: bar sales caused by the app.

PEOPLE WHO SAW THE LOGO	TIMES THEY SAW IT	PEOPLE WHO SAID YES	REMEMBERED THE BRAND
18,240	1.61 m	2,412	42 %
everyone who opened the app	1,613,250 times, each counted	to a text from the brand	Monday survey, up from 24 % before

Sources: app analytics, the app's own message log, scans and yes/no records at the bar code, the Monday survey. Whole-crowd counts need gate data from ticketing; the app sees only people with the app, and location only where they switched it on.

02 At a glance eight numbers and the weekend hour by hour	03 Where the brand lived who saw each place, and how often	04 The bar zone who came, when, how long	05 People who said yes numbers shared, and how the yes works
06 Did it move people? pushes, coupons, the Monday survey	07 From a real festival one push, about 1,000 people	08 The money who paid, and what each place cost	

At a glance

Three days · 40,000 guests · camping. 18,240 people opened the app, 45 % of guests.

PEOPLE WHO SAW THE LOGO

18,240

everyone who opened the app

ACTIVE ON FESTIVAL DAYS

16,960

93 % of everyone who opened it

TIMES THEY SAW THE LOGO

1.61 m

one screen, one place, one second

PEOPLE WHO SAID YES

2,412

to a text · 34 % of 7,090 who scanned

BAR ZONE, BUSIEST HOUR

3,480

people · 12 min average in the zone

ZONE PUSH OPENS

31 %

27,000 delivered to the bar zone

COUPONS REDEEMED

3,100

42 % of 7,400 issued

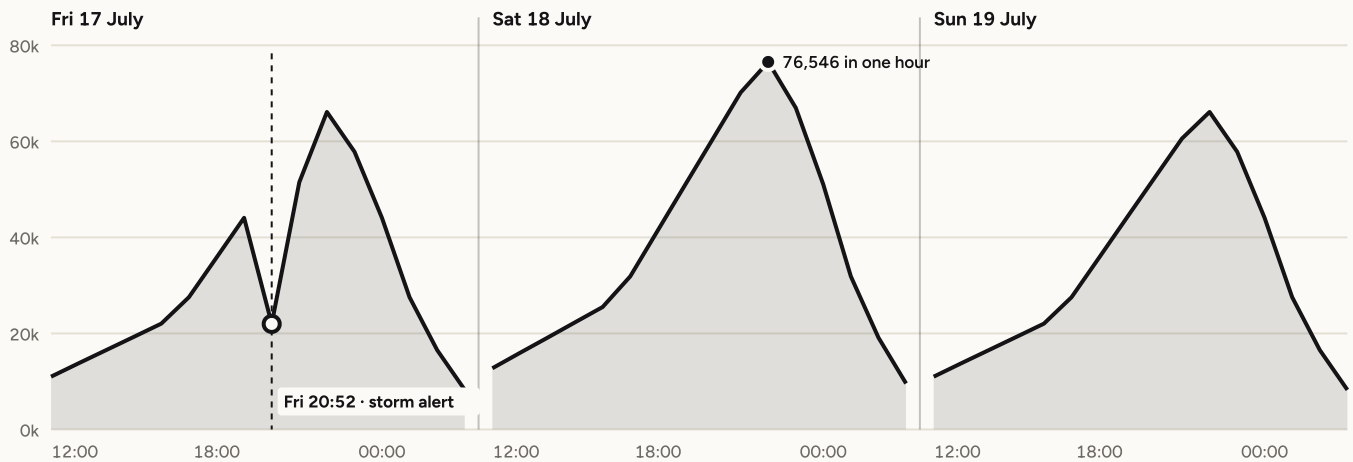
REMEMBERED THE BRAND

42 %

Monday survey, up from 24 % before

Times the logo was seen, by hour, festival days

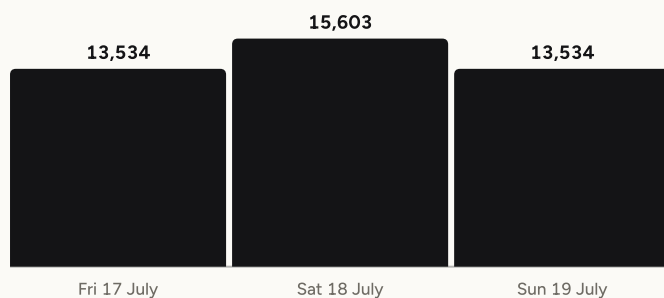
EXAMPLE DATA



Each point is one hour, 12:00 to 03:00. The dashed line marks the storm: one safety alert to every phone with the app; sponsor content paused for 40 minutes, then resumed.

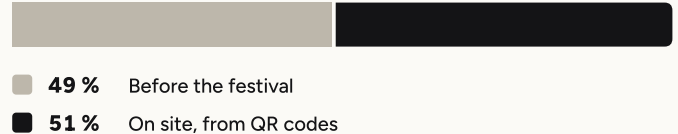
People who opened the app, per festival day

EXAMPLE DATA



Where they installed it

EXAMPLE DATA



On-site installs count too: the code by the bar is also an install point.

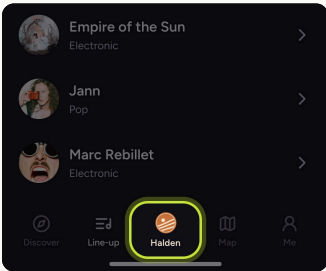
Read this first. Most of the 1,613,250 times are the small logo in the tab bar (1,440,000), seen again and again by the same 18,240 people. That is normal for an app, so this report always shows people and times side by side. The number to take to the board is the small one: 2,412 people who said yes to a text from the brand.

Where the brand lived

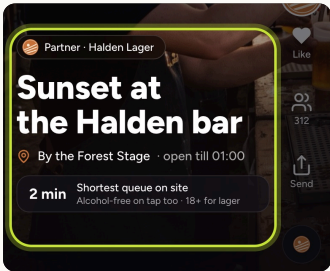
Eight places in the app. For each one: how many people saw it, and how many times it was seen.

PLACE IN THE APP · HOW IT IS COUNTED		PEOPLE WHO SAW IT	TIMES SEEN
01	Logo in the tab bar One per screen opened: the logo sits in the tab bar on every screen. People = everyone who opened the app.	18,240	1,440,000
02	Launch cover and Discover poster Each time the launch cover or the Discover poster was on screen for at least a second.	16,900	96,000
03	Push to the bar zone Each push delivered to a phone in the bar zone (18+ only, at most three a day). People = phones that got at least one.	9,800	27,000
04	Shop shelf Each time the brand's shelf in the Shop was on screen.	5,200	8,150
05	Sponsored stage and map pin Each time the branded stage or pin was on screen on the map, or opened.	11,600	21,500
06	Identity card frame Each identity card made or opened in the brand's frame. Views by friends outside the app are not counted.	3,100	4,300
07	FAQ answer Each time an answer marked "Brought to you by" was opened.	7,400	11,200
08	Monday survey Each time the Monday question was opened. Answers are counted separately (see the survey line).	4,600	5,100
Everyone with the app saw the logo		18,240	1,613,250

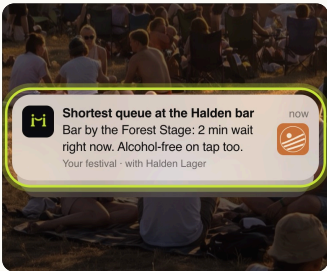
People can't be added up across rows: the same person sees several places. Times seen can: together they make 1,613,250.



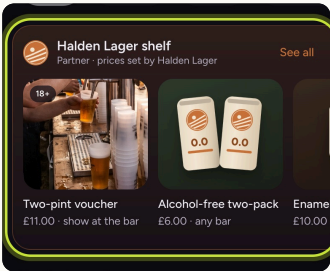
01 Logo in the tab bar



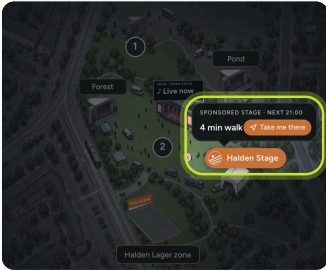
02 Launch cover and Discover poster



03 Push to the bar zone



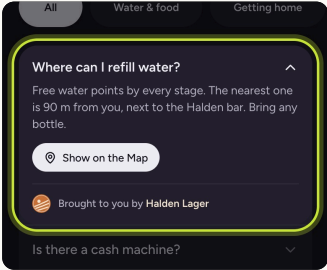
04 Shop shelf



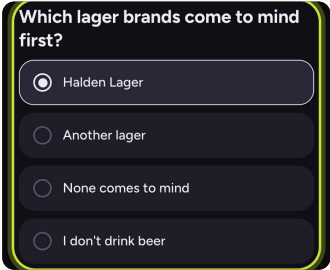
05 Sponsored stage and map pin



06 Identity card frame



07 FAQ answer



08 Monday survey

Shown with Halden Lager, an example brand. Your sponsor's logo and colours go in the same places.

The bar zone

Who came to the sponsor's bar, when, and how long they stayed.

3,480

people in the zone in the busiest hour, Saturday
20:41 to 21:41

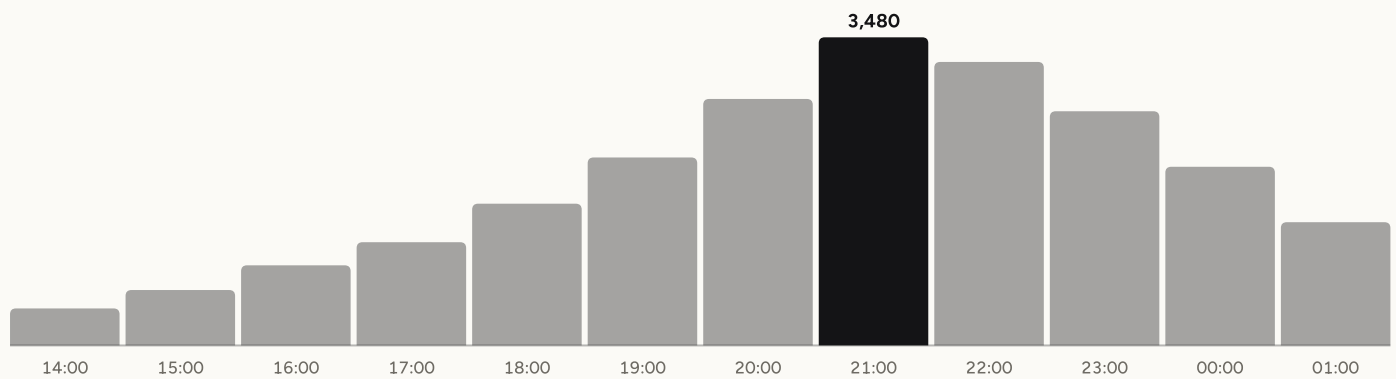
15,900 different people over the festival · 12 min average in the zone ·
38 % aged 18–24

How these are measured

Zone counts are estimated from guests who switched location on, scaled to the crowd. Scans at the bar are exact. Age comes from the 18+ gate (year of birth, never stored with a name); origin from a voluntary postcode. We report groups of 50 people or more, never one person.

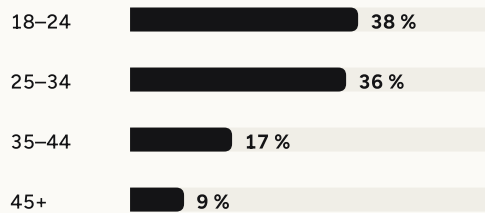
People in the zone per hour, Saturday

EXAMPLE DATA



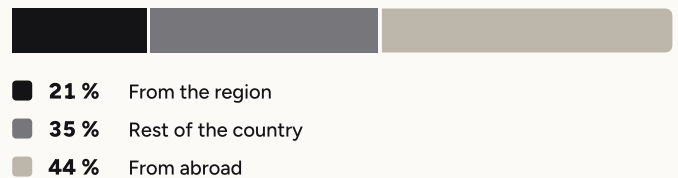
Age bands in the zone

EXAMPLE DATA



Where they came from

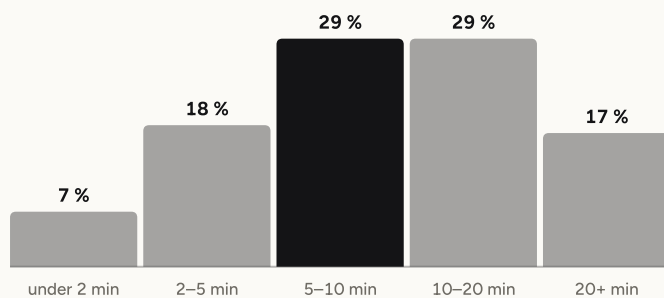
EXAMPLE DATA



A festival people travel to: a brand looking for reach beyond its home region.

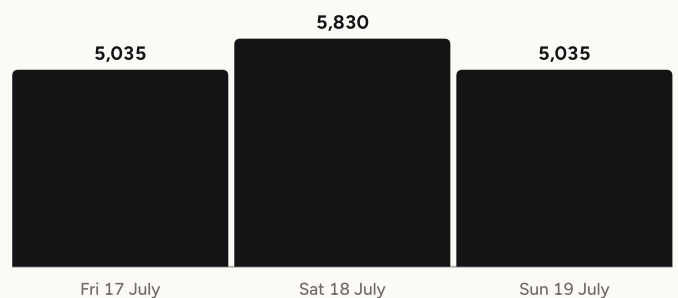
How long they stayed in the zone

EXAMPLE DATA



Zone visits per festival day

EXAMPLE DATA



A guest who came on two days counts on both days.

People who said yes

A guest scans the code at the bar with the app, reads one screen and switches it on. The brand gets a first name and a phone number, nothing else.

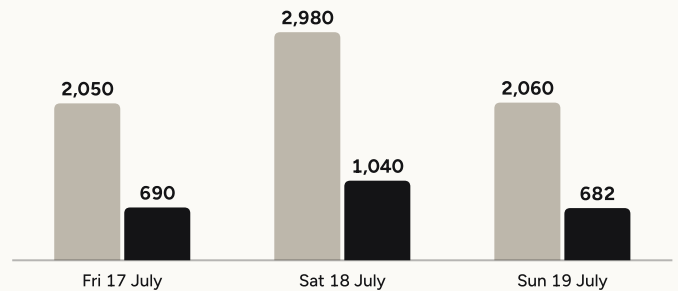
2,412

people said yes to a text from the brand. Every yes is recorded.

At a trade show, 2,412 scanned badges would cost about £361,800 (about £150 each). And a scanned badge is not a yes to texts.

Scanned the code vs said yes, per day

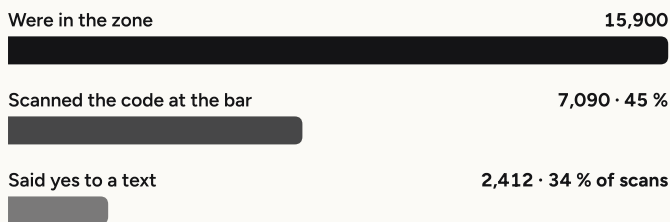
EXAMPLE DATA



■ Scanned the code ■ Said yes

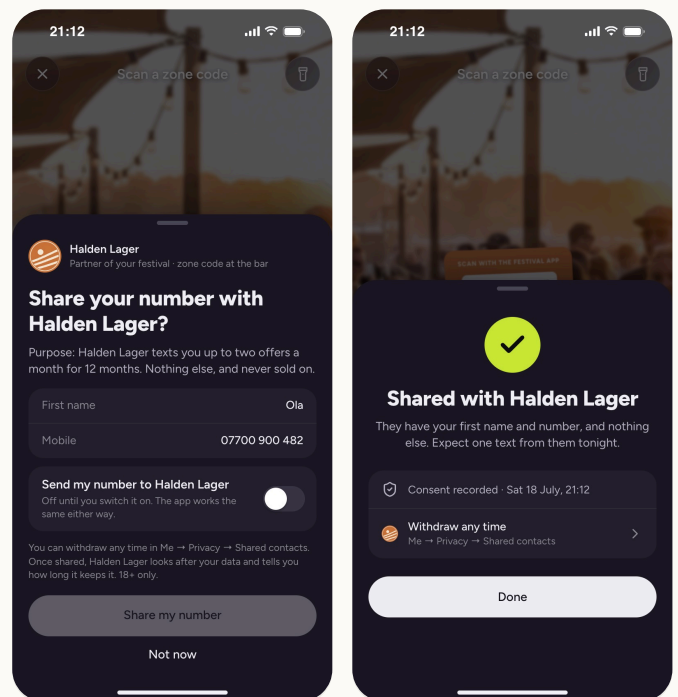
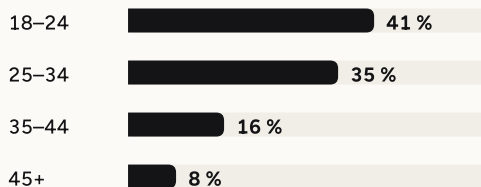
From the zone to a yes

EXAMPLE DATA



Who said yes, by age

EXAMPLE DATA



Shown with Halden Lager, an example brand.

How the yes works

FIVE RULES, BUILT IN

Separate and unticked. The switch starts off. The app works the same if the guest says no.

One channel. The yes covers texts only. Calls need their own yes.

Minimum data, 18+. First name and number only. Once shared, the brand looks after the data and says how long it keeps it.

Named, one purpose. The screen names the brand and says what the number is for. "Festival partners" is never enough.

Easy to withdraw. One tap in Me → Privacy. We tell the sponsor to stop, and keep a record of every yes and every no.

Not legal advice. Wording is checked by counsel per market before launch.

Did it move people?

Seeing the logo is the floor. These numbers show a change in what people did.

One zone push, Sat 16:40: "Shortest queue at the bar"

EXAMPLE DATA

Delivered to guests in the zone 9,100

Opened 3,094 · 34 %

At the bar within 30 minutes 1,092 · 12 %

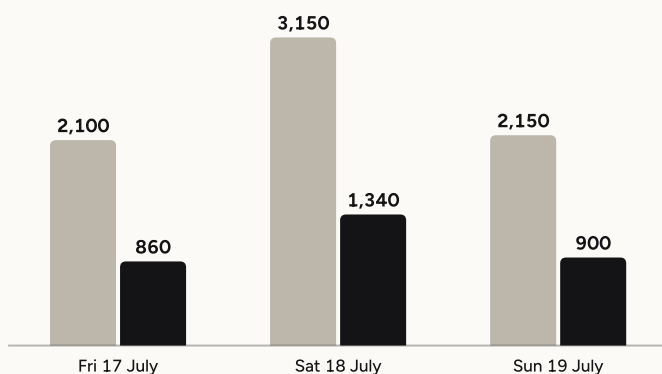
Zone visits in the 30 minutes after the push: **+22 %** against the same half hour the day before. Across the festival: 27,000 zone pushes delivered, 31 % opened, never more than three a day.



Shown with Halden Lager, an example brand.

Bar coupons: issued vs redeemed

EXAMPLE DATA

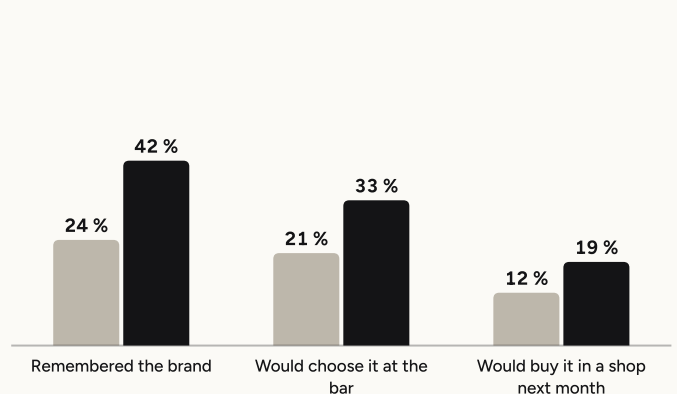


■ Issued in the app ■ Redeemed at the bar

3,100 of 7,400 redeemed (42 %). Redemptions are counted at the bar scanner; total bar sales need a till connection.

Monday survey: before vs after

EXAMPLE DATA · 1,850 ANSWERS



■ Before the festival ■ Monday after

Monday survey: 42 % remembered the brand, up from 24 % before the festival. Two weeks before the festival and on the Monday after, app users got the same question: "Which lager brands come to mind first?" 1,850 answered on Monday. Answers are reported in groups of 50 or more.

MUTED SPONSOR PUSHES

2.3 %

of guests who got one

PUSH LIMIT

3 a day

zone only, 18+ only, sensible hours

PAUSED FOR SAFETY

40 min

Fri 20:52, storm alert first

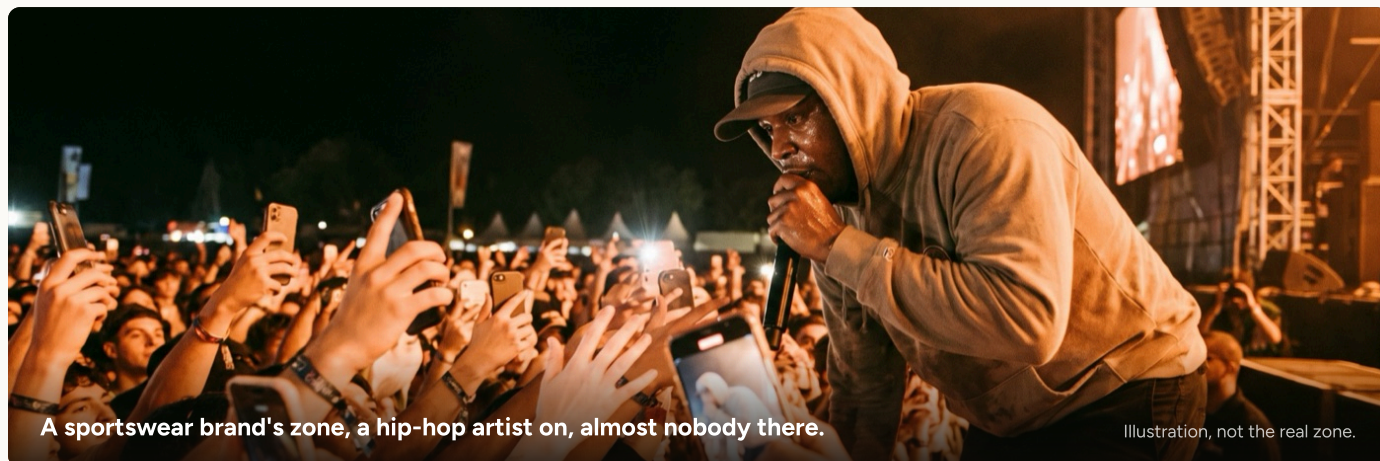
SURVEY ANSWERS

1,850

Monday, in the app

One push. About 1,000 people in 3 minutes.

From a real festival, not invented: SBM. Shown without the brand's name or logo until SBM and the brand agree.



01 Empty zone

A sportswear brand's zone had a hip-hop artist on. The crowd was elsewhere. The zone stood almost empty.

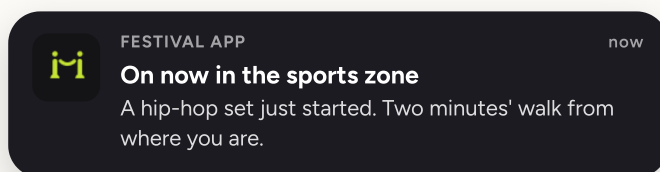
02 One push

The festival sent one message from its own app: who is on, where, and how far it is.

03 Three minutes later

About 1,000 people were in the zone. No banner can call a crowd over. The app did, in minutes.

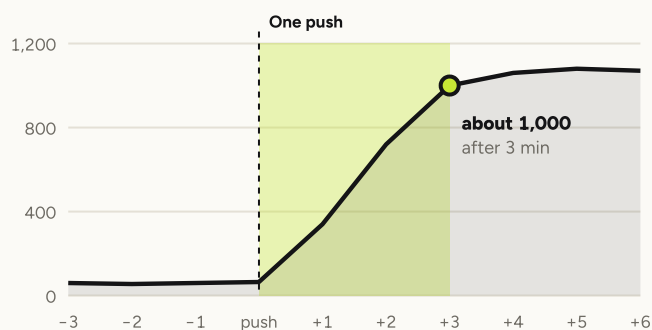
Why a sponsor cares. An empty zone is money spent on nobody. A banner can't call people over. The festival's app can, in minutes, and the report counts who came.



How such a push looks. Wording reconstructed, to confirm with SBM.

People in the zone, minute by minute

SHAPE ILLUSTRATIVE



Only two numbers come from the festival: about 1,000 people, about 3 minutes. The rest of the line only shows the shape.

Before this is public

- 1 SBM agrees to be named.
- 2 The sportswear brand agrees (name and logo stay out until then).
- 3 The count is confirmed: how many people, how many minutes, how it was counted.
- 4 Date, time and artist, if they may be named.

The money

The app isn't free. The sponsor pays for it, and pays the festival the same again.

Your sponsor package, paid to the festival **£40,000**

LineApp, the app for one edition **-£20,000**

Your festival keeps

£20,000

If no package sells, the festival pays the £20,000 for the app itself. That's the risk, written down.

£20,000

pays for the app

£20,000

stays with the festival

Half and half. The sponsor pays for your app, and pays you the same again.

What the £40,000 bought, place by place

EXAMPLE PRICES

PLACE IN THE APP	PRICE	PEOPLE WHO SAW IT	TIMES SEEN
Logo in the tab bar	£12,000	18,240	1,440,000
Launch cover and Discover poster	£8,000	16,900	96,000
Push to the bar zone	£6,000	9,800	27,000
Shop shelf	£4,400	5,200	8,150
Sponsored stage and map pin	£3,600	11,600	21,500
Identity card frame	£2,600	3,100	4,300
FAQ answer	£2,000	7,400	11,200
Monday survey	£1,400	4,600	5,100
The package	£40,000	18,240	1,613,250

The logo in the tab bar costs most because it is on every screen. Plus what no price list shows: 2,412 people who said yes to a text. At a trade show, 2,412 scanned badges would cost about £361,800 (about £150 each). And a scanned badge is not a yes to texts.

What we don't claim

- ✗ Bar sales caused by the app. We count zone visits and redeemed codes, not pints.
- ✗ The whole crowd. The app sees people with the app; whole-crowd counts need ticketing gates.
- ✗ Anyone's location without a yes. Zone counts come only from guests who switched it on.

Renewal, in one line. Same package next edition, with a second bar code at the campsite. This report is the proof that goes with the offer.

Signed off by

Your festival

Your sponsor