

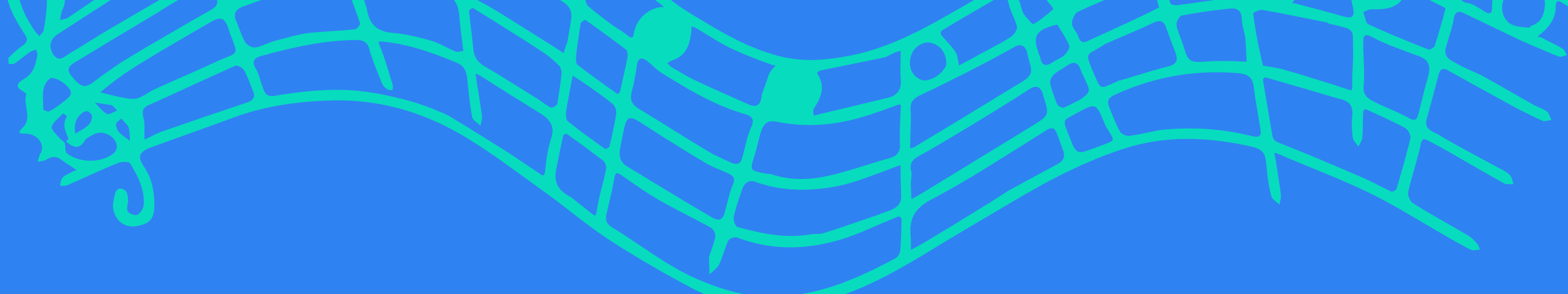
The background of the entire page is a vibrant night scene from a music festival. In the upper half, a massive burst of purple and pink fireworks explodes against a dark sky. Below the fireworks, a large crowd of people is visible in the foreground, their silhouettes and raised hands creating a sense of movement and excitement. In the background, a stage is illuminated with bright red and orange lights, and a large, glowing circular structure, possibly a Ferris wheel or a large screen, is visible. The overall atmosphere is one of high energy and celebration.

IEG

Sector Report

MUSIC FESTIVALS

2025 U.S. SPONSORSHIP HIGHLIGHTS



2025 MUSIC FESTIVALS: KEY SPONSORSHIP STATS

\$169M+

spent on U.S. music
festival sponsorship
rights fees by brands

39

U.S. music
festivals
analyzed

380+

unique brands
held at least one
U.S. music festival
sponsorship

975+

total music
festival
sponsorship
deals analyzed



MUSIC FESTIVALS ANALYZED

This report contains sponsorship data for 39 music festivals based in the U.S., occurring between January 2025 and October 2025.

POP:

AUSTIN CITY LIMITS MUSIC FESTIVAL

bonnaroo MUSIC & ARTS FESTIVAL

BOSTON CALLING MUSIC FESTIVAL

BOTTLEROCK MUSIC • WINE • FOOD

COACHELLA

ESSENCE Festival

GOVERNORS BALL

Lollapalooza

OUTSIDE LANDS

Rolling Loud

summerfest

COUNTRY:

Carolina COUNTRY MUSIC FEST NASHVILLE

CMA MUSIC FESTIVAL NASHVILLE

COUNTRY THUNDER ARIZONA

COUNTRY THUNDER FLORIDA

COUNTRY THUNDER — Wisconsin

GULF COAST JAM

IHeart COUNTRY RASTIVAL

STAGECOACH

WATERSHED MUSIC & CAMPING FESTIVAL

ROCK:

BOTTLEROCK NAPA VALLEY

Bourbon & BEYOND

BUMBERSHOOT

Cruel World

ELECTRIC FOREST FESTIVAL

HARD SUMMER

LOUDER THAN LIFE

PORTOLA

RIOT FEST

ROCKLAHOMA

SHAKY KNEES MUSIC FESTIVAL

WHEN WE WERE YOUNG

JAZZ/ELECTRONIC:

detroit JAZZ festival

edc LAS VEGAS | ORLANDO

NEW ORLEANS JAZZ & HERITAGE FESTIVAL

PORTOLA

ULTRA musicfestival

WATERFRONT BLUES FESTIVAL

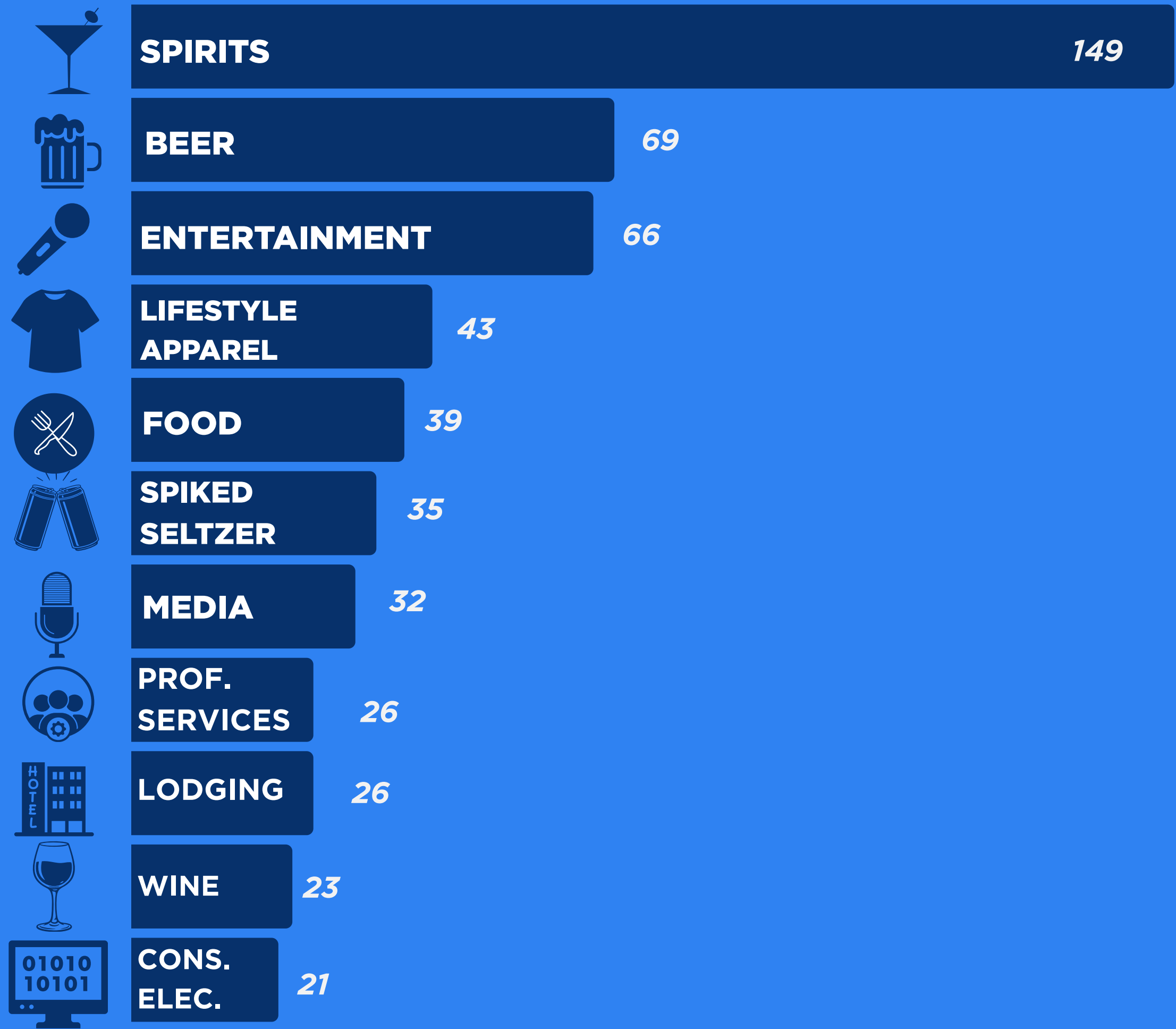
TOP BRAND CATEGORIES BY ANNUAL SPONSORSHIP SPEND

Spirits and beer brands make up nearly a quarter of all festival sponsorship spending, highlighting alcohol's strong influence in the live event space. These brands focus on engaging experiences that connect with audiences, while tech and automotive companies use music festivals to showcase innovation and build awareness.



TOP BRAND CATEGORIES BY TOTAL ACTIVITY

Spirits and beer brands are the most common sponsors across music festivals, accounting for nearly 23% of all brands active in the space. This shows how beverage companies continue to dominate the live music space through sampling and branded activations that fit naturally with festival culture. Beyond alcohol, categories like entertainment, lifestyle apparel, and tech are expanding their presence, signaling a shift toward more diverse partnerships that connect with fans through both physical and digital engagement.



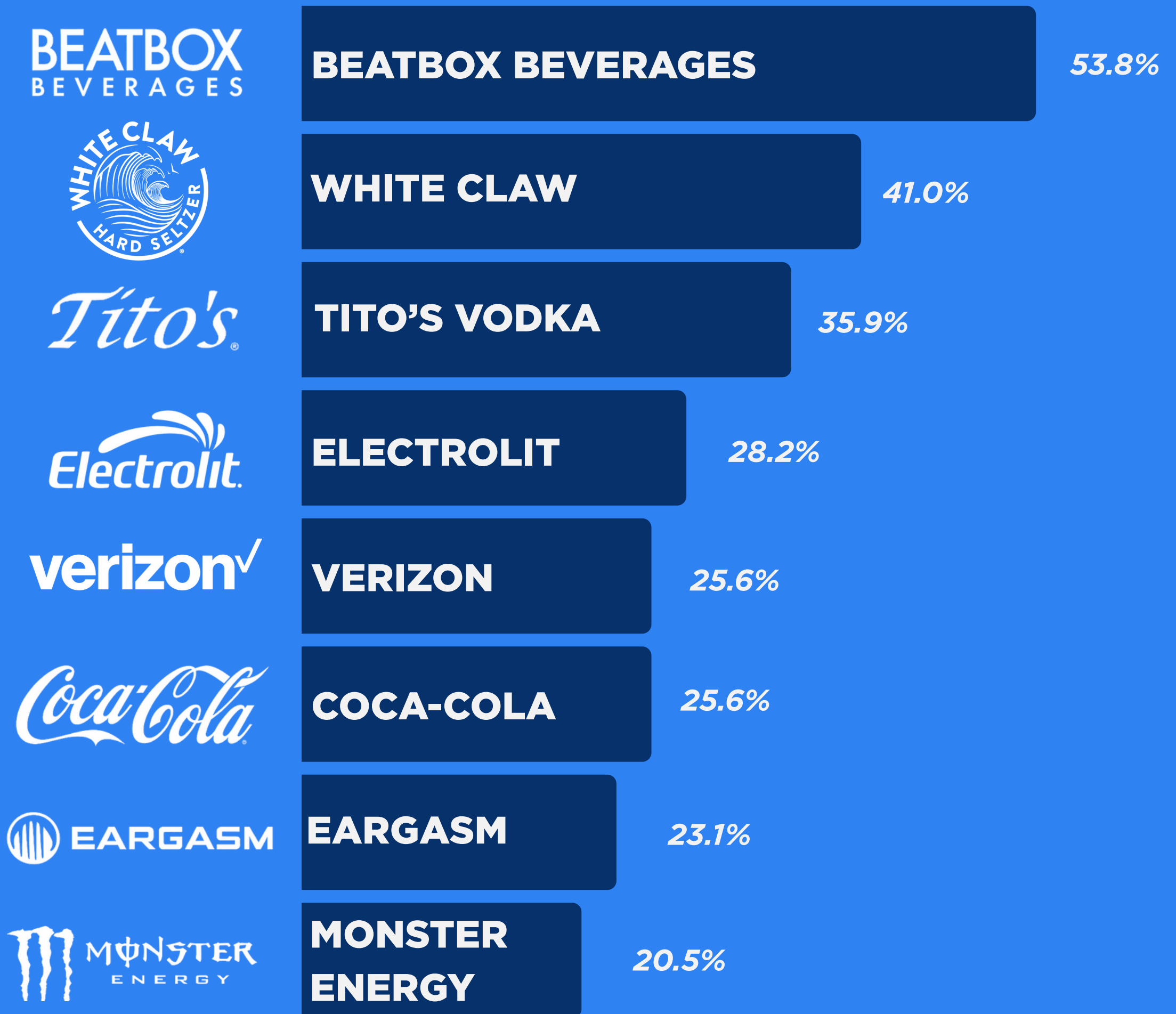
TOP CORPORATE OWNERS BY SPEND

Beverage brands remain the driving force behind festival sponsorships, with Coca-Cola, Molson Coors, and Anheuser-Busch putting significant resources into building stronger connections with younger crowds. At the same time, brands like Alphabet and American Express are growing their presence by focusing on innovation and premium experiences. Newer players such as BeatBox and White Claw also use music festivals to expand their visibility across the country.



BRANDS THAT SPONSOR THE MOST MUSIC FESTIVALS

Beverage and energy drink brands play a major role in festival sponsorships, reflecting how strongly music culture connects with social and lifestyle marketing. BeatBox leads all brands, sponsoring over half of the festivals analyzed, while White Claw and Tito's expand through interactive activations. This reflects how beverage brands use music festivals to engage younger audiences, while Verizon and Coca-Cola add variety through digital campaigns.



POP MUSIC FESTIVALS



11

Pop Music
Festivals Analyzed

380+

Active Pop Music
Festival Deals

\$103M+

Spent on Pop Music Festivals
sponsorship rights by brands

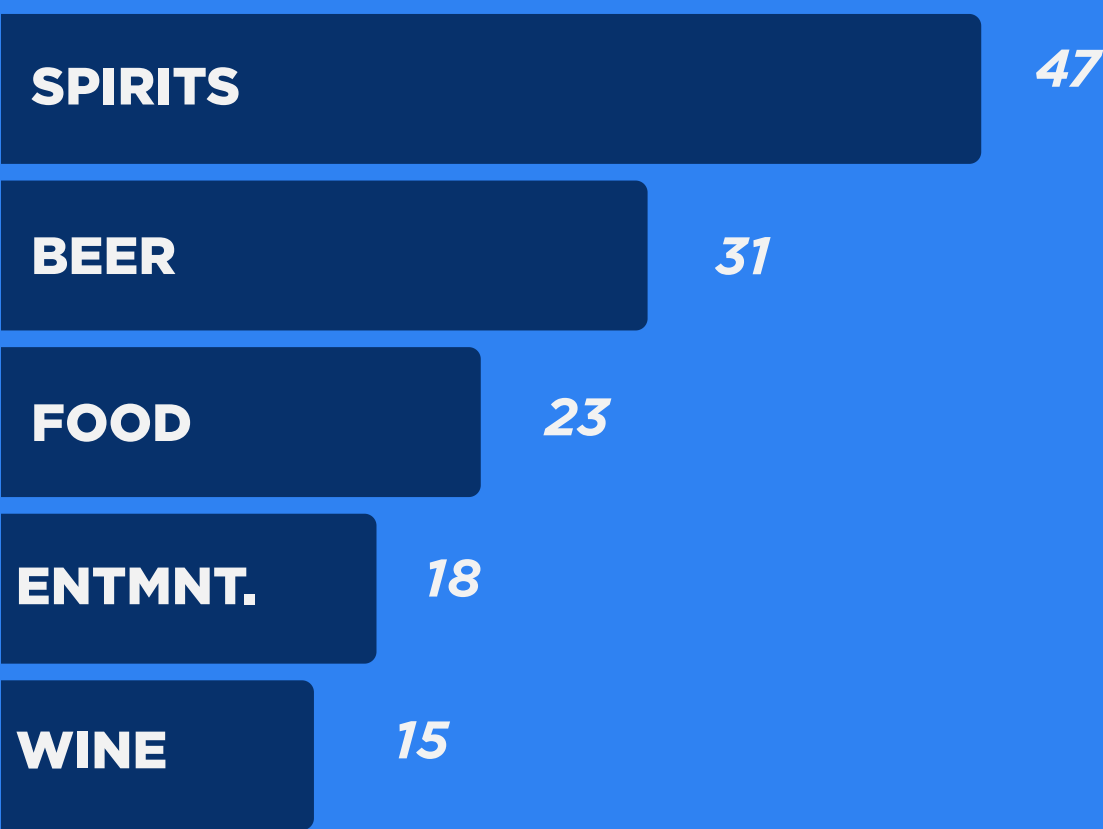
Top Corporate Owners by Pop Music Festival Activity



Top Brands by Pop Music Festival



Top Categories by Pop Music Festival Activity



Pop festivals have become the center of brand culture, where sponsorships are about presence and participation, not just promotion. These events showcase the line between entertainment and marketing, as brands like Coca-Cola and Verizon create interactive lounges and real-time fan experiences that turn audiences into participants. Their ability to influence culture throughout the year makes pop festivals central to how companies approach sponsorship today.

COUNTRY MUSIC FESTIVALS



9

Country Music
Festivals Analyzed

240+

Active Country Music
Festival Deals

\$31M+

Spent on Country Festivals
sponsorship rights by brands

Top Corporate Owners by Country Music Festival Activity

ANHEUSER-BUSCH INBEV

8

MONSTER BEV.

5

MOLSON COORS
BREWING CO.

4

COCA-COLA

4

BEATBOX
BEVERAGES

4

Top Brands by Country Music Festival

SOFI

\$2.0M

BUD LIGHT

\$1.1M

JIM BEAM

\$1.0M

MONSTER
ENERGY

\$650K

CELSIUS

\$650K

Top Categories by Country Music Festival Activity

SPIRITS

26

ENTERTAINMENT

25

MEDIA

21

LIFESTYLE APPAREL

19

BEER

14

Country festivals are bringing in more long term sponsorships as brands look to connect with community driven fans. At CMA Fest, Bud Light hosted meet and greets and offered product sampling through its Busch Country experience, while Chevrolet showed off its electric vehicles. At Stagecoach, the Toyota Music Den let fans create custom merch and listen to sets from new artists, giving brands an easy way to blend into country music culture. All of these efforts show how sponsors use tradition and familiarity to build stronger ties with fans.

ROCK MUSIC FESTIVALS



12

Rock Music
Festivals Analyzed

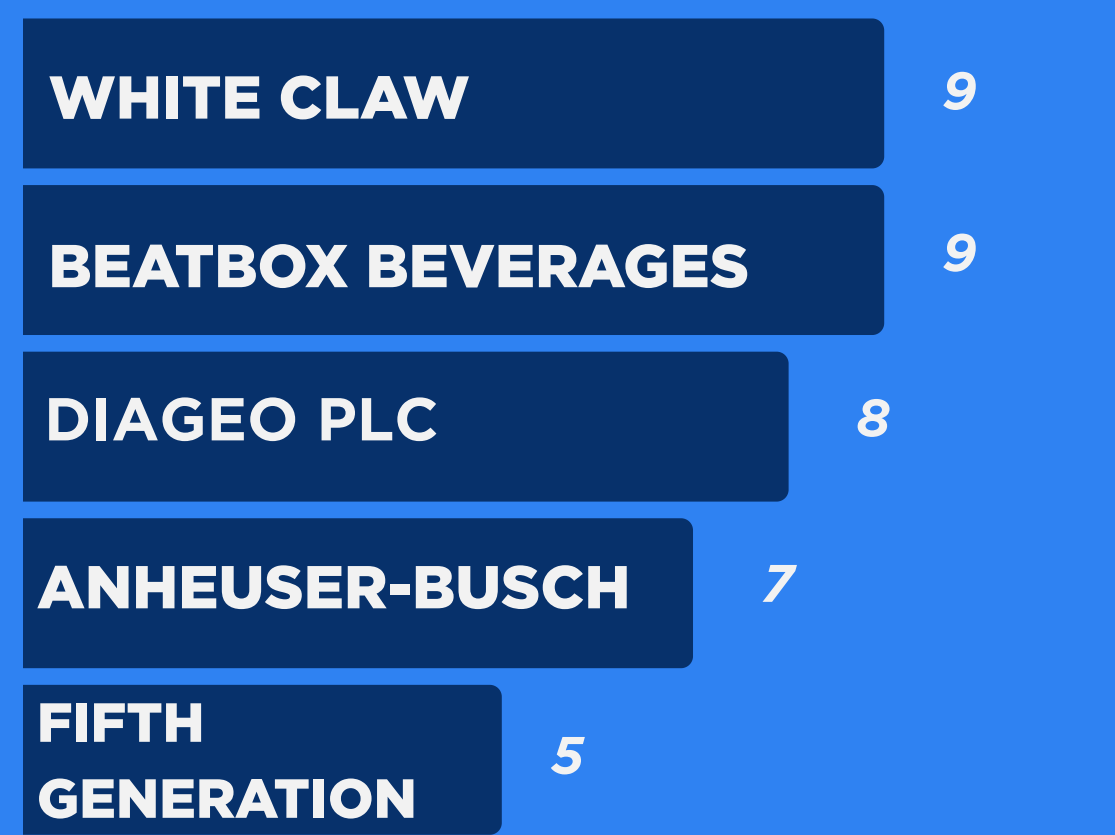
225+

Active Rock Music
Festival Deals

\$18M+

Spent on Rock Festivals
sponsorship rights by brands

Top Brands by Rock Music Festival Activity



Top Categories by Rock Music Festival Activity

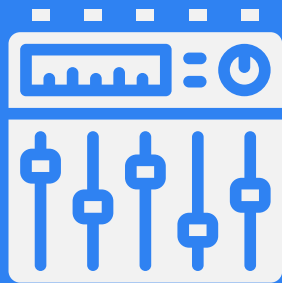


Top Brands by Rock Music Festival



Rock festivals remain a key player in sponsorship, fueled by their loyal fan base and high-energy atmosphere. At Louder Than Life, BeatBox Beverages hosted its “BeatBox Party Pub,” with giveaways, a tattoo station, and a photo booth, while White Claw’s “Shore Club” offered branded lounges and product sampling. These experiences show how beverage and lifestyle brands use rock festivals to connect with fans through shared culture, keeping the genre relevant in today’s sponsorship landscape.

JAZZ/ELECTRONIC MUSIC FESTIVALS



7

Jazz/Electornic
Music Festivals
Analyzed

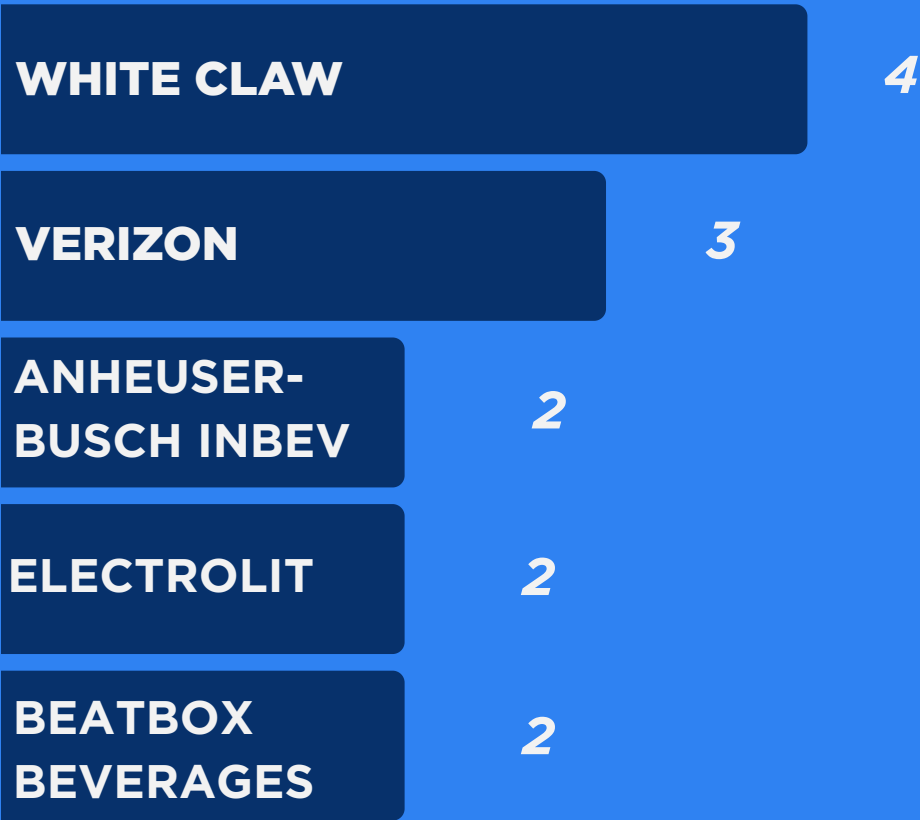
125+

Active Jazz/Electronic
Music Festival Deals

\$15M+

Spent on Jazz/Electronic
Festivals sponsorship rights
by brands

Top Brands by Jazz/Electronic Music Festival Activity



Top Brands by Jazz/Electronic Music Festival



Top Catergories by Jazz/Electronic Music Festival Activity



Jazz and electronic festivals are still dominated by beverage sponsors, but more technology partnerships are beginning to take hold. White Claw builds energy on site with branded lounges and product sampling, while Verizon expands its role by offering charging stations and digital experiences that keep fans connected during the event. Together, these brands show how drinks and technology combine to elevate the social and high energy atmosphere of these festivals.



IEG'S SPONSORSHIP INTELLIGENCE

METHODOLOGY

The data provided on the previous slides was sourced from IEG's Sponsorship Intelligence Database in October of 2025. The spending figures provided represent sponsorship rights fee estimates and do not include additional commercial advertising media buys, endorsements, or brand activation expenses.

IEG's Sponsorship Intelligence Database includes key terms and estimated fees for over 80,000 active deals across all major property and sponsor categories. Fee estimates are based on IEG's direct knowledge of fees, publicly reported information, and comparable deals.