

A rooftop concert at night. A band is performing on a wooden stage, illuminated by warm spotlights. The audience is seated on the floor, watching the performance. In the background, a dense city skyline is visible under a dark sky, with lights from buildings and streets. The overall atmosphere is intimate and vibrant.

Sofar

City of Hallandale Beach

Sofar

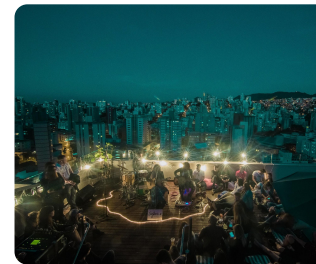
The background is a dark, out-of-focus photograph of a social event. It shows the silhouettes of people and a string of warm-toned lights, possibly at a bar or party. The overall mood is intimate and social.

Sofar Introduction

Sofar is a Global Community

Our community is comprised of **5 Million** music fans spanning over **400 cities** in **78 countries** around the world. We are uniquely placed to gain insights into cities that only locals could ever access. Over **30,000 artists** have played Sofar shows. We have an unrivalled ability to book the next big thing; from Billie Eilish to Hozier to Bastille and many, many more.

We create intimate live shows in incredible, unexpected spaces, where audiences are enthralled to discover local



music, hosted by local curators. With over **10,000 hosts**, we access awe inspiring locations not normally reserved for music, which encapsulate the essence of the cities and neighborhoods.

Our digital distribution of performances captured live at Sofar shows has grown to over **447 Million views** on YouTube, with a committed and engaged audience across global (291,000 page followers) and local (97,000 UK pages) social platforms.

447M

VIEWS ON
YOUTUBE

30K

ARTISTS THAT HAVE
PLAYED SOFAR SHOWS

5M

MUSIC
FANS

400

CITIES ACROSS
THE WORLD

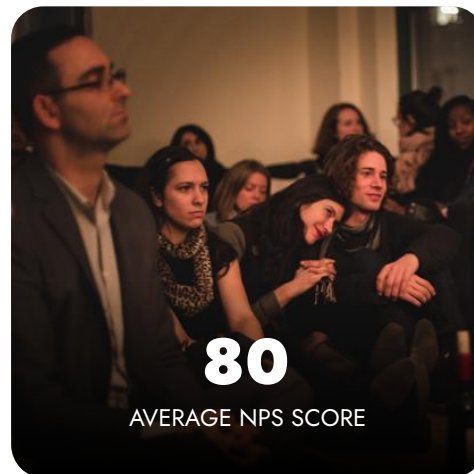
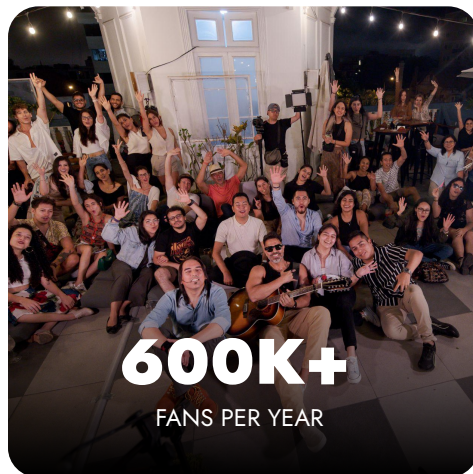
10K

LOCAL
HOSTS

ABOUT US

Sofar is Always On

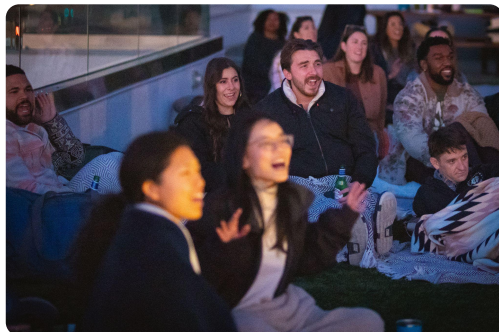
Whether it's real life, in-room experiences or virtual, Sofar reimagines concerts through curated secret performances in secret locations.



Our Audience Is Engaged

1.4MM Social Followers

1.3MM Newsletter Subscribers



The Sofar Community is all about discovery

Our fans love to explore the world around them, and when they hear about something new, they invite their friends along to share in the experience. When they discover a new artist through Sofar, they keep listening and support them beyond the room or video.

Sofar fans are willing to take risks when it's worth it, and spend more on quality. They collect experiences over things and value authenticity above all else.

From live performances to online views, our audience is always tuned in.

1.3M

SUBSCRIBERS ON
YOUTUBE

60/40

MALE/FEMALE

70%

MILLENNIALS
AGE: 25-34

447M

YOUTUBE
VIEWS

30%

ATTEND A SHOW WHILE
TRAVELING

30%

GO ON DATES
TO A SOFAR SHOW

Our Values

The culture of Sofar and the quality of the work we produce are inextricably linked. We pride ourselves on being a home for creative people and clients.



CREATIVITY

We exist to support artists. We empower everyone in the Sofar community to bring their own creative energy to connect artists and audiences.



COMMUNITY

We come together to create the spaces where music matters, intentionally welcoming and respecting all music lovers from around the world.



JOY

We pioneer the untraditional and take our We believe in the transformative, unifying, and joyful power of experiencing live music together.

Consumer trends are evolving

A mix of a long awaited digital fatigue with a growing distrust of legacy organisations has left Gen Z and Millennial audiences searching for a new kind of experience.

IRL spend is on the rise with consumers expressing an interest in smaller, culture-focussed and community-driven experiences, rather than high expense festival weekends and large scale events.

Hype and celebrity is out—Authenticity and participation are in.

- Event spend is up 32%
- 76% consumers prioritise experience over product
- 81% want to attend IRL events that celebrate their niche interests
- 62% say local, grassroots concerts are their favourite social event (best performing category)

(Eventbrite/The Verge/Freeman Report)

**Sofar has built
an unparalleled
space for brands
to connect with
fans through
partnerships**

- **2 x** Award Nominations for UK Sofar Brand Partnerships in 2025 (Best Brand Partnership, Best Event | DigiDay Awards)
- **82%** fans are open to brand introductions in the Sofar environment
- **5/5** Overall experience rating, all survey respondents (2025 UK partnership, O2)
- **+10%** average increase in open rate for brand partnership emails
- **95%** sponsored event attendees increased in brand trust following IRL events
(Sofar fan survey/ Brand Partnership data)

Proposal

CONCEPT

Overview

Sofar x City of Hallandale Beach

As Hallandale Beach approaches its **100th anniversary**, the city has a rare opportunity to mark this milestone not with spectacle — but with something more lasting: a live music experience rooted in the community itself.

Sofar Sounds specializes in exactly this. We produce intimate, discovery driven concerts in unexpected spaces, spotlighting local, emerging, and diverse artists in a way that transforms neighborhoods into cultural destinations.

This proposal presents two approaches to bringing that magic to Hallandale Beach both designed to drive community engagement, celebrate local culture and create content that lives far beyond the night of the show.



OPTION A

The Centennial Marathon

\$100,000 | One landmark event

A single, unforgettable 4-hour Sofar Marathon celebrating Hallandale Beach's 100th anniversary. Six artists. One night. Hosted as a free RSVP event, this format brings the entire community together in a meaningful, shared moment with a full content capture package to preserve it for years to come.

The Experience

- 4-hour live music marathon in an unexpected Hallandale Beach location
- 6 emerging, local, and diverse artists curated by Sofar
- Free RSVP, open to the public
- Sofar produces the full event:
 - Sound engineer & equipment
 - Stage and lighting
 - Event host / MC

Content & Marketing

- Pre Show Promotion
 - 1 local email inclusion promoting ticket competitions
 - 1 local post IG/FB promoting event
 - 6 Artist as Influencer posts
- Event Based Content
 - 6 full performance videos on Sofar Youtube (1 per artist)
 - 1 social cutdown video spotlighting artists, spaces and Hallandale Beach

OPTION B

The Discovery Series

\$100,000 | 6 shows over 6 months

Six intimate Sofar Discovery shows, one per month, hosted in an unexpected Hallandale Beach location. Two artists per show. This format builds sustained cultural momentum throughout the city's centennial year giving locals a recurring reason to gather, explore their neighborhoods and discover local music.

The Experience

- 6 shows over the course of 6 months
- 2 curated emerging artists per show
- Free RSVP, open to the public
- Sofar produces the full event:
 - Sound engineer & equipment
 - Stage and lighting
 - Event host / MC

Content & Marketing

- Pre Show Promotion
 - 6 local email inclusions promoting ticket competitions (1 per event)
 - 6 local FB/IG posts promoting event (1 per event)
 - 12 Artist as Influencer posts (1 per artist)
- Event Based Content
 - 3 full performance videos on Sofar YouTube from 1 show
 - 6 social cutdown videos on Sofar FB/IG (1 per event)

**We think the City of Hallandale and
Sofar could be a perfect partnership.
We look forward to building out
these ideas together.
Thanks for the opportunity.**

Katrina Ticse

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Sofar