



Use our Custom Mailers to send your wristbands, tickets or badges to event attendees. Our tri-fold mailers are perfect for providing attendees with pre-event information and directions for when they arrive. They can also be used to advertise sponsors to a captive audience.



USE QR CODES TO COMMUNICATE SPECIAL CONTENT TO YOUR FANS

NOW WITH MULTIPLE SIZES & CUSTOM TREATMENTS LIKE FOIL AND GLOW-IN-THE-DARK!

**SONIC TEMPLE** ENCLOSED IS YOUR RFID WRISTBAND FOR SONIC TEMPLE 2023!

This wristband IS your pass to the festival. Be sure to read these instructions carefully that you're ready to rock! Please find all the festival 411 AND register your wristband before you arrive

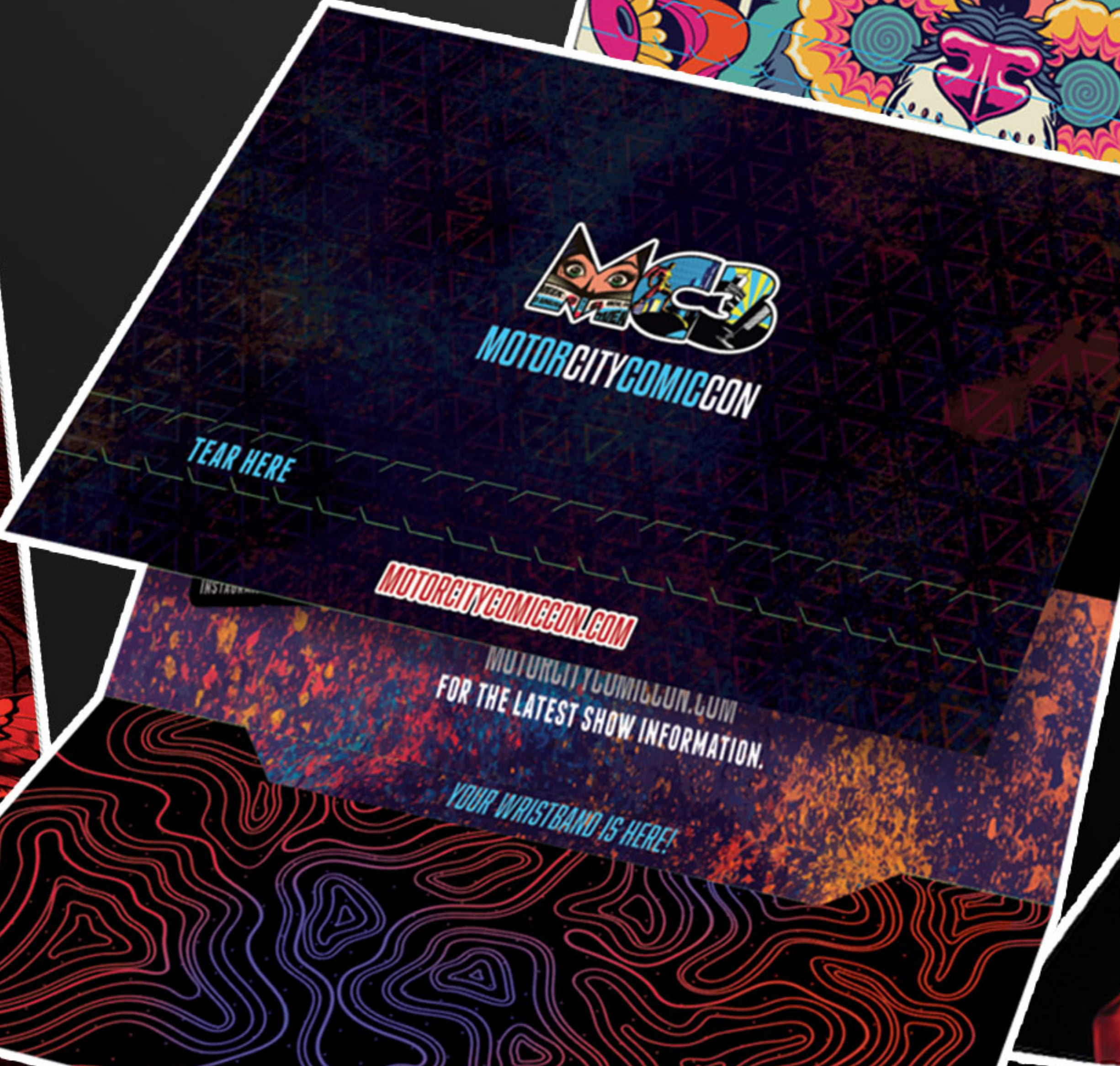


ACTIVATE YOUR WRISTBAND HERE: SONICTEMPLEFESTIVAL.COM/INFO

**FIRST THING'S FIRST:** be sure to complete your MANDATORY wristband registration. Your wristband is your attendance into the festival.

- **IMPORTANT!!!** It is \$25 to replace a lost, stolen or mis-handled wristband. Replacement can ONLY happen at the festival box office on-site. You must have your order number and photo ID to initiate the replacement of your wristband.
- Once the wristband is tightened down, it will not loosen back up so please handle your wristband carefully to assure you don't accidentally pull it closed before you put it on.
- When you're ready to attend the festival, place the wristband on your RIGHT wrist.
- Slide the clasp up to tighten the wristband so that it will not slide off your wrist, but be careful not to make it too tight as your wristband will not loosen up over time.
- At the festival gates your wristband will be scanned just like a paper or digital ticket.
- Do not remove your wristband until you plan to leave the festival for the final time. If you bought a weekend pass, this is your proof of entry for all days of the event.
- Wristbands are not transferable to other fans once applied to your wrist.
- Do not cut, stretch, twist, tear, tape, glue, or affect the wristband in any way, shape or form. Any wristband that has been altered will be confiscated and will not be replaced.
- Camper wristbands will be issued upon camping check-in.

YOUR WRISTBAND IS HERE!



# Enhance the Fan Experience and Keep Them Informed!



## BENEFITS

- **Brand Visibility:** Customize mailers with your logo, colors, and messaging, increasing brand visibility and recognition.
- **Communication:** Include tailored messages or instructions, to enhance the fan experience and engagement with your brand.
- **Promotional Opportunity:** Include additional promotional materials maximizing the impact of your marketing efforts.

## ACTIVATIONS

- **Interactive Online Experience:** Include a QR code or web link on the mailer that leads fans to an interactive online experience.
- **Augmented Reality:** Leverage our AR technology to allow fans access to unique content on their smartphones.
- **Surprise and Delight:** Include hidden surprises or bonus offers in the mailers, for exclusive experiences, upgrades or discounts.

## FEATURES/TREATMENTS

- **Customizable Design:** Mailers can be customized with your brand logo, colors, and messaging to align with your branding.
- **Barcode or QR Code Integration:** Mailers may include barcodes or QR codes for easy communication, tracking or scanning.
- **Variable Data Printing:** Our printing technology enables the printing of unique codes, serial numbers, or other variable information.
- **Special Treatments:** You can select from 4 unique foil finishes, Glow-in-the-Dark or Spot Gloss.