



# Partner Activation Toolkit

A printable guide for brands, media partners and collaborators who want to support the project without overpowering the room.

This guide helps partners add useful value without taking over the emotional center of the room. Use it for sponsor planning, media collaboration, branded touchpoints and event-specific activation briefs.

## PARTNER PRINCIPLES

- 1. Start from the event.** Begin with what the audience, artists and venue actually need before deciding what the brand wants to place in the space.
- 2. Support atmosphere.** Good partner work improves comfort, clarity, design quality, hospitality or access. It does not need to dominate attention to feel present.
- 3. Avoid message collision.** If the event is encouraging deeper presence, the activation should not push people toward constant extraction of content, distraction or over-branding.
- 4. Design objects with intention.** Printed matter, artist materials, small branded objects and limited editions work better when they feel considered rather than mass-distributed.
- 5. Tell the story carefully.** Coverage should extend the meaning of the event, not flatten it into generic promotional noise.

## ROOM-CULTURE NOTES

**Respect people in the room.** Do not build activations that pressure guests to appear on camera, post on demand or be photographed without clear knowledge and consent.

**Keep branded presence proportionate.** The activation should be recognizable, but it should not overpower the event language, the artist or the room itself.

## QUICK CHECKLIST

- The event need is clear
- Placement fits the room
- Messages do not compete with presence-first language
- Filming/photography has a consent-aware approach
- Objects and signage feel intentional - not cluttered
- Post-event coverage adds meaning instead of draining the live moment

## CORE LINE

The strongest partner work is recognizable, useful and culturally literate.