



**HIP  
HOP  
KEMP**

**HIP HOP KEMP 2026 -  
SPONSORSHIP WITH REAL ENERGY**

**“For brands that want to dominate the stage.”**

**21.-22. 8. 2026**

**COSMO INTERGALACTIC BASE**

**PLASY, PILSEN REGION, CZECH REPUBLIC**

# ABOUT THE FESTIVAL

**“The legend returns. A new venue unmatched energy, and the same passion for culture.”**

After a six-year hiatus, **Hip Hop Kemp** is back, making its debut in a remarkable new location. **The Cosmo Intergalactic Base in Plasy** (Pilsen Region) offers a unique industrial backdrop, vast open spaces, and an atmosphere tailored for brands to stand out.

**HHK 2026** is a highly anticipated comeback designed to capture massive attention. This is your premier opportunity for an exclusive sponsorship of this new era.



# FESTIVAL IN NUMBERS

**“An active, highly engaged audience ready to discover your brand.”**

- **6,000+ EXPECTED ATTENDEES**

- **45% INTERNATIONAL AUDIENCE**

- **TARGET AUDIENCE: 18 - 45 YEARS**

- **6 YEARS OF ANTICIPATION**

- **2 DAYS OF LIVE MUSIC & STREET CULTURE**



# WHY HIP HOP KEMP

**“A sponsorship that makes an impact.”**

- **A major comeback after 6 years = high media and community engagement**
- **New location = new opportunities for activations and branding**
- **A strong community that responds to brands**
- **Multichannel reach: on-site, web & social media**
- **Premium photo/video content for your campaigns**
- **Flexible packages & tailored solutions.**
- **An authentic environment that people love**



# AUDIENCE

**“A community that sets trends.”**

**Hip Hop Kemp connects your brand with a highly focused community driven by culture. Our long-awaited return guarantees an intense atmosphere, deep emotional loyalty, and peak engagement.**

- **Core demographic: Ages 18 - 45**
- **Trendsetters in fashion, tech & lifestyle**
- **High commercial brand loyalty**
- **Strong on-site spending power**
- **Digital natives driving social reach**
- **An audience seeking brand experiences**



# PARTNERSHIP OPTIONS

“Choose the format that fits your brand.”

The new **Cosmo Intergalactic Base** location opens space for creative, visually strong, and tech-driven activations.

We build sponsorship opportunities that match your ROI and brand goals.



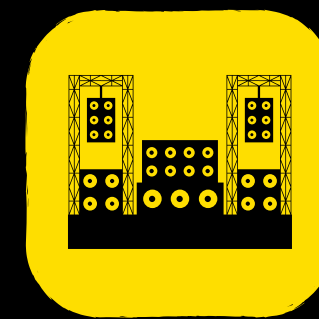
## BRAND BUZZ

- Logos
- Banners
- LED
- Online reach
- Onsite branding



## LIVE PRODUCT

- Sampling
- Promo teams
- Contests
- Interactive elements



## STAGE TAKE

- Stage branding
- Program integration
- Live moderation
- Custom content



## OWN ZONE

- Exclusive space
- Naming rights
- Full brand control
- Long-term presence



## CUSTOM FIT

Tailor-made solutions based on your marketing goals.



## SPECIAL COLLAB

- Joint media
- Community jams
- Unique ideas
- Joint execution



# BRAND ACTIVATIONS

**“A space where brands become experiences.”**

**Cosmo Intergalactic Base offers a unique industrial setting for experiential activations that look spectacular live and drive massive organic reach on social media.**

- **Chill zones with custom design**
- **Gaming / tech instalations**
- **Sports challenges & contests**
- **Photo points & visual installations**
- **Sampling & promo teams**
- **Merch & retail zones**
- **Workshops & interactive programs**



# REFERENCES

“Brands that have already been part of the culture.”

Hip Hop Kemp has a proven track record of collaborating with dozens of major brands that wanted to be an authentic part of the culture - not just a visible logo. Our long-standing sponsorships demonstrate the festival's power to deliver lasting brand impact and high media value.

**RED BULL**

**JÄGERMEISTER**

**PEPSI**

**T-MOBILE**

**EXCELENT**

**SEZNAM.CZ**



# HOW SPONSORSHIP WORKS

“A simple process with clear steps.”



## 1. CONTACT & GOAL DEFINITION

We align on what the sponsorship should deliver.



## 4. ON-SITE EXECUTION

Coordination, production and brand management during the event.



## 2. SPONSORSHIP PROPOSAL

We prepare a tailored activation package based on your goals.



## 5. POST-EVENT DELIVERABLES

Photo, video and ROI report - marketing assets for your brand.



## 3. APPROVAL & AGREEMENT

Clear terms, transparent process.





# CONTACT

## SPONSORSHIPS & B2B

**HIP HOP KEMP TEAM**

**NICOLE**

E-mail: [nicole@hiphopkemp.cz](mailto:nicole@hiphopkemp.cz)

**TOMÁŠ**

E-mail: [tomas@hiphopkemp.cz](mailto:tomas@hiphopkemp.cz)

**“CONNECT YOUR BRAND WITH UNMATCHED LOYALTY.”**



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