



FRIDAY NOVEMBER 1, 2019

POST-EVENT REPORT



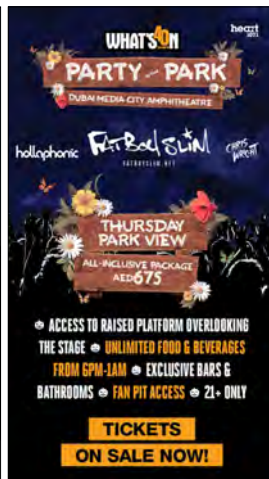


Motivate Media Group would like to extend in a big thank you to all sponsors and partners for contributing to the success of Party in the Park 2019.

We look forward to working with you all in the near future.

Thanks once again,
Motivate Events Team

YOU ARE INVITED TO DUBAI'S FAVOURITE FESTIVAL



More than
10,000
festival-goers
attended the
event



Tickets were sold on Platinumlist exclusively.

AED 295 EARLY BIRD

AED 350 REGULAR

AED 1,000 VIP (including unlimited F&B from 2pm to 11:30pm)



The Dubai Media City Amphitheatre is located in the heart of Dubai Media City.

Its lush, spacious green garden area makes it the most suitable venue to host some of the biggest events in the city such as What's On annual Party in the Park.



THE ATTENDEES



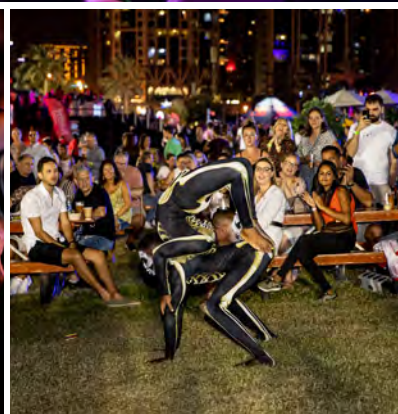
WHO PARTIED IN THE PARK



THE ATTENDEES



WHO PARTIED IN THE PARK



HEADLINE ACT

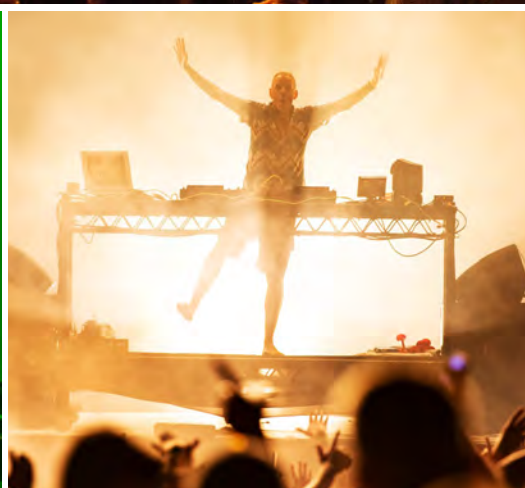


FATBOY SLIM

Fatboy Slim, an English DJ, musician, and record producer helped to popularize the big beat genre in the 1990s.

Previously a bassist for the Hull-based indie rock band The Housemartins, he later formed the electronic band Beats International in Brighton, who produced the number-one single "Dub Be Good to Me". Hethen played in Freak Power, Pizzaman, and the Mighty Dub Katz with moderate success.

By 1996, he adopted the name Fatboy Slim and released *Better Living Through Chemistry* to critical acclaim. Follow-up albums *You've Come a Long Way, Baby*, *Halfway Between the Gutter and the Stars*, and *Palookaville*, as well as singles such as "The Rockafeller Skank", "Praise You", "Right Here, Right Now", "Weapon of Choice", and "Wonderful Night", achieved commercial and critical success.



MAIN SUPPORTING ACT



RICHARD ASHCROFT

FULL LIVE BAND

English singer and songwriter, Richard Ashcroft, was the lead singer and occasional rhythm guitarist of the alternative rock band the Verve from their formation in 1990 until their original split in 1999. Songs he wrote for the band include “Bitter Sweet Symphony”, “Lucky Man”, and the UK number one “The Drugs Don’t Work”. He became a successful solo artist, releasing three UK top three solo albums. The Verve reformed in 2007 but again broke up by

summer 2009. Ashcroft then founded a new band, RPA & The United Nations of Sound, and released a new album in 2010. In 2016, Ashcroft announced his fourth solo album, These People, which was released on 20 May 2016.

In May 2019, Ashcroft received the Ivor Novello Award for Outstanding Contribution to British Music from the British Academy of Songwriters, Composers, and Authors. Chris Martin of Coldplay has described Ashcroft as “the best singer in the world”.



MAIN SUPPORTING ACT



Lighthouse Family

Lighthouse Family are a British musical duo that rose to prominence in the mid-1990s and initially remained active until the early 2000s.

Vocalist Tunde Baiyewu and keyboardist Paul Tucker formed the act in 1993 in Newcastle, UK, after meeting while studying at university and both working at the same bar. Their 1995 debut album *Ocean Drive* sold more than 1.8 million copies in the UK alone and established them as a popular easy listening duo throughout Europe.

The duo's first studio album in 18 years, *Blue Sky in Your Head*, was released on 5 July 2019, after being delayed twice from initial release dates.



OTHER ACT



hollaphonic

Hollaphonic are a British DJ and production duo based in Dubai, UAE, composed of Greg Stainer and Olly Wood. They were the first dance music duo to be signed to a major record label in the Middle East.



OTHER ACT



THE BOXTONES

The Boxtones are a five-piece Scottish and Canadian band who write and record their own unique blend of rock/pop. Having signed their recording deal with Universal Music MENA, The Boxtones have since won many awards.

Over the years they have performed with acts such as Pharrell Williams, The Who, Stereophonics, Lily Allen, Kaiser Chiefs and Travis.



OTHER ACT



ANDREA H

Irish-Filipino singer-songwriter AndreaH has achieved more than most people her age. Not only has she successfully carved out a burgeoning solo career for herself, the rising pop star has also supported The Script on tour and she also did the opening for Sam Smith on the Southeast Asian dates of his The Thrill of It All Tour – and she's only getting started.

Armed with a guitar in hand and a genuine voice that resonates well beyond her years, Andreah represents the new generation of young hopefuls who are set to dominate the future music scene.



OTHER ACT



CHRIS
WRIGHT



Chris was introduced to popular house brand, Pukka Up. From the age of 18 he built his way up in the ranks, playing on all the flagship Pukka Up boat every Tuesday and Friday, he quickly became its main resident DJ and a favourite amongst the pukka up punters. He was able to achieve yet another milestone in his DJ career in 2012 when Pukka Up joined forces with Amnesia. This saw him warm up for Annie Mac and Eric Prydz, playing the Mixmag Terrace, which was a dream come true.

With a deep love for house music, Chris has played this genre for many years and over time his music style has adapted to a new and more focused sound of electronic dance music. Over the years Chris has showcased his diversity as a DJ, having played big room hard house at Amnesia, Tech house at Space, Funky House Classics at Pacha, as well as soulful styles for the poolside at Ocean Beach Club.

Each set that Chris delivers comes alive with an unrivalled passion and energy, with him never failing to create the perfect synergy from the booth to the dance-floor. Enticing the audience with his spirited style and infectious sound, Chris always delivers a set that sets a room alight whether he is playing a diverse floor-filling set at Pacha or a soulful session at Ocean Beach Club.

OTHER ACT



THE SUPERNOVAS

The Supernovas are a skilled four piece band who deliver a fresh and energetic set of classic, old and current Country, Rock, Pop and Soul favourites. The band are highly experienced musicians with the charisma and personality to make any event a success.

The band provide music for pubs, hotels, weddings, corporate events and other functions and have vast experience gigging throughout Ireland and New York.

Our clever mix of old and new favorites makes us the perfect choice for any event and occasion.



SPONSOR



heart
107.1

dance
97.8

Aside from broadcasting Dance FM 97.8 and Heart FM, Shock Middle East FZ LLC offers a wide array of media solutions from producing promotional broadcast content to conceptualising and designing bespoke retail radio stations, offering businesses a comprehensive platform on which to increase their sales revenue and brand reputation.

Shock Middle East is a constantly evolving entity; branching out into new avenues and exploring new horizons. We will explore new territories in media and fashion, expanding our field and becoming the region's number one entertainment solution.



SPONSOR



Liv Credit Card will be first digitally native credit card of the region, one card to rule them all. The most flexible credit card ever. Swap between reward programs without changing the physical card anytime. Earn up to 15% cashback. Unlock a marketplace for rewards and enjoy what you love.

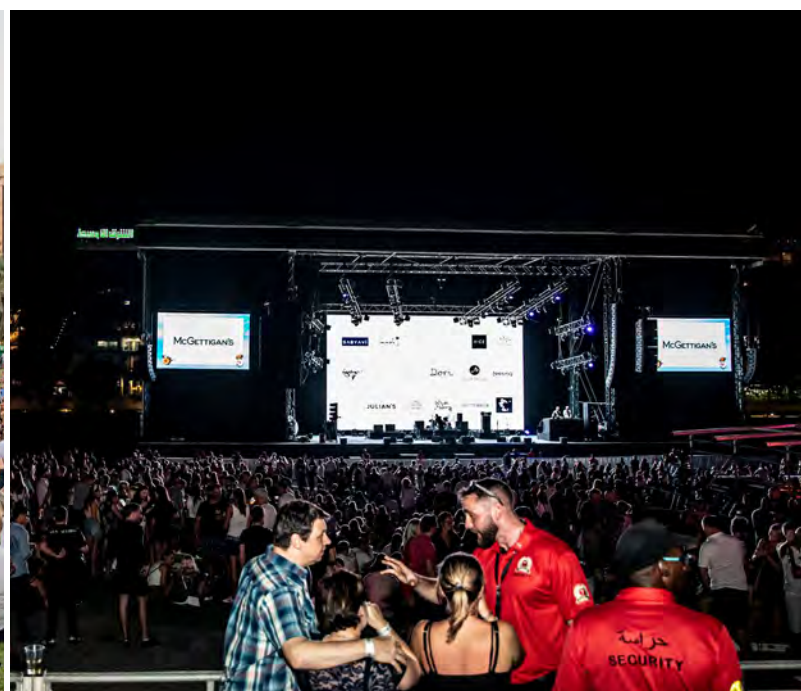


SPONSOR



McGETTIGAN'S

Delicious food and free- flowing drinks were provided on the VIP Deck courtesy of McGettigan's.



SPONSOR



DGT

DGT Events combines the expertise of two of the most successful companies in the UAE entertainment scene, Think Events and the McGettigan's Group.

In addition to organising one off music concerts such as Lionel Richie, Paolo Nutini and Ed Sheeran in Dubai; DGT Events arrange the hugely successful DXBeach festivals that take place at Zero Gravity.



SPONSOR



dubaicalendar.com

Dubai Calendar is operated by Dubai Tourism. We are your one stop shop & App for tickets and events happening in Dubai. 1 App, 1 login - All the events, All the tickets



TICKET PARTNER



PlatinumlistTM
tickets

Party in the Park tickets were exclusively sold on Platinumlist.com

SPONSOR



Established in 1979, Motivate Media Group operates in partnership between Ian Fairservice and H.E. Obaid Humaid Al Tayer, Minister of State for Financial Affairs, UAE. With a staff of over 200 experienced professionals based out of the Dubai headquarters, Abu Dhabi and London offices, Motivate's wider publishing expertise includes award-winning print and digital titles such as *What's On*, *Emirates Woman* and *Gulf Business*. As well as books and magazines, Motivate also produces content across other platforms including video, digital media, cinema and events. More information about Motivate Media Group can be found online – motivatemediacom



SPONSOR

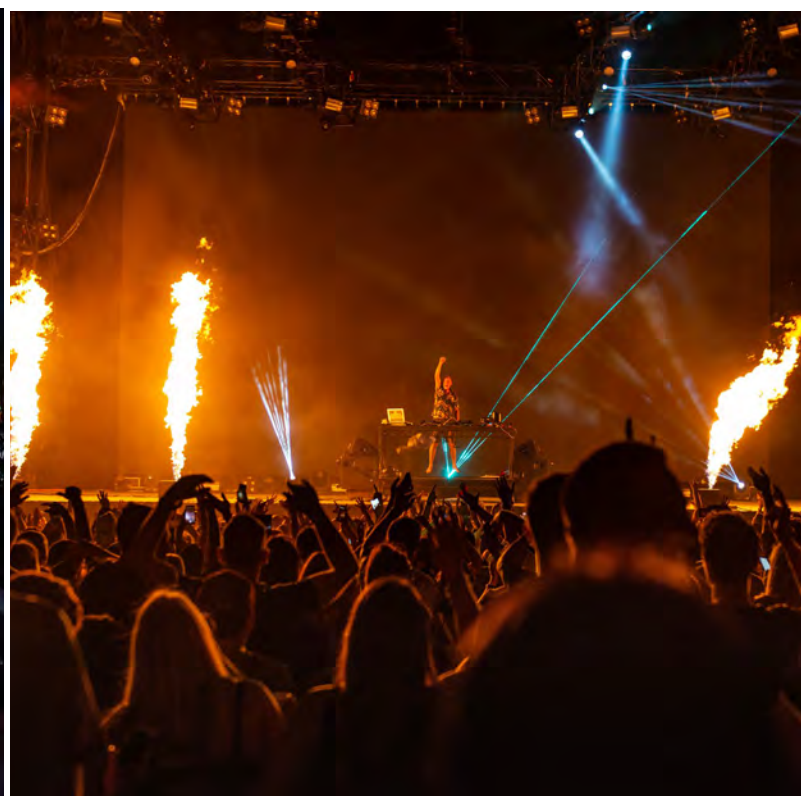


The UAE's first-ever magazine, *What's On Dubai* is the go-to brand for making the most of your time in Dubai. Packed full of fun and adventure, it's all you need for the inside story on the city's big events, the food and drink scene, music, arts, fitness, well-being and much, much more! In print, *What's On* remains the Emirates' biggest-selling monthly magazine, while our online site and social media are an essential part of everyday life in Dubai.



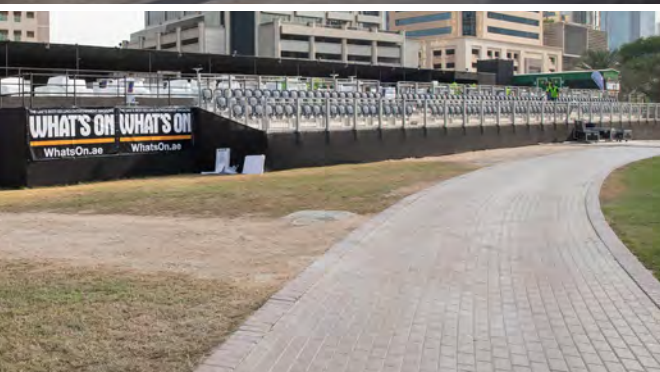
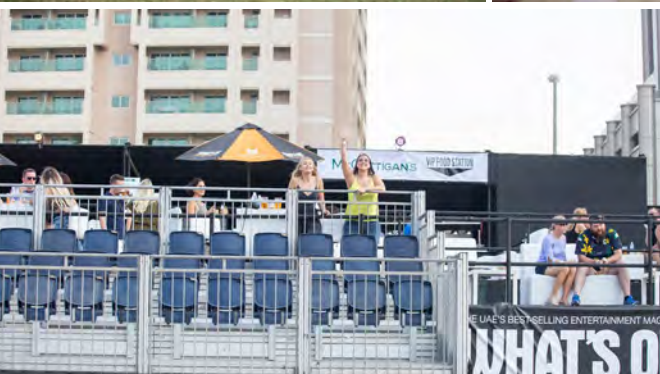
WHAT'S ON STAGE







The VIP Deck allowed for great views of the What's On Main Stage and the entire venue. An exclusive area way from the crowds, the VIP Deck served unlimited food and beverages from 2pm to 11.30pm.



FOOD AND BEVERAGE VENDORS



800DEGREES



BURGER FUEL



FAMOUS DAVES



FREEDOM PIZZA





NKD

PIADERA



SHAKE SHACK





EVENT BRANDING



Sponsor's logos were placed on event collaterals including entrance archways, screens and directional signage.



COMMUNICATIONS



A strategic communication plan was put into place for the promotion of Party in the Park 2019. This covered a mix of print, online, cinema, and PR platforms.

THE 2019 CAMPAIGN IS WORTH OVER US\$ 975,000

MEDIA PLAN

THE 2019 CAMPAIGN IS WORTH OVER US\$ 975,000

CHANNEL	PUBLICATION/WEBSITE	FORMAT	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	VALUE						
			ARTISTS PROMOTION/TICKETS	ARTISTS PROMOTION/TICKETS	NEW FESTIVAL OFFERINGS/TICKET & TABLES SALES	POST EVENT HIGHLIGHTS	INSERTIONS	PER INSERT \$	TOTAL \$				
Internal Print	What's On Dubai	OPS		1			1	\$7,850.00	\$7,850.00				
	What's On Dubai	FP			1	1	2	\$4,250.00	\$8,500.00				
	What's On Abu Dhabi	OPS		1			1	\$7,850.00	\$7,850.00				
	What's On Abu Dhabi	FP			1	1	2	\$4,250.00	\$8,500.00				
	Golf Digest	OPS		1			1	\$7,400.00	\$7,400.00				
	Golf Digest	FP			1	1	2	\$4,000.00	\$8,000.00				
	Business Traveller ME	OPS		1			1	\$12,050.00	\$12,050.00				
	Business Traveller ME	FP			1	1	2	\$6,500.00	\$13,000.00				
	Gulf Business	FP		1			2	\$6,500.00	\$13,000.00				
	Emirates Woman	FP		1			2	\$5,000.00	\$10,000.00				
External Print	Campaign Middle East	OPS	1				1	\$10,150.00	\$10,150.00				
	Campaign Middle East	FP	1	2	2	1	6	\$5,500.00	\$33,000.00				
	Gulf News	QR	1	1			2	\$5,829.00	\$11,258.00				
	Gulf News	FP				1	1	\$11,259.00	\$11,259.00				
	Khaleej Times	QR	1		1		2	\$5,232.00	\$10,464.00				
	Whotown.ae		2	4	2	1	9	\$269.00	\$2,421.00				
	GulfDigest.com		2	2	2		7	\$269.00	\$1,883.00				
	Emirateswoman.com	1 insert = 25k impressions/MPU (Leaderboard Half-page)	2	2	2	1	7	\$269.00	\$1,883.00				
	GulfBusiness.com		2	2	2	1	7	\$269.00	\$1,883.00				
	Campaignmag.com		1	2	1	1	5	\$269.00	\$1,345.00				
External Digital Banners	GulfNews.com	*1 insert = 25k impressions/MP Desktop)	2	4	4		10	\$60.00	\$15,000.00				
	GulfNews.com	1 insert = 25k impressions/MPU Mobile)	2	4	4		10	\$48.00	\$12,000.00				
Social Media	Party in the Park Instagram	Insta Stories	3	3	3	3	3	3	3	42	\$500.00	\$21,000.00	
	Party in the Park Instagram	Insta Feed	2	2	2	2	2	2	2	28	\$500.00	\$14,000.00	
	Party in the Park Facebook page	Post	3	3	3	3	3	3	3	3	42	\$500.00	\$21,000.00
	Instagram What's On page	Insta Stories	2	2	2	2	2	2	2	19	\$1,000.00	\$19,000.00	
	Instagram What's On page	Insta Feed	1	1	1	1	1	1	1	10	\$1,000.00	\$10,000.00	
	Facebook Event page	Post	1	1	1	1	1	1	1	10	\$1,000.00	\$10,000.00	
	Facebook What's On page	Post	2	2	2	2	2	2	2	19	\$1,000.00	\$19,000.00	
	Twitter What's On page	Tweets	2	2	2	2	2	2	2	20	\$100.00	\$2,000.00	
	What's On	Online content	1	1	1	1	1	1	1	6	\$3,500.00	\$21,000.00	
	Editorial	What's On	Newsletter	3	3	3	3	3	3	3	28	\$220.00	\$6,160.00
What's On Dubai		Database	1	1	1	1	1	1	1	1	\$220.00	\$15,400.00	
What's On Abu Dhabi		Database	1	1	1	1	1	1	1	1	\$220.00	\$440.00	
Platinum List		Database	1	1	1	1	1	1	1	1	\$220.00	\$550.00	
Elevision	Media City	15 seconds			1	1	1	1	4	\$1,362.00	\$5,448.00		
	Business Bay	15 seconds			1	1	1	1	4	\$1,635.00	\$6,540.00		
Radio	Heart FM	15 seconds							1	\$5,450.00	\$5,450.00		
	Dance FM	15 seconds							1	\$5,450.00	\$5,450.00		
Cinema	13 x VOX Cinema(Middle East)	15 seconds		1	1	1	1	1	7	\$3,878.00	\$32,886.00		
	Search adverts								1	\$1,362.00	\$1,362.00		
Google Advertising	Display adverts								1	\$1,362.00	\$1,362.00		
	YouTube								1	\$2,725.00	\$2,725.00		
Retargeting													
TOTAL									330		\$975,441.00		

PRE-EVENT COVERAGE



PRINT



What's On Dubai

September 2019 – Readership **100,000**
 October 2019 – Readership **100,000**
 November 2019 – Readership **100,000**

What's On Abu Dhabi

September 2019 – Readership **60,000**
 October 2019 – Readership **60,000**
 November 2019 – Readership **60,000**

Golf Digest

September 2019 – Readership **37,000**
 October 2019 – Readership **37,000**
 November 2019 – Readership **37,000**

Gulf Business

September 2019 – Readership **84,000**
 October 2019 – Readership **84,000**
 November 2019 – Readership **84,000**

Emirates Woman

September 2019 – Readership **25,000**
 November 2019 Readership **25,000**

Business Traveller ME

September 2019 – Readership **100,000**
 October 2019 – Readership **100,000**
 November 2019 – Readership **100,000**

Campaign

August 25 – Readership **14,000**
 September 9 – Readership **14,000**
 September 23 – Readership **14,000**
 October 6 – Readership **14,000**
 October 20 – Readership **14,000**

TOTAL READERSHIP – 1,227,000



Gulf News

August 26
 September 29
 October 29
 October 31
 Readership **77,781**

Khaleej Times

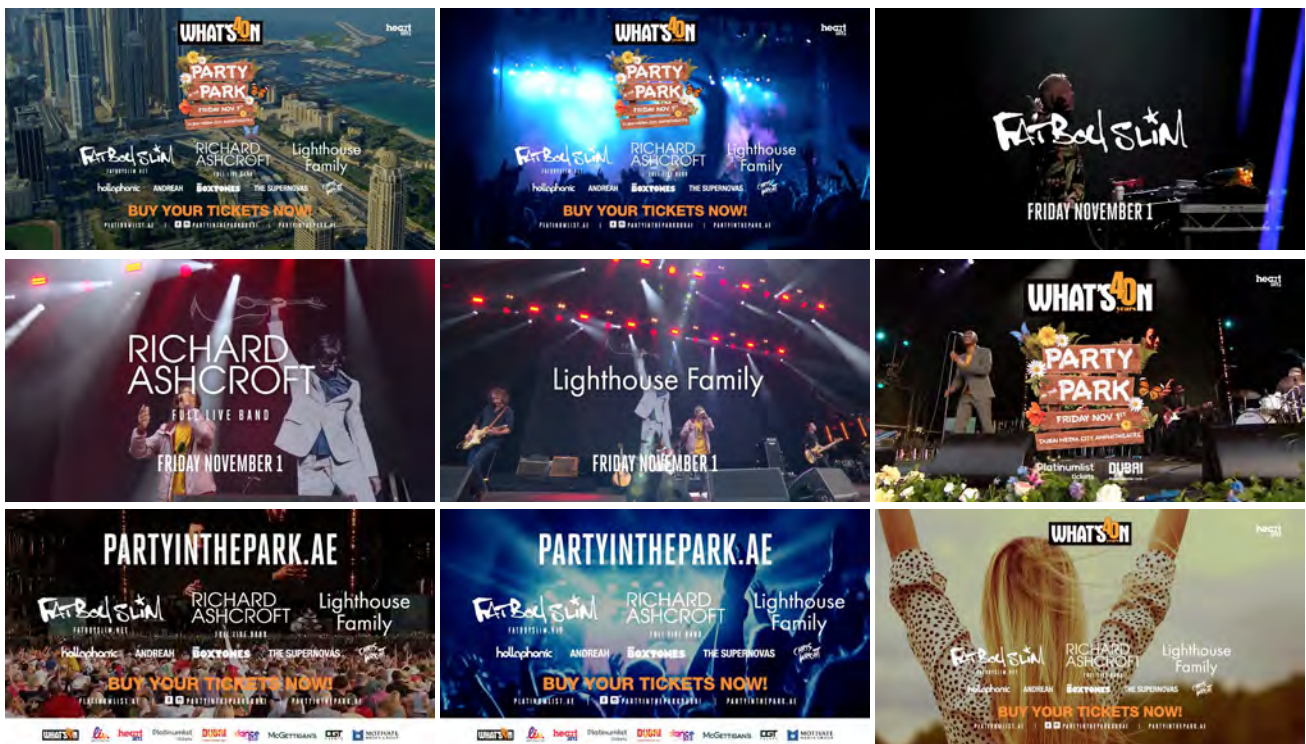
August 26
 October 31
 Readership **89,827**





CINEMA AD

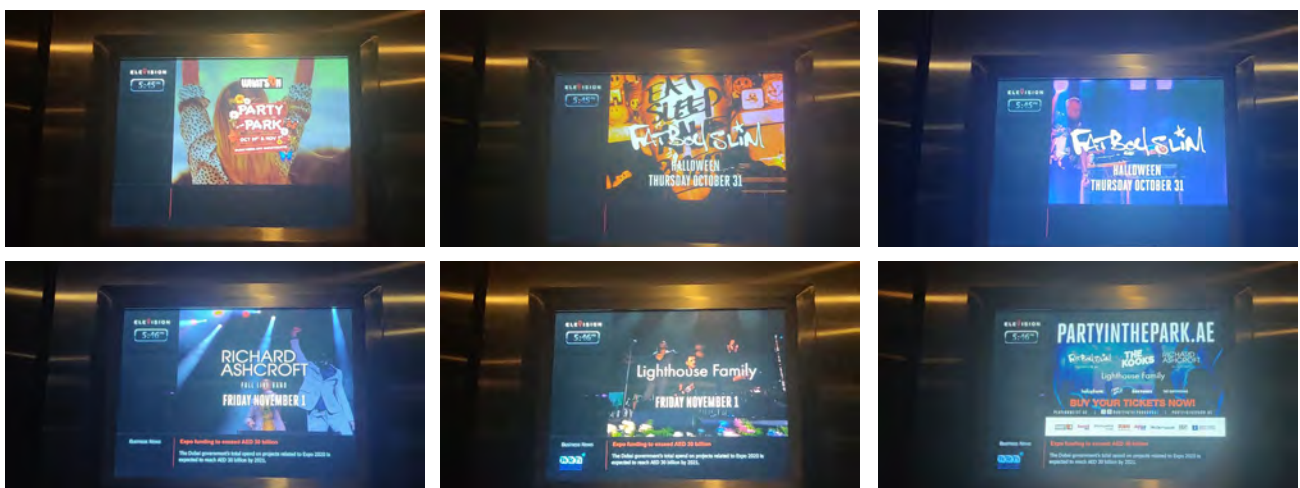
The advertisement aired in VOX Cinemas from September 12 to October 9.



ELEVATOR AD



JBR, Business Bay, Jumeirah Lake Towers and Media City
September 12 – October 9



PRE-EVENT COVERAGE



RADIO AD

DUBAI



Radio adverts were broadcasted on Dubai 92.7 FM on October 10 until November 11.

What's On presents Party in the Park at Dubai Media City Amphitheatre. An all day music festival featuring the likes of Ed Sheeran, the Chemical Brothers DJ Set, Sam Tring and much more.

Party in the Park runs from 12pm till midnight. Tickets available from platinumlist.net.

For more info visit partyinthepark.ae

TO BE UPDATED

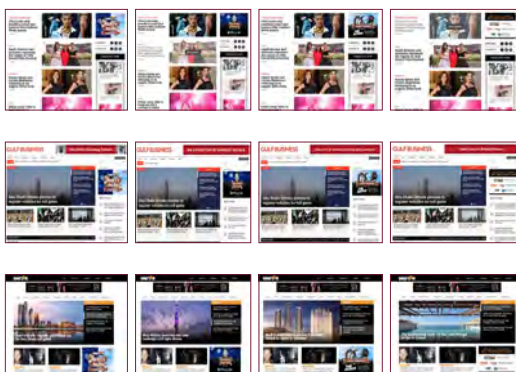
DIGITAL

Watson.ae, Campaignme.com, Gulfbusiness.com, Golfdigestme.com, Emirateswoman.com
August 26 – October 31

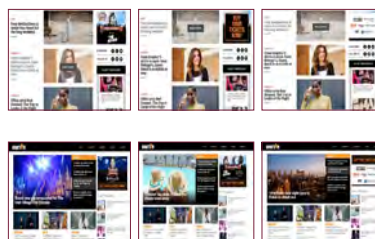
MPU

IMPRESSIONS – 1,901,280

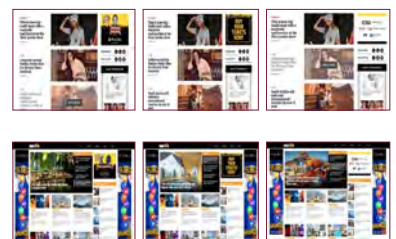
VERSION 1



VERSION 2



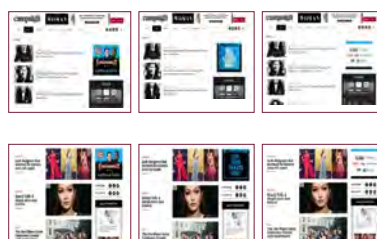
VERSION 3



VERSION 4



VERSION 5



VERSION 6



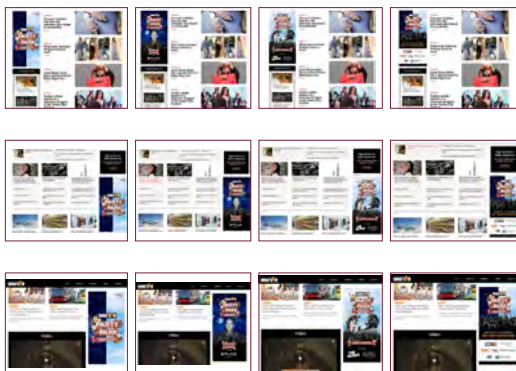


DIGITAL

HALF PAGE

IMPRESSIONS – 1,865,996

VERSION 1



VERSION 2



VERSION 3



VERSION 4



VERSION 5



LEADERBOARD

IMPRESSIONS – 703,757

VERSION 1



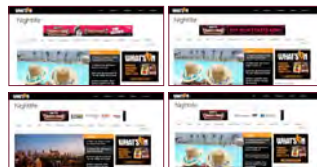
VERSION 2



VERSION 3



VERSION 4



VERSION 5



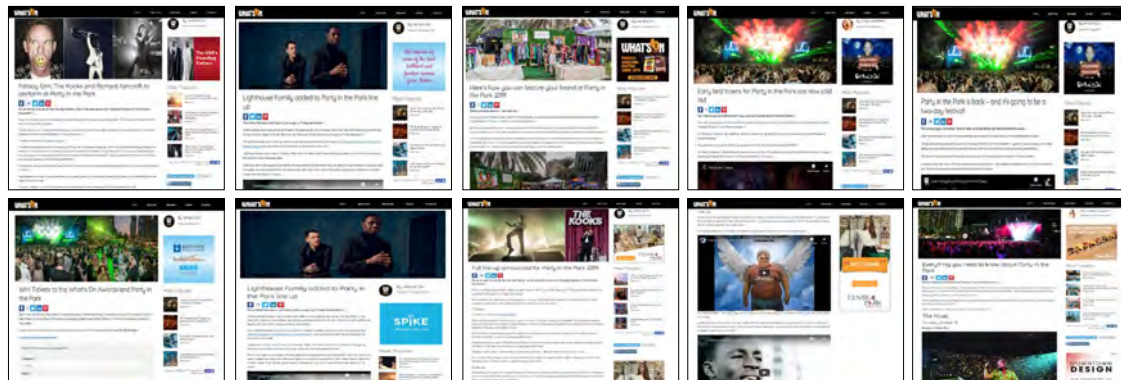


WHATSON.AE

WEBSITE SKIN



ONLINE ARTICLES



EMAILERS



NEWSLETTER



What's On database

Subscribers – 75,000

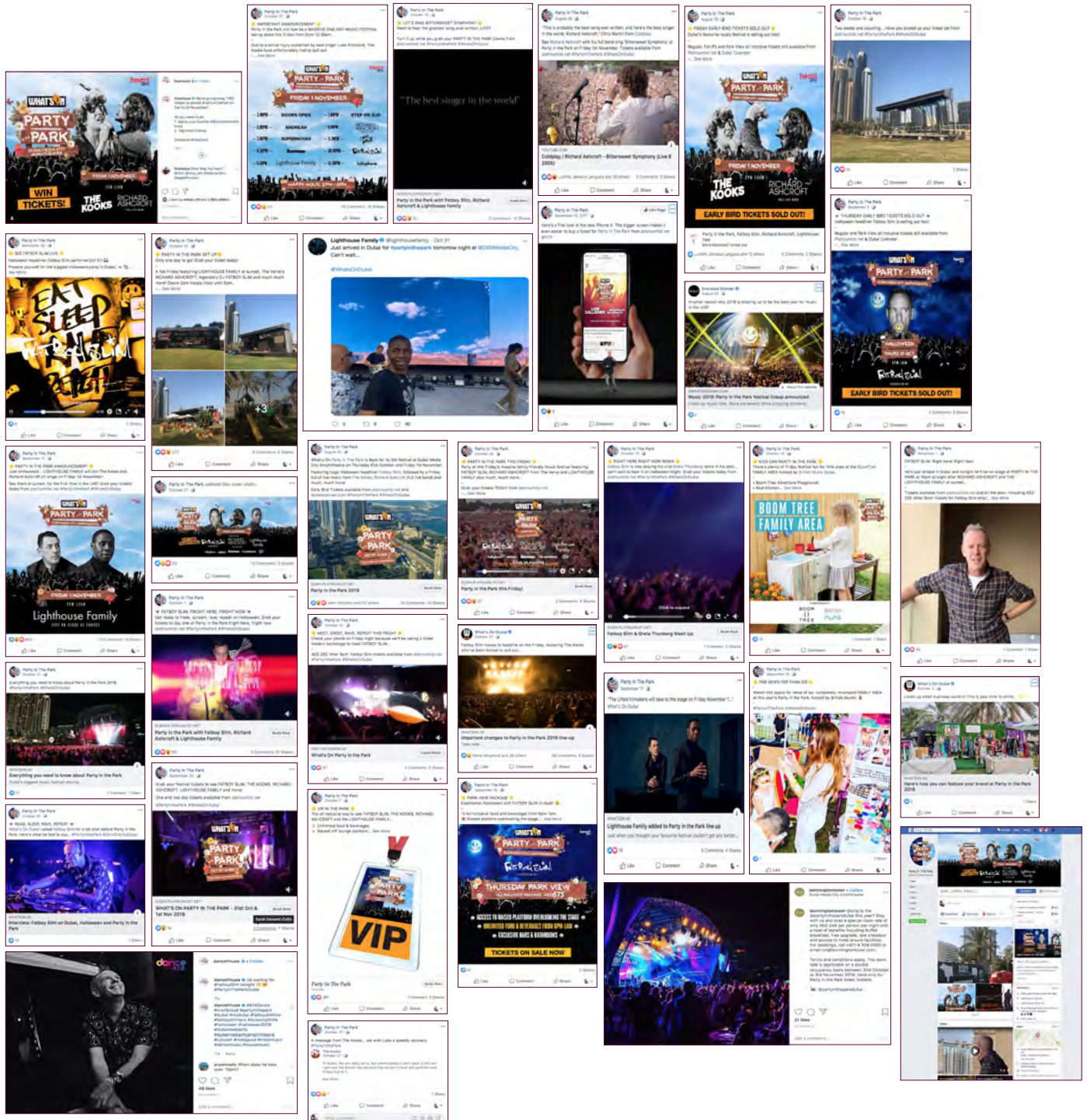
August 25	October 15
September 5	October 17
September 18	October 24
September 23	October 28
September 30	October 30
October 3	October 31
October 14	November 1

PRE-EVENT COVERAGE



Strong social media presence.

SOCIAL MEDIA



PRE-EVENT COVERAGE



EDITORIAL COVERAGE

**WHAT'S ON
OCTOBER 2019**

**READERSHIP
100,000**



PRE-EVENT COVERAGE



EDITORIAL COVERAGE

WHAT'S ON OCTOBER 2019

**READERSHIP
100,000**

Now in its fifth year at Dubai Media City Amphitheatre, Party in the Park combines everything you love about music festivals – live bands, great DJs, food and drink, sunshine and a liberal sprinkling of festival madness – all without having to contend with mud, Wellies or getting stranded in a field miles from home. With a stage featuring superb British artists, a festival atmosphere and a dedicated family-friendly zone, Party in the Park is back and ready to rock your socks off.

THE MUSIC

THURSDAY
OCTOBER 31

FATBOY SLIM

Before Diplo, before Calvin Harris, before David Guetta, there was Fatboy Slim. Real name Norman Cook, Brighton's very own superstar DJ is 56 now, and no less able to get a crowd moving than when *Praise You* topped the charts 20 years



Fatboy Slim



PARTY IN THE PARK

ago. Even for those PITP-goers whose clubbing days are receding into the metaphorical rear-view mirror at this point, Cook dropping throwback bangers like *Right Here, Right Now* will get them straight back on the dance floor. The hitmaker's credentials date right back to the mid-1980s, when he was a member of the indie pop group the Housemartins. When the band split in 1988, Cook decided to pursue the music he was passionate about: dance. His fingerprints are on numerous standout songs of that era, including the 1990 number one smash, *Dub Be Good To Me*, and 1994's *Turn On, Tune In, And Cop Out*, which was picked up by Levi for a multi-million dollar advertising campaign that made the track impossible to ignore.

His first album release as Fatboy Slim, *Better Living Through Chemistry*, came in 1996, and was warmly received by critics, but it was the 1998 follow-up, *You've Come A Long Way Baby*, that made Cook internationally famous and his tracks ubiquitous. From *Right Here, Right Now*, to *Praise You*, to *Rockafella Skank* to *Gangster Trippin'*, it's hard to know which of his solid gold hits Cook will choose to close out his set. While his follow-ups haven't matched up to the success of that album (although special mention should go to the single *Weapon of Choice*, the music video for which infamously featured Christopher Walken and his iconic dance moves), Fatboy Slim still knows his way around a hit single. A 2013 return to making music saw him top the dance charts again, with *Eat, Sleep, Rave, Repeat*. Consider that your instruction manual for the Party in the Park weekend.

SUPPORTING ACTS



Hollaphonic

Dubai-based producers Greg Stainer and Oilly Wood were the first dance music duo from the Middle East to be signed to a major record label.



Chris Wright

Ibiza resident DJ Chris Wright has previously shared bills with the likes of Faithless, Time Tempah, and Kels.

PRE-EVENT COVERAGE



EDITORIAL COVERAGE

WHAT'S ON OCTOBER 2019

**READERSHIP
100,000**

PARTY IN THE PARK

FRIDAY,
NOVEMBER 1

**RICHARD
ASHCROFT**

A music legend will grace the Media City Amphitheatre for a second time on November 1. The Verve's former frontman, fresh from picking up the Ivor Novello Award for Outstanding Contribution to Music earlier this year, will play his sophomore Party in the Park set (this time with a full band in tow) on night two of the festival. An icon of the Nineties Britpop scene, Coldplay's Chris Martin has called Ashcroft the "best singer in the world" and Noel Gallagher wrote the Oasis track *Cast No Shadow* about him. In fact, his contribution to music is one of the few things the feuding Gallagher brothers seem to agree on. When Ashcroft released a comeback solo album, *These People*, in 2016, Gallagher – better known for complimenting himself than other artists – publicly welcomed him back on Twitter, and Ashcroft has supported him on tour.



The Wigan-born singer-songwriter, who initially dreamed of being a professional footballer, rose to fame as the lead singer of The Verve from 1990 until their split in 1999 (they reformed briefly in 2007). The band's track *Bittersweet Symphony* – and the video that featured Ashcroft striding purposefully down a London street – was a defining moment of the Britpop era, and saw Ashcroft dubbed the "unmistakeable face of the number one rock band in England". He's also achieved significant success as a solo artist, and his sixth solo album reached number four on the UK album charts.

After the high-energy of Fatboy Slim's set on October 31, Ashcroft will slow things down, with classics like *Lucky Man*, *The Drugs Don't Work* and *Song For The Lovers* guaranteed to have indie lovers in heaven.

LIGHTHOUSE FAMILY

The latest addition to the line-up, another Nineties-tastic act, Lighthouse Family. The smooth sounds of *Lifted*, surely one of the most-played tracks of that decade, will be floating out over Media City Amphitheatre come Party in the Park. British duo Tunde Baiyewu and Paul Tucker, on lead vocals and keyboard respectively, met in Newcastle as students, and went on to rule the charts with their exceptionally catchy easy-listening tracks. They released the album *Ocean Drive* in 1995, which sold nearly two million copies and made it virtually impossible to turn a radio on at the time without hearing Tunde's liquid vocals spilling out.

More than 20 years on, the duo are making a comeback (their second). They released an album, *Blue Sky In Your Head* in July, and fans can expect to hear tracks from Lighthouse Family's latest effort at Party In The Park. But no doubt Tunde's and Tucker will be focusing on the crowd pleasers

PRE-EVENT COVERAGE



EDITORIAL COVERAGE

**WHAT'S ON
OCTOBER 2019**

**READERSHIP
100,000**



from their back catalogue on the night. We're predicting a mass sing-along to *High*: the lyrics ("we are gonna be, forever, you and me, you will always keep it flying high in the sky, of love") are simply made for a festival-wide group hug.

THE KOOKS

The sounds of *Naïve* are a one-way ticket back to the summer of 2006, and it still sounds as good 13 years after Daniel Craig made his 007 debut in *Casino Royale* and the (ex) couple formerly known as Brangelina welcomed baby Shiloh Jolie Pitt. It's taken from the Brighton band's debut album *Inside In/Inside Out*, which was released that same year and went on to be certified quadruple platinum in the UK. It threw the Kooks into the mix of the vibrant indie scene that dominated the charts at the time (their album was released on the same day as the Arctic Monkeys' monster hit *Whatever People Say I Am, That's What I'm Not*), and frontman Luke Pritchard's relationship with Katie Melua – then the biggest selling female artist in Europe – made them a poster couple for peak Noughties pop culture.

Since those halcyon days, the pair have gone their separate ways, original bass player Max Rafferty left the band, and former drummer Paul Garred took his leave in 2010 due to a nerve problem in his arm (he's been replaced by Alexis Nunez). But The Kooks endure. The band released a new album, *Let's Go Sunshine*, last year, but they've also benefited from the rise of streaming, as their back catalogue has brought them to the attention of a whole new generation of fans. So yes, expect new tracks when the band play at Party In The Park, but we predict the emphasis will be on the old favourites.



SUPPORTING ACTS



ANDREEAH

Talented singer-songwriter ANDREEAH flies in from Thailand to perform a special, live acoustic set



The Supernovas

Expect an energetic set of classic, rock, pop and soul favourites from the popular McGettigan's resident band



The Boxtones

The three-piece pop/rock group with roots in Canada and the UK has developed a solid reputation in Dubai, winning many local awards, and supporting dozens of international musicians on their world tours. Hear the talented trio as they perform at Party in the Park on Nov. 1

PRE-EVENT COVERAGE

PRE-EVENT COVERAGE



EDITORIAL COVERAGE

**WHAT'S ON
OCTOBER 2019**

**READERSHIP
100,000**



PRE-EVENT COVERAGE



EDITORIAL COVERAGE

WHAT'S ON
OCTOBER 2019

READERSHIP
100,000

AND A FAMILY-FRIENDLY ZONE JUST ABOUT MUSIC

01 Foodie zone 02 Kids' zone 03 Artisan stalls



PRE-EVENT COVERAGE



EDITORIAL COVERAGE

**WHAT'S ON
OCTOBER 2019**

**READERSHIP
100,000**

PARTY IN THE PARK

THE TICKET OPTIONS

**CHOOSE THE BEST FESTIVAL
EXPERIENCE FOR YOU**



DAY 1

HALLOWEEN

Thursday October 31

Time: 6pm to 1am

Happy Hour: 6pm to 8pm

Dhs250 (regular tickets)

Dhs675 (park view platform
including food and drink from
6pm to 1am)

DAY 2

Friday November 1

Time: 2pm to midnight

Happy Hour: 2pm to 6pm

Dhs350 (regular tickets)

Dhs499 (fan pit tickets)

Dhs650 (fan pit package
with 6 drinks before 6pm)

Dhs999 (park view platform
including food and drink from
2pm to 11.30pm)

DAY 1

+

DAY 2

BOTH DAYS

Thursday October 31 and Friday November 1

Dhs499 (regular tickets)

Dhs1,399 (park view platform including food
and drink both days)

Tickets available from platinumlist.net and will
also be available on site at the festival's Box Office.

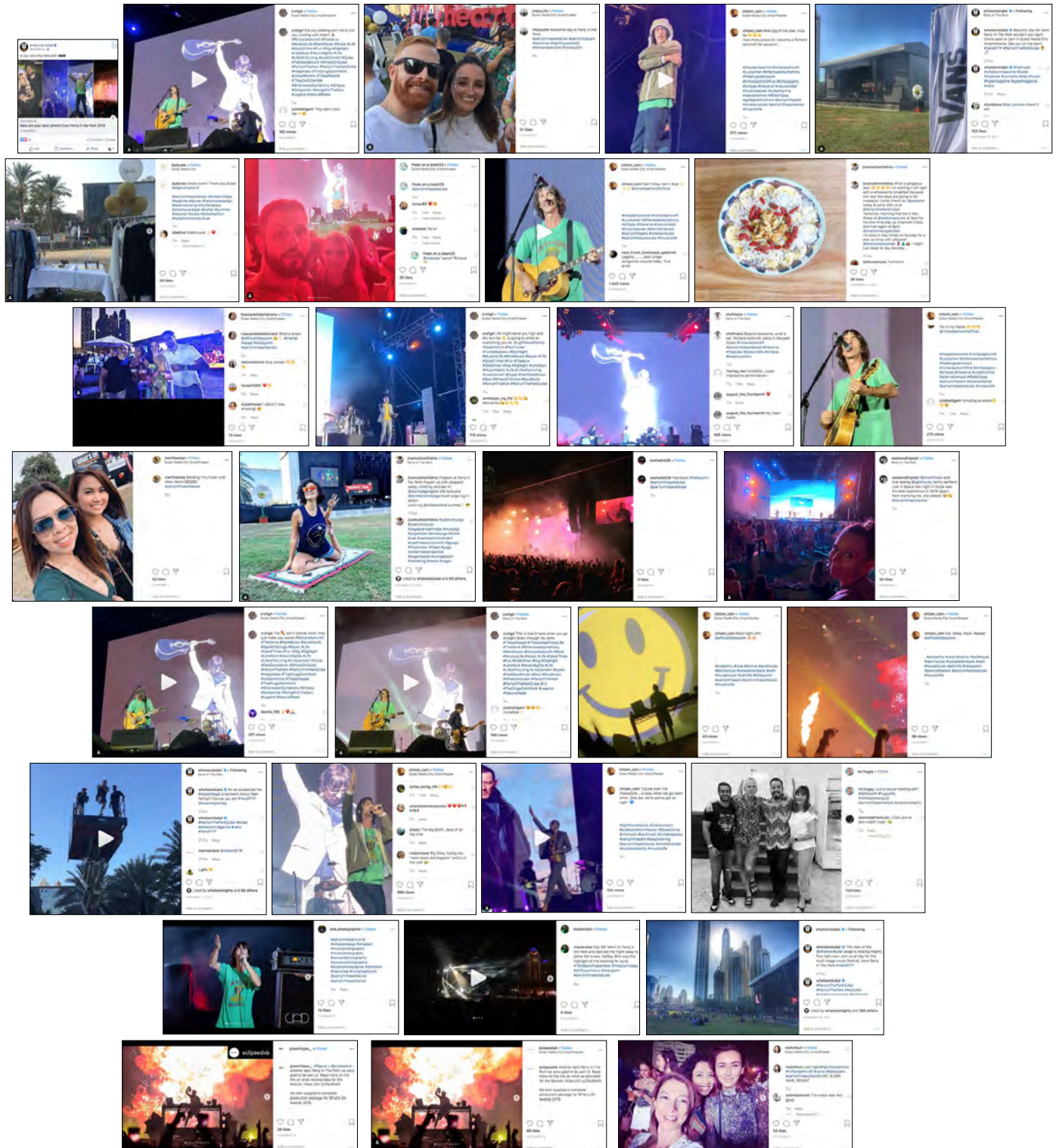
OCTOBER 31 TO NOVEMBER 1

📍 Dubai Media City Amphitheatre, Dubai Media City, Dubai, Thur 6pm onwards and Fri 2pm onwards.
Tel: (04) 4273000. partyinthepark.ae

POST-EVENT COVERAGE



SOCIAL MEDIA



SPONSORS



**WITH THANKS TO THE SPONSORS OF
PARTY IN THE PARK 2019**



Platinumlist™
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