

BRAND ACTIVATION · POST-EVENT REPORT

# Aurora Festival 2025 — Headline sponsor outcomes

An illustrative ReadySet post-event report for a brand activation. Metrics, definitions, and visualizations match what live sponsors receive within 72 hours of an event close.

Venue	Aurora Park, Lisbon
Date	12–14 Sept 2025
Format	Multi-day branded scavenger hunt
Audience	18,400 unique attendees
Sponsor	Headline + 4 partners

## Headline outcomes

<p><b>4.1x</b>  <b>Branded zone visits</b>                  vs. unincentivized footfall baseline</p>	<p><b>71%</b>  <b>Active participation rate</b>                  of on-site audience playing</p>
<p><b>9.2 min</b>  <b>Avg. dwell at branded checkpoints</b>                  median across 12 sponsor checkpoints</p>	<p><b>100%</b>  <b>Sponsor moments reported</b>                  scans, missions, photos, posts</p>

## How we measure

### Branded zone visits

Unique players who entered a sponsor's geofenced zone during the event window. Counted once per player, per zone, per day. Compared against an organic baseline measured during the same hours in a non-sponsored control zone.

### Active participation rate

Players who completed at least one mission divided by total on-site audience. Measured live; audience size derived from venue check-in data (or estimated where unavailable, flagged in source).

### Dwell at branded checkpoints

Median time, in minutes, between a player triggering a sponsor checkpoint and leaving its geofence. Excludes outliers above the 95th percentile.

### **Sponsor moments reported**

% of designed sponsor touchpoints (scans, missions, photos, posts) with at least one logged interaction. 100% indicates every planned sponsor moment generated measurable activity.

# Outcomes by sponsor placement

Partner	Format	Visits	Scans	Avg dwell	Posts
Headline sponsor	Brand drop mission	9,820	7,140	11.4 min	3,210
Retail partner	Scan-to-play	6,450	5,980	6.8 min	1,440
Creative partner	Photo set	4,310	—	8.2 min	2,860
Festival partner	Site-wide scavenger	12,140	—	—	1,920
Stage sponsor	Pre-show warm-up	8,700	2,310	4.1 min	950

## Notes for the brand team

- All metrics are pulled directly from the live ReadySet event database. No third-party panels.
- Player identities are pseudonymized; raw exports are available under the partner DPA.
- A live dashboard URL is shared during the event for in-flight optimisation.
- Custom KPIs (e.g., recall surveys, brand lift panels) can be wired in pre-event on request.

*This is a sample report. Numbers are illustrative and based on the median of 14 comparable activations between 2023–2025.*