

FYRE

FYRE REMOVES THE BARRIER TO SECURING TALENT

Fyre is a global entertainment ecosystem that finds unique, special, and qualified people across four sectors for live performances, collaborations, and social content from through the content and social digital platform.

With over 100 million users, thousands of offers, and growing lists of artists of artists of performers, the ecosystem has been built and launched with Fyre.



MUSICIANS

ATHLETES

MODELS

INFLUENCERS

TALENT NETWORK



JAMIE FOXX



QUEEN LATIFAH



NICKI MINAJ



LIL WAYNE



DJ KHALED



JESSIE JO JASTROW

THESE SPOTS INCLUDE SOME OF THE MOST ICONIC NAMES IN ENTERTAINMENT INCLUDING

LIL WAYNE, DJ KHALED, ANTONIO PIERCE, JAMIE FOXX,
QUEEN LATIFAH, AND HUNDREDS OF OTHER NOTABLE ARTISTS, ATHLETES AND INFLUENCERS.



"COME, SEEK,
FOR SEARCHING IS THE FOUNDATION
OF FORTUNE"





THE ACTUAL EXPERIENCE EXCEEDS ALL EXPECTATIONS AND IS
SOMETHING THAT'S HARD TO PUT TO WORDS.

IT WILL IGNITE THAT TYPE OF ENERGY, THAT TYPE OF POWER IN OUR GUESTS.

A black and white photograph of palm fronds, with the text "FYRE STARTERS" overlaid in the center. The fronds are dark and create a strong diagonal pattern across the frame. The text is in a clean, white, sans-serif font.

FYRE STARTERS

FYRE STARTERS

To ignite the FYRE Festival and celebrate 100 of the most influential personalities globally to launch a coordinated influencer marketing campaign.

On Monday, December 20th at 5pm an embargoed content will go public to the entire community reaching over 300mm people in 24 hours.

THESE AMBASSADORS STAND AS PART OF, AND REPRESENTATIVE OF, THE FYRE TRIBE.

They are **key personalities** to lead the attendance of an offshoot subtribe at the FYRE Festival around the world and represent what we stand for as a company.



Kendall Jenner
75.2M Followers
4.7M Likes



Emily Ratajkowski
57.6M Followers
4.6M Likes



Sofia Richie
4.7M Followers
74K Likes



Chiara Ferragni
14.6M Followers
1.1M Likes



Taylor Swift
8.6M Followers
56.4K Likes



Cardi B
6.6M Followers
16.3K Likes



Khloé Kardashian
1.6M Followers
21.4K Likes



Rob Kardashian
6.6M Followers
24K Likes



Young Thug
4.7M Followers
2.7M Likes



Sofia Richie
4.6M Followers
2.3M Likes



Harvey Keitel
1.6M Followers
28.2K Likes



Kris Jenner
2.2M Followers
18.2K Likes



Jani B
18.6M Followers
2K Likes



Hailey Bieber
2.7M Followers
2.2M Likes

FYRE STARTERS

CONTINUED



Ashanti
2,200 Followers
1.2k Likes



Kiana Lumsden
2,200 Followers
1.2k Likes



Sydney White
1,800 Followers
1.2k Likes



Julia Kelly
1,800 Followers
1.2k Likes



Bianca Kelly
1,200 Followers
870 Likes



Elizabeth West
1,200 Followers
1.2k Likes



Savannah Keating
1,200 Followers
1.2k Likes



Ariana Green
1,200 Followers
1.2k Likes



Lyla Roberts
900 Followers
500 Likes



Lyndee Rose
700 Followers
1.2k Likes



Sara Johnson
500 Followers
400 Likes



Shanna West
400 Followers
200 Likes



Nicole Williams
300 Followers
1.4k Likes



Rose Richards
200 Followers
1.2k Likes



Maxine Kelly
2,000 Followers
2k Likes



Mia-Jade
1,700 Followers
1.2k Likes



Jaxx Summers
1,500 Followers
1.2k Likes



Hannah Ferguson
1,500 Followers
1.2k Likes



Amanda West
1,500 Followers
1.2k Likes



Marissa Lambert
1,500 Followers
1.2k Likes



Brooke Johnson
1,500 Followers
1.2k Likes

FYRE STARTERS

CONTINUED



Daniela Lumbas
2016 Performer
19-2016



Nadine Lambert
2016 Performer
19-2016



Nikki Merlot
2016 Performer
2016-2016



Ryan Justice
2016 Performer
2016-2016



Travis Harris, Jr.
2016 Performer
20-2016



Tashiah Smith
2016 Performer
19-2016



Terrell B.
2016 Performer
2016-2016



Twinkle Thott
2016 Performer
2017-2016



Travis Johnson
2016 Performer
2017-2016



Jade White
2016 Performer
20-2016



Britt Harris
2016 Performer
2017-2016



Brian Wilson
2016 Performer
2017-2016



Twinkle Thott
2016 Performer
2017-2016



Terrell B.
2016 Performer
2017-2016

FYRE STARTERS

CONTINUED



Jesse Adler
22% Turnover
\$200k



Emma Bivort
20% Turnover
\$80k



Maggie Bunting
20% Turnover
\$100k



Nancy De La Rosa
20% Turnover
\$60k



Britta Barbara
20% Turnover
\$70k



Raymond Powell
20% Turnover
\$100k



Quiana Williams
20% Turnover
\$70k



Ernest Lopez
20% Turnover
\$100k



Monica Alvarez
20% Turnover
\$80k



Whitney Miller
20% Turnover
\$80k



Anna Z
20% Turnover
\$100k



Andrea Brown
20% Turnover
\$100k



Adam Lopez
20% Turnover
\$100k



Raymond Williams
20% Turnover
\$100k



FYRE STARTERS

AS PART OF OUR BILLYDA BURNING CLASSICAL WE PARTNERED WITH @BILLYDA TO LAUNCH OUR NEWEST HEADLINE, THE BILLYDA BURNING CLASSICAL

WITH THE DATE WE ANNOUNCED APPROXIMATELY
4 MILLION UNIQUE IMPRESSIONS
LEADING TO AN EMOTIONAL LEAD IN PEOPLE VISIT
AND TEXT PURCHASES.



WHAT THE PRESS IS SAYING

Fyre Festival's influencer outreach marketing campaign enabled the brand to generate an extraordinary amount of press, amassing a total of **300 mm** social media views **1.5mm** media impressions in the 48 hours after launch.

VOGUE

ELLE

COSMOPOLITAN

Esquire

BAZAR

InStyle

TMZ

Sports Illustrated

POPSUGAR

GLAMOUR



W



"Is Fyre Festival The New Coachella?"

*Fyre Festival looks set to be the biggest
fomo-inducing event of 2017*

"Think Coachella + \$100 and you're still not even close"

"This Myriad of New Festival Is the new BIG destination event"

*"What I discovered was the Fyre Festival. A multi-art and
food festival taking place on the private island of Fyre Cay in
the Bahamas Bahamas"*

*"The viral marketing campaign pulled me in but the promise
of a life-changing experience hooked me"*

"Fyre Festival is not your typical festival experience"

YEAR 1 ACHIEVEMENTS

300MM

SOCIAL IMPRESSIONS

1.5MM

MEDIA IMPRESSIONS

EXPECTING 100% SELL OUT
BY MARCH 31ST

SECURING

PARTNERS AND
SPONSORS

BRAND SYNERGY

PENDING PARTNERSHIPS

Eye Group has identified and secured several brand partners that will align the experience with existing content that we share with you. By amplifying our marketing efforts through these existing channels, we will continue to strive to provide the best experience for all.

OUR PENDING PARTNERS INCLUDE:



PENDING

VILEBREQUIN

PENDING



PENDING



PENDING

BANDIER

PENDING

XXXI MAGNISES

CONFIRMED



CONFIRMED

TT TABLELIST

CONFIRMED