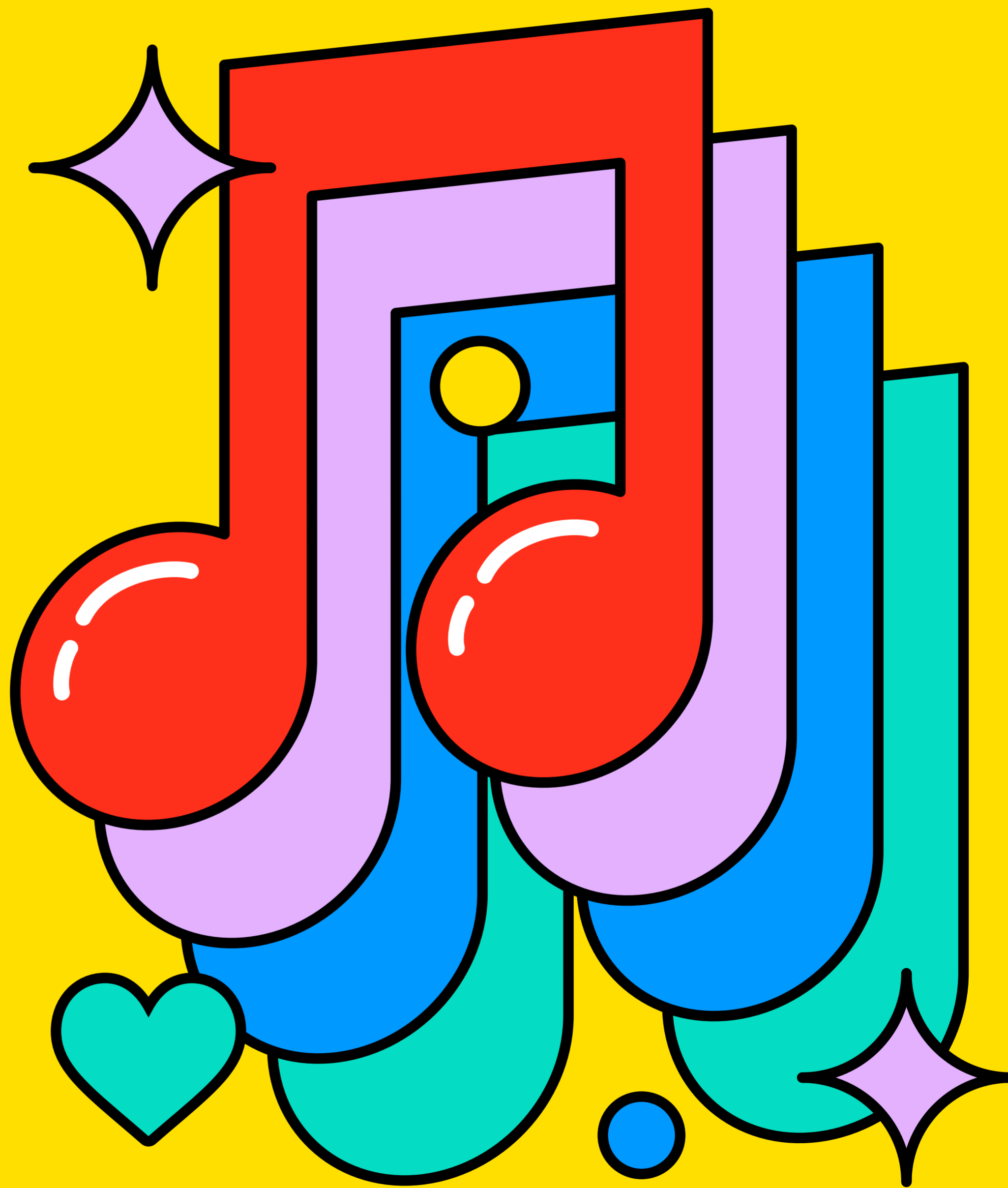
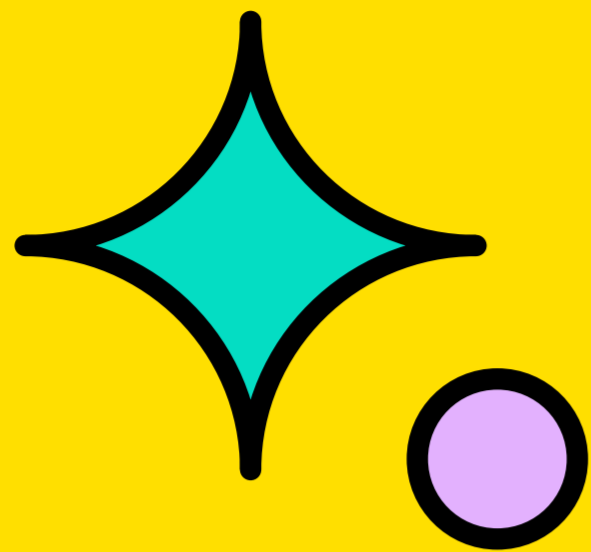


СХОДИМ ФЕСТ

МУЗЫКА
ДРУЗЬЯ
ЭМОЦИИ



About Festival

**СХОДИМ
ФЕСТ**

SXODIM FEST

Annual youth musical out-of-town festival for 5000+ guests from 18 to 35 years old. A musical program of contemporary Kazakhstani and foreign artists, a large food zone and creative partnership integrations. Large-scale media support at the venues of «Давай сходим!» and partners of the Festival.

FESTIVAL GOAL

We make the festival so that our guests can discover new things, spend happy time with friends, fall in love with their city and get exceptional lifetime experience.

June 24, 2023

ALMATY, PERVOMAY PONDS

July 22, 2023

NUR-SULTAN, GOLF CLUB ASTANA

fest.sxodim.com

18+



Festival in Numbers

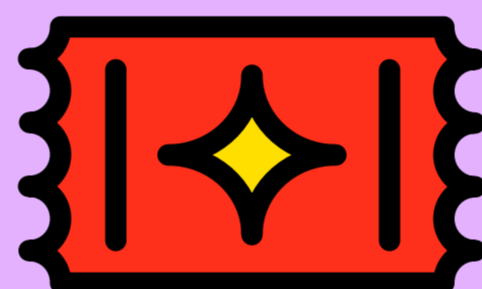
**СХОДИМ
ФЕСТ**

ALMATY — NUR-SULTAN



4 HOURS

SHOW



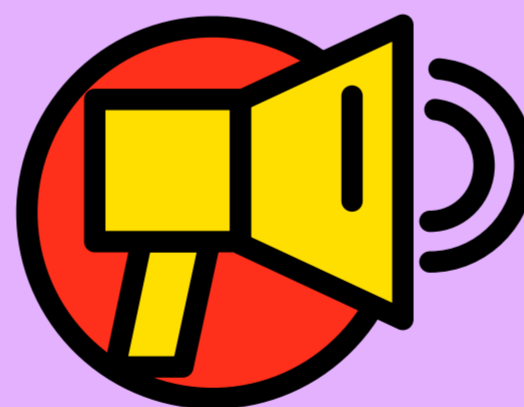
10 000+

VISITORS



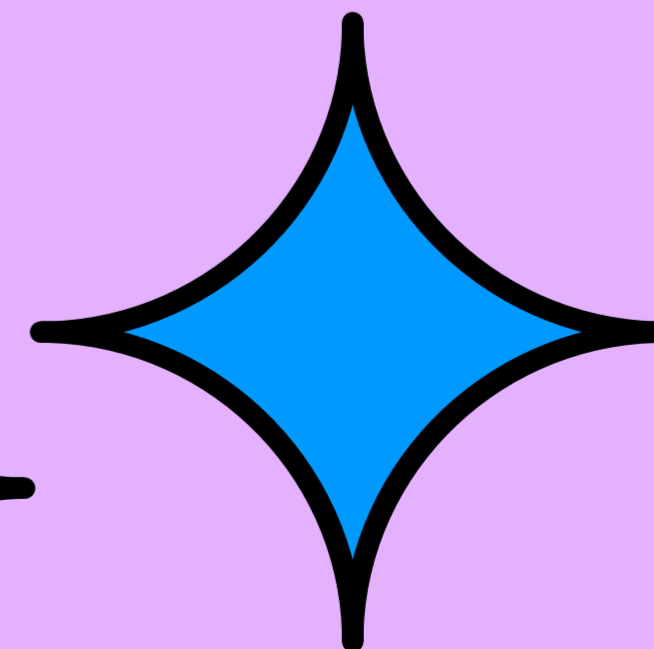
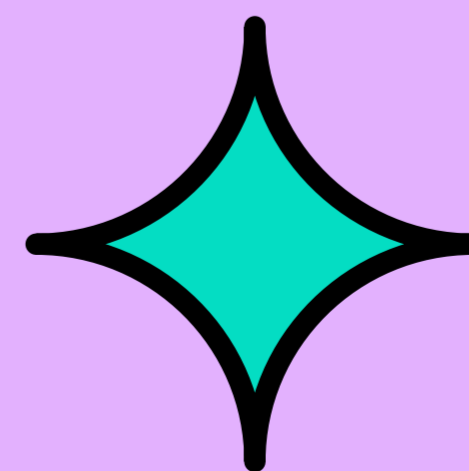
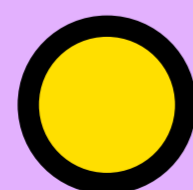
40+

PARTNERS



2 000 000+

COVERAGE



Festival Audience

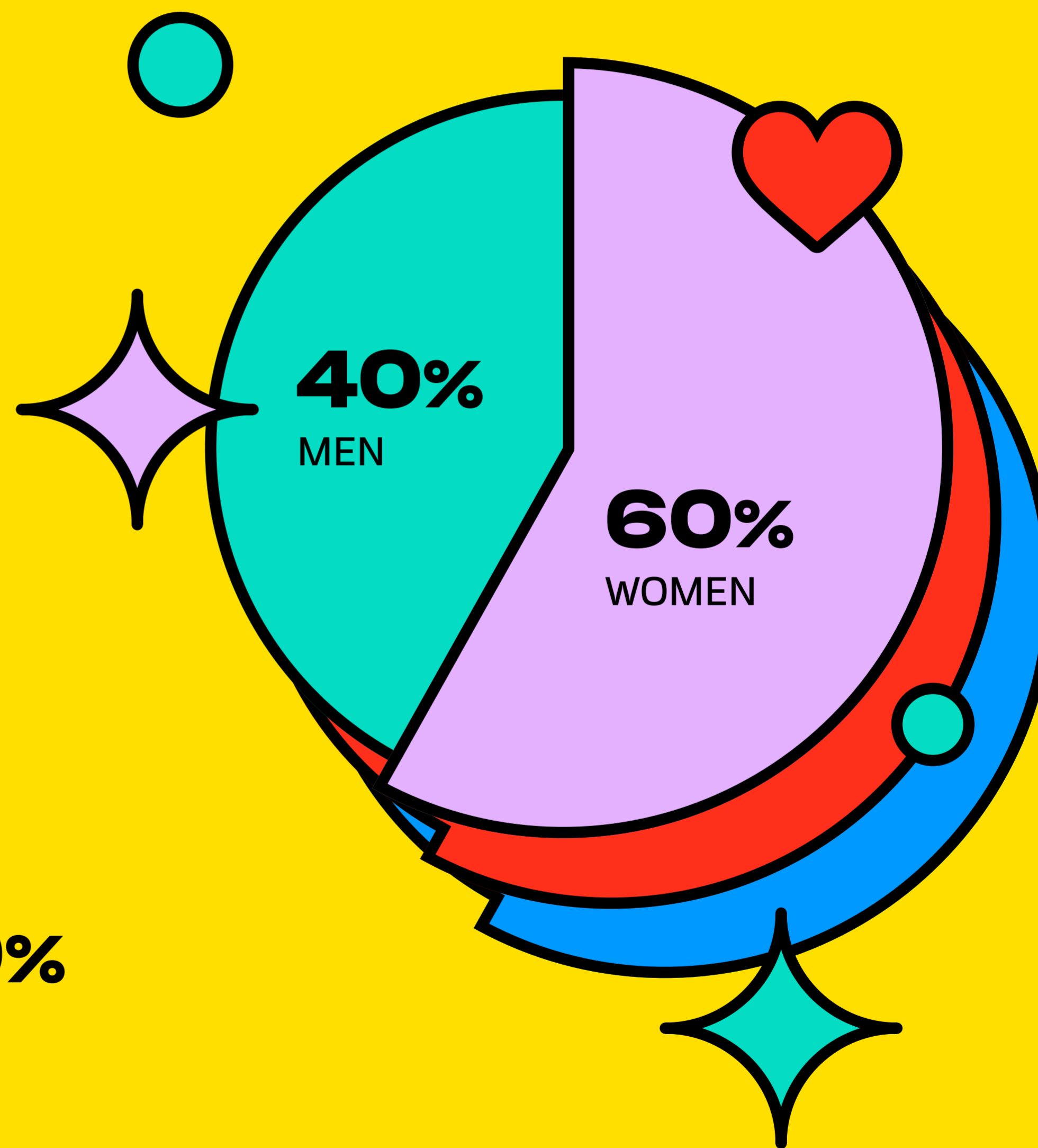
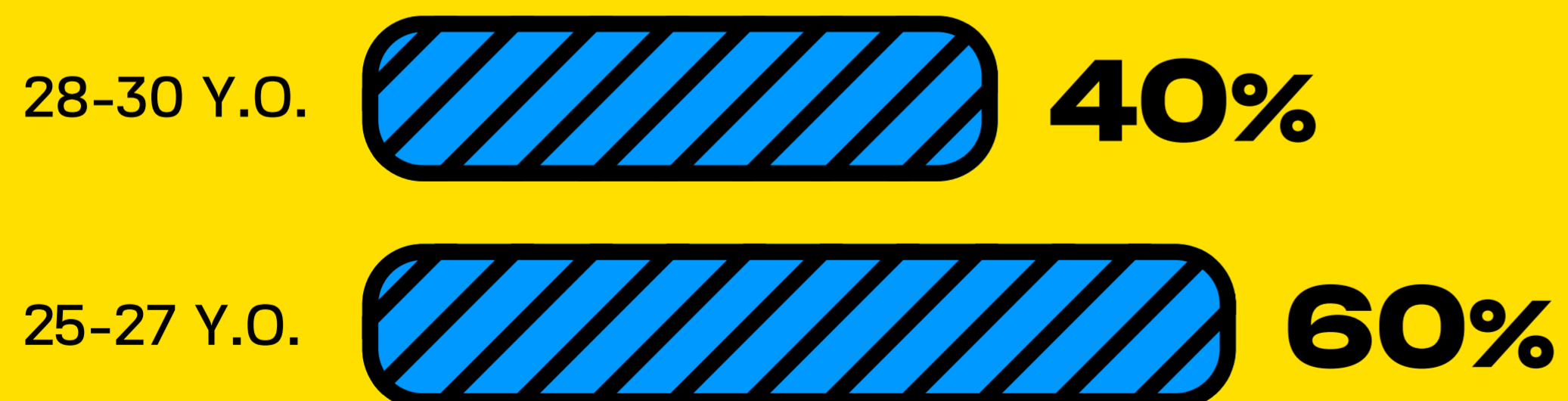
**СХОДИМ
ФЕСТ**

GUEST AVATAR

Young modern people 25 years old, like modern (Kazakhstani) music, dress stylishly, work in the office, earn 200K+.

Middle age 28-30 years old, young professionals, travel a lot, know foreign languages, studied and/or lived abroad, earn 400K+.

AGE



Feel

**СХОДИМ
ФЕСТ**

When we celebrate a birthday, we invite our friends to be together, experience warm emotions, hug, get to know each other, laugh, dance.

Our festival is warm, friendly, safe for all our friends who have supported us all these years.

FESTIVAL FOR THE CITY, DEAR AND BELOVED.

We want to make a comfortable area for people to visit in the brightest or most comfortable clothes, to take a break from the stress and problems of the past, to be with friends, to feel unity and hope for the future, to become happier.

We will be an event for the citizens to feel the common strength, unity and love again.



Sxodim Fest 2022

**СХОДИМ
ФЕСТ**

June 25, 2022



4 HOURS
SHOW



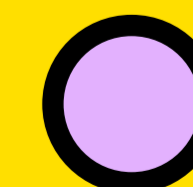
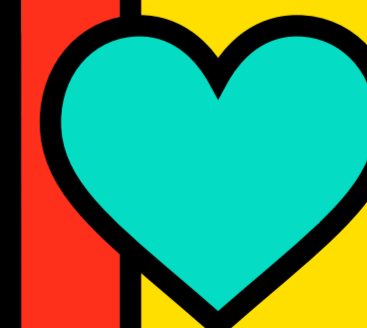
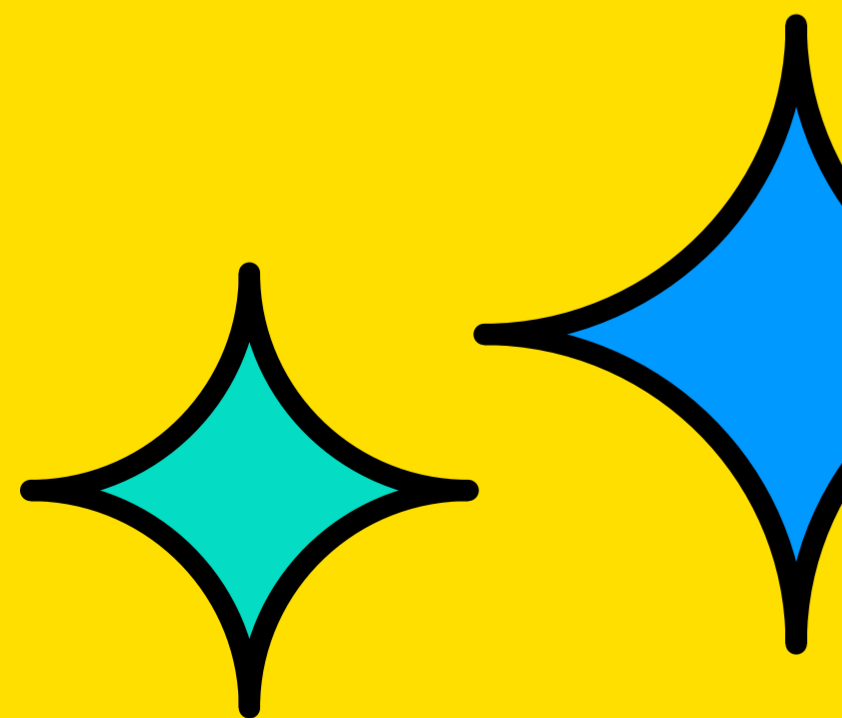
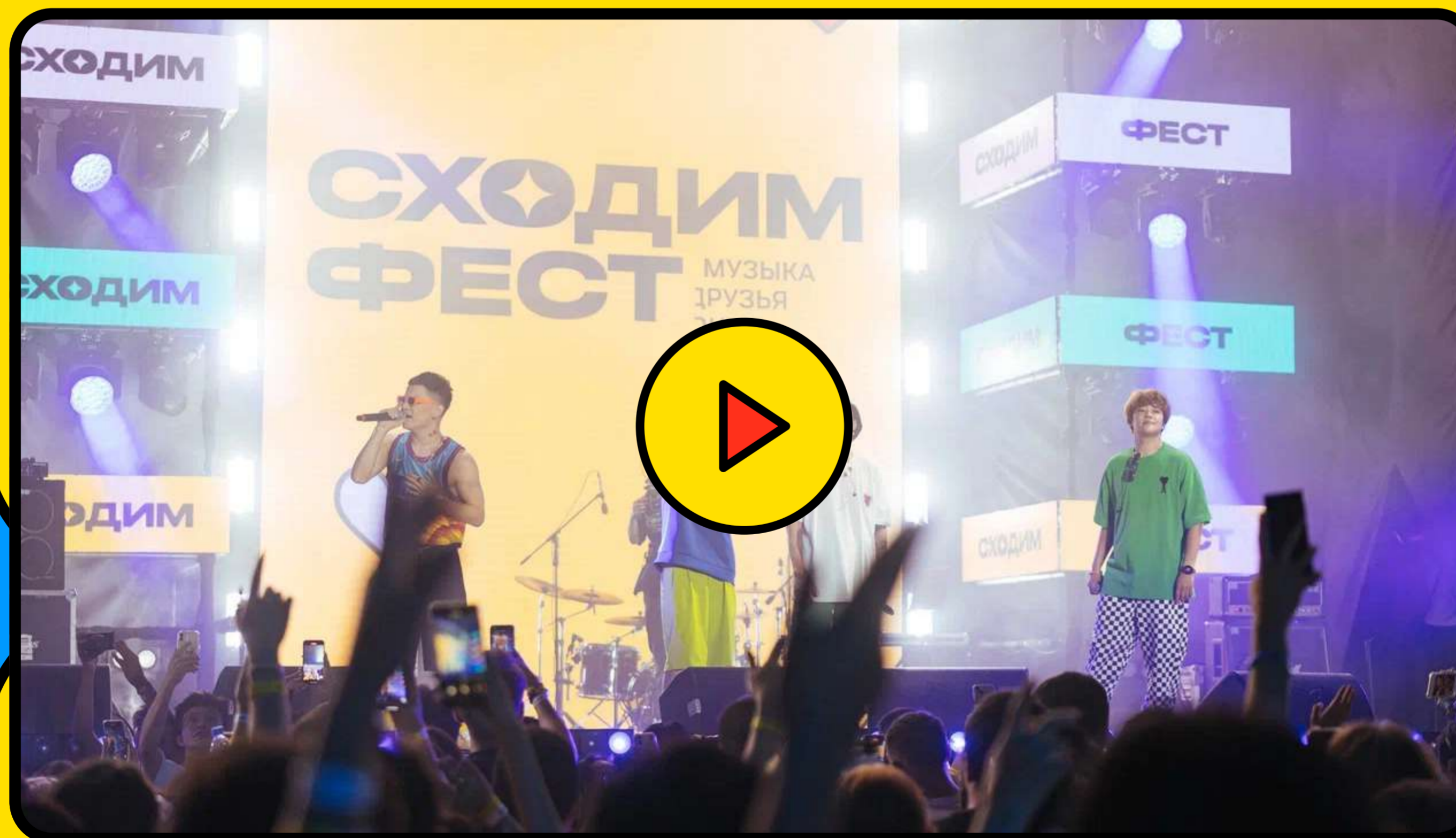
4 000+
VISITORS



40+
PARTNERS



2 000 000+
COVERAGE



Sxodim Fest 2022

**СХОДИМ
ФЕСТ**

June 25, 2022



4 HOURS
SHOW



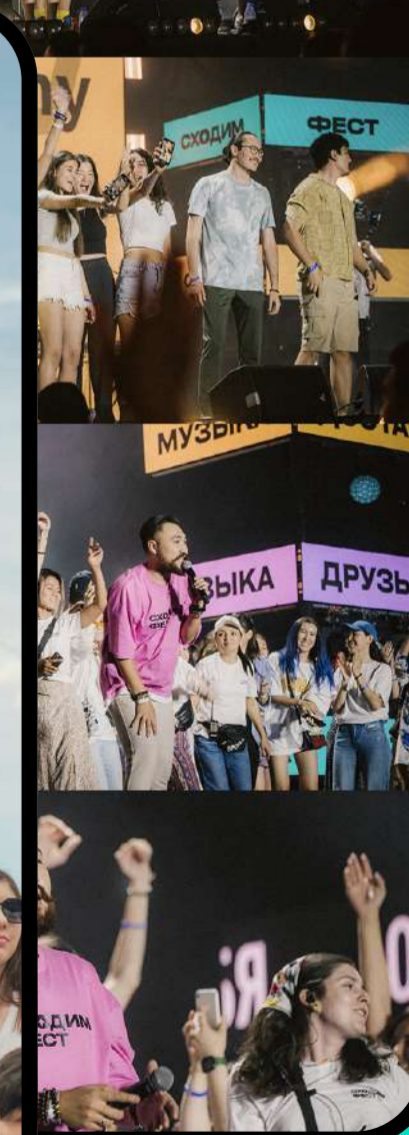
4 000+
VISITORS



40+
PARTNERS



2 000 000+
COVERAGE



Stage + Artists

**СХОДИМ
ФЕСТ**



**ARO
MOFASHI
ZIRU
ORYNKHAN
JELTOKSAN**

**DARKHAN JUZZ
MOLDANAZAR
YENLIK
NINETY ONE
ORDA**



39 M
STAGE LENGTH

110 kW
OF SOUND

130 M²
LEDS

Sxodim Fest 2022 Partners

**СХОДИМ
ФЕСТ**

GENERAL PARTNER



PARTNERS



MEDIA PARTNERS



Sxodim Fest 2022 Food Zone

**СХОДИМ
ФЕСТ**

17 BARS AND RESTAURANTS

UMAMI
REDBULL
HEBO
YASUDA
VCA
HARISSA
COFFEE ORIGINAL
TSVETKOFF
СУХОЙ ЗАКОН
SALAM BRO
HALAL SLICE
BAO FERMA
TANDOOR
TOMATO
BLACK MARKET
KOZAINEK
BBB (CHOU BY BLABLABAR)



MOST OF THE RESTAURANTS BUILT THEIR AREAS UNDER THE TENT, BROUGHT THEIR OWN EQUIPMENT: REFRIGERATORS, GRILLS, OVENS, DEEP FRYERS, COFFEE MACHINES AND BOILERS.

Partner reviews



WORKING WITH SXODIM FEST TURNED OUT TO BE MUTUALLY BENEFICIAL FOR BOTH SIDES, AS OUR COLLEAGUES TOOK INTO ACCOUNT OUR INTERESTS, WISHES AND ALWAYS MET OUR NEEDS.

ELIZAVETA CHOBITKO

TIKTOK COMMUNITY MANAGER

GULNAZ KORDANOVA

FOUNDER OF CONNECT-ED

SXODIM FEST BROUGHT TOGETHER CREATIVE PEOPLE WHO LOVE MUSIC AND CREATIVITY, BUT ARE ALSO NOT INDIFFERENT TO COMMUNITY ISSUES. THE FESTIVAL WAS A GREAT PLATFORM WHERE WE COULD TALK ABOUT CONNECT-ED, THE IMPORTANCE OF EQUITY IN EDUCATION AND ENCOURAGE PEOPLE TO CONTRIBUTE.

Partner reviews

OF ALL THE FESTIVALS IN SUMMER 2022, IN WHICH TIGER TOOK PART, I WOULD LIKE TO HIGHLIGHT SXODIM FEST. AT EACH STAGE OF COOPERATION, THE WORK OF EVENT INDUSTRY PROFESSIONALS WAS OUTSTANDING: IN PLANNING, APPROACH TO ORGANIZATION, IN ATTENTION TO THE SMALLEST DETAILS DURING THE EVENT ITSELF. WE ARE GLAD THAT WE HAVE BECOME THE GENERAL PARTNERS OF SXODIM FEST AND WE HOPE THAT THE FESTIVAL, AS WELL AS THE FRIENDSHIP OF OUR BRANDS, WILL HAVE A GRAND CONTINUATION.

MALIKA HAKIM

TIGER BEER KAZAKHSTAN

ALIYA SALMENOVA

HEAD OF RECYCLE BIRGE

WE WERE GLAD TO SEE A REAL INVOLVEMENT IN THE ENVIRONMENTALIZATION OF THE FESTIVAL, STRAIGHT OUT OF THE BLUE, AND NOT JUST FOR SHOW. EVEN OUR VOLUNTEERS APPRECIATED IT.

Influencer Reviews

**СХОДИМ
ФЕСТ**

@SXODIM.FEST YOU ARE SO GREAT 💕 SUCH A COOL ORGANIZATION, LOCATION, SELECTION OF ARTISTS. 90% OF THE ARTISTS WERE KAZAKH-SPEAKING PERFORMERS, AND IT WAS SO ORGANIC, SEVERAL TIMES GOOSEBUMPS RAN THROUGH MY BODY. EVEN THE REPRESENTATIVES OF THE AUTHORITIES AND GUARDS WERE SO CHILL AND FRIENDLY. NEVER SEEN ANYTHING LIKE IT. THANK YOU FOR THIS COOL FEST 👍

**BAURZHAN
BISMILDIN**

PHOTOGRAPHER

AISULU AZIMBAYEVA

ACTRESS

THAT WAS WOW! WHAT A SCENE! ORGANIZATION! ARTISTS! I HOPE @SXODIM.FEST WILL BECOME AN ANNUAL FESTIVAL!

Influencer Reviews

**СХОДИМ
ФЕСТ**

MY 2020 AND 2021 – I'M DANCING FOR YOU!!!
@SXODIM.FEST @NINETYONE I'M ABSOLUTELY HAPPY!
THE BIGGEST FEST EVER!

A FEW WORDS ABOUT THE FESTIVAL:
IT IS CLEAR THAT THE ORGANIZATION WAS
APPROACHED IN AN ADULT WAY. I WAS WORRIED
ABOUT THE GUYS, AS I WAS CHOSEN AS ONE OF THE
AMBASSADORS.

BUT THE PREPARATION WAS AT THE HIGHEST LEVEL:
PARTNERS, ECO AGENDA, LOCATION, PERFECT TIMING,
STAGE SCALE, ARTISTS - THIS IS NOT JUST A FESTIVAL,
THIS IS **THE FESTIVAL** ✨

CONGRATS TO THE WHOLE @SXODIM.FEST TEAM
WITH SUCH A BIG START, KEEP ON ROCKING



**ULPAN
RAMAZANOVA**

SXODIM FEST 2022 AMBASSADOR



Guest Feedback

**СХОДИМ
ФЕСТ**

IN GENERAL, WE HAD A GREAT TIME. THERE WERE A LOT OF PEOPLE, BUT THE AREA WAS LARGE. THERE WAS NO CRUSH ANYWHERE. EVEN IN THE PARKING LOT EVERYTHING WAS CIVILIZED.

@GWAIN.ITHIL

SXODIM FEST 2022 GUEST

@TLEPOVRAFAEL

SXODIM FEST 2022 GUEST

NEW FORMAT. EXCELLENT ORGANISATION.
GREAT SHOW.

YESTERDAY WE WENT TO @SXODIM.FEST - EVERYTHING IS AS SUMMERY AS POSSIBLE, THE ORGANIZATION IS DOPE 🐱

@TATYANA_MAMUTOVA

SXODIM FEST 2022 GUEST

Guest Feedback

**СХОДИМ
ФЕСТ**

I CAN SAY THAT THIS IS THE MOST WELL-ORGANIZED
FEST I'VE EVER BEEN TO 🔥 THE TEAM IS SO GREAT, I
WORKED WITH PLEASURE ❤️

@KARINA_OSM

SXODIM FEST 2022 GUEST

@MUKHITQZY

SXODIM FEST 2022 GUEST

THE COOLEST ORGANIZATION EVER! PERFECT SOUND,
BRIGHT PHOTO ZONES, FOOD, CONTESTS, PEOPLE
ARRANGED A PICNIC ON THEIR OWN, SWAM IN THE
POOL, STAYED OVERNIGHT IN THE GLAMPING. GREAT
WORK HAS BEEN DONE AT THE HIGHEST LEVEL 🔥🐉

Guest Feedback

**СХОДИМ
ФЕСТ**

WE LIKED THE ORGANIZATION AND ATMOSPHERE.
EVERYTHING IS NEAT, CLEAR, EASY. NO DRUNKEN
COMPANIES. VERY CIVILIZED.

@SHILINA_PSYCHOLOGY

SXODIM FEST 2022 GUEST

@TADAIMA_TAKIEDELA

SXODIM FEST 2022 GUEST

OFFICIALLY @SXODIM.FEST HAS THE BEST STAGE!
SOURCE: ME

Festival PR campaign and SMM

**СХОДИМ
ФЕСТ**

PR CAMPAIGN LAUNCHED ON APRIL 15, 2022 (3 MONTHS BEFORE SXODIM FEST STARTED)

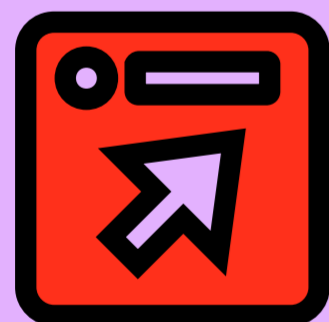
STAGE 1. LAUNCH

«ДАВАЙ СХОДИМ!» GROUP'S OWN MEDIA RESOURCES: @SXODIM, @ALMATY.TODAY, @QUMASH_KZ, ETC.

IN TOTAL, DURING THE CAMPAIGN **89 ARTICLES** WERE PUBLISHED, TOTAL RESOURCE COVERAGE **~3.5M PEOPLE**.

@SXODIM POSTS COVERAGE **~1.4M**, STORIES **~650K**.

QUMASH COVERAGE IN INSTAGRAM / TELEGRAM - **~250K PEOPLE**.



[HTTPS://FEST.SXODIM.COM](https://fest.sxodim.com)

73 000 UNIQUE VISITORS IN 4 MONTHS



INSTAGRAM ACCOUNT OF THE FESTIVAL:

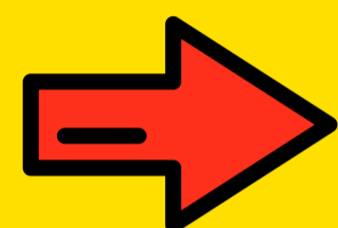
@SXODIM.FEST

Festival PR campaign and SMM



STAGE 2. AD CAMPAIGN

THE MAIN COMMUNICATION WENT THROUGH THE INSTAGRAM ACCOUNT [@SXODIM.FEST.](#) DURING THE WORK, THE NUMBER OF SUBSCRIBERS INCREASED TO 8 158.



2 136 816

TOTAL IMPRESSIONS

437 167

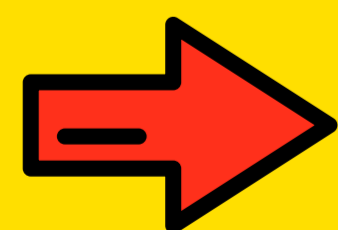
PUBLICATIONS COVERAGE

WE INCREASED THE AUDIENCE IN @SXODIM.FEST INSTAGRAM ACCOUNT BY TICKETS GIVEAWAYS THROUGH PARTNER INTEGRATIONS AND POSTS IN CITY PUBLICS. ALSO WE ADDED ADVERTISING IN RESTAURANTS AND ITS MEDIA ACCOUNTS.

IN TOTAL, WE GAVE AWAY ABOUT 100 FESTIVAL TICKETS AND SMALL PRIZES FROM PARTNERS.

IN ADDITION, ALL THE ARTISTS MADE AN ANNOUNCEMENT OF THE FESTIVAL – 36 POSTS.

TARGETING WAS LAUNCHED ON APRIL 29TH. AD CAMPAIGN BUDGET WAS \$6,500.



9 183 720

IMPRESSIONS

4 832 646

COVERAGE

37 531

CLICKS

\$0,53

CPC

0,60%

AVERAGE CTR

TARGET: ALMATY, M+W, 18-35. INTERESTS: MUSIC, CONCERTS, FESTIVALS, POP, RAP.

Festival PR campaign and SMM

**СХОДИМ
ФЕСТ**

FESTIVAL BRAND AMBASSADORS



ULPAN RAMAZANOVA
@URAGANROXY



AIDANA SAHARI
@AIDANASAHARI



SALAMAT BULATOV
@AMPUTANTO



COMMUNITY ABOUT PARTIES
@PARTY__KILLERS

BLOGGERS AND TIKTOKERS

AMONG THE BIG BLOGGERS WHO MENTIONED SXODIM FEST: ALISHER ELIKBAEV, NURLAN BATYROV, TIMUR BALYMBETOV, AISULU AZIMBAYEVA, MEREY ABILOVA.

ADDITIONALLY, WE WORKED WITH TIKTOK HOUSES YOLO AND BIP (ANNOUNCEMENTS AND PARTICIPATION).

BLOGGER BOXES

WE HAVE PREPARED 20 BLOGGER BOXES AND ABOUT 20 SHOPPERS FOR BLOGGERS. ADDITIONALLY, WE GAVE AWAY TICKETS TO BLOGGERS AND OPINION LEADERS.

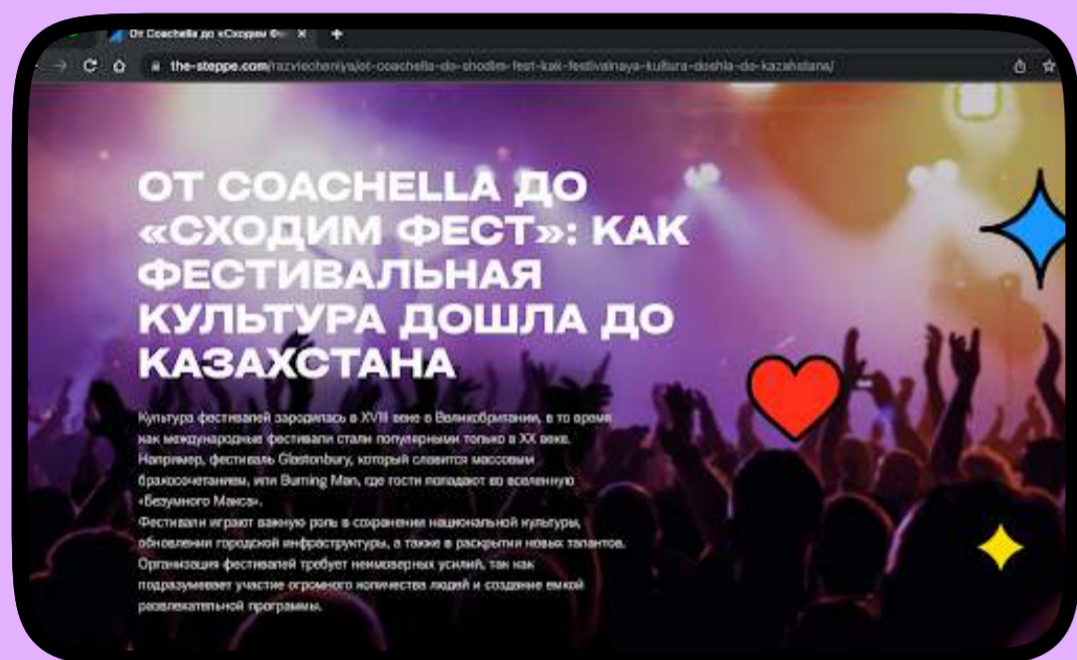
THE APPROXIMATE VALUE OF A BOX – 150 000 ₸,
SHOPPER – 80 000 ₸.

Festival PR campaign and SMM



STAGE 3. MEDIA PUBLICATIONS

LARGE-SCALE MEDIA RELEASE (SPECIAL PROJECT IN THE STEPPE, ANNOUNCEMENT ARTICLES ON HOLA NEWS AND INFORMBURO, ANNOUNCEMENT POSTS ON TENGRINEWS AND THE VILLAGE, CREATIVE INTEGRATION WITH @PARTY_KILLERS).

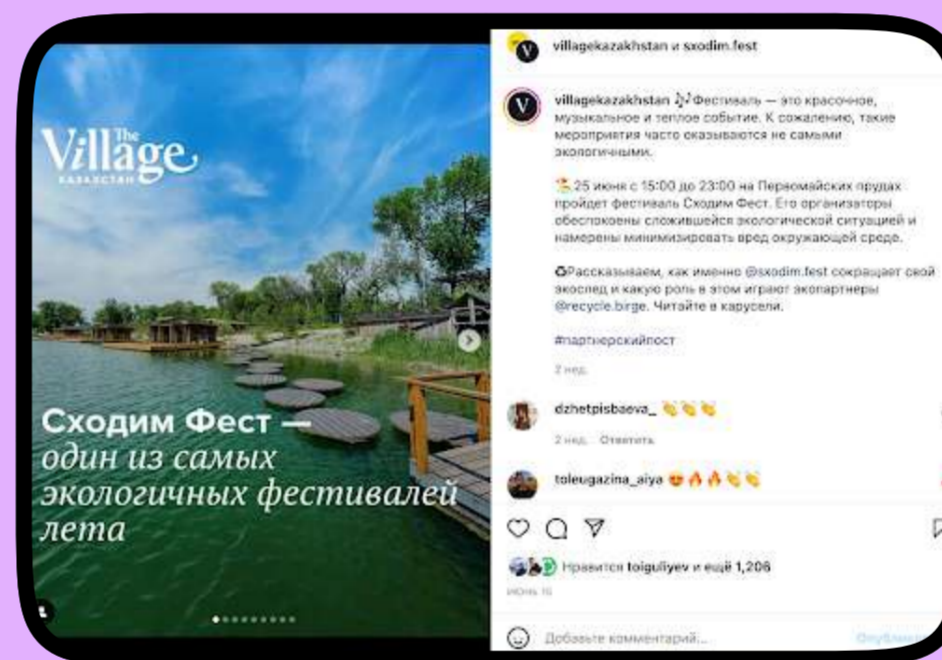


26 864

WEBSITE

51 574

SOCIAL MEDIA



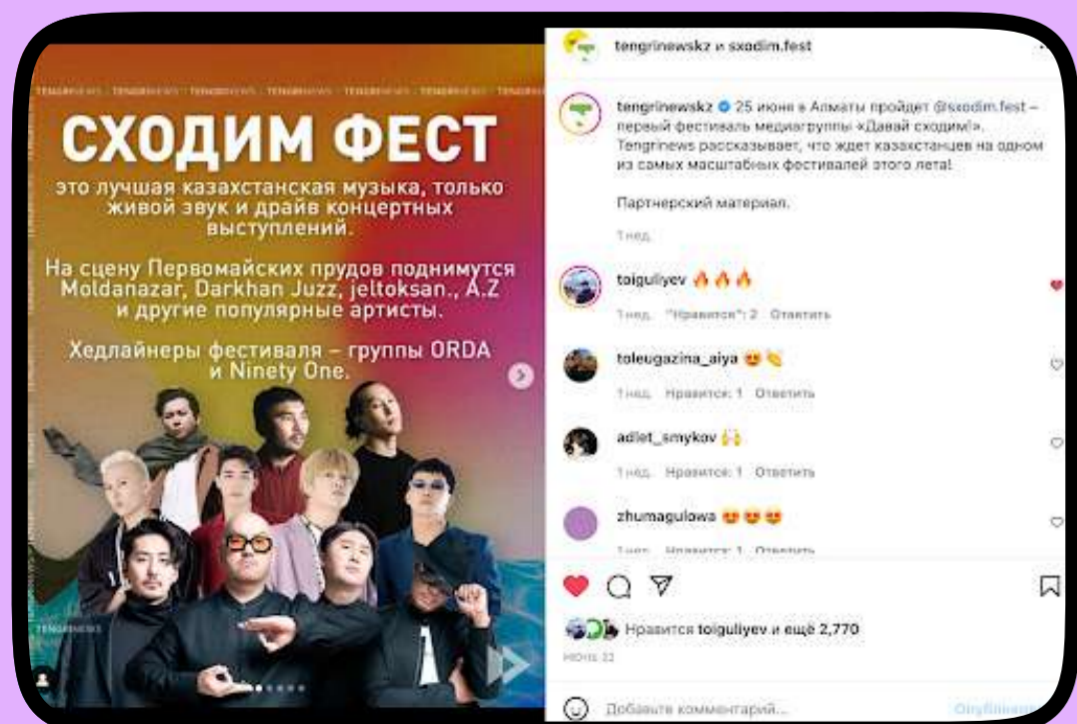
29 992

SOCIAL MEDIA



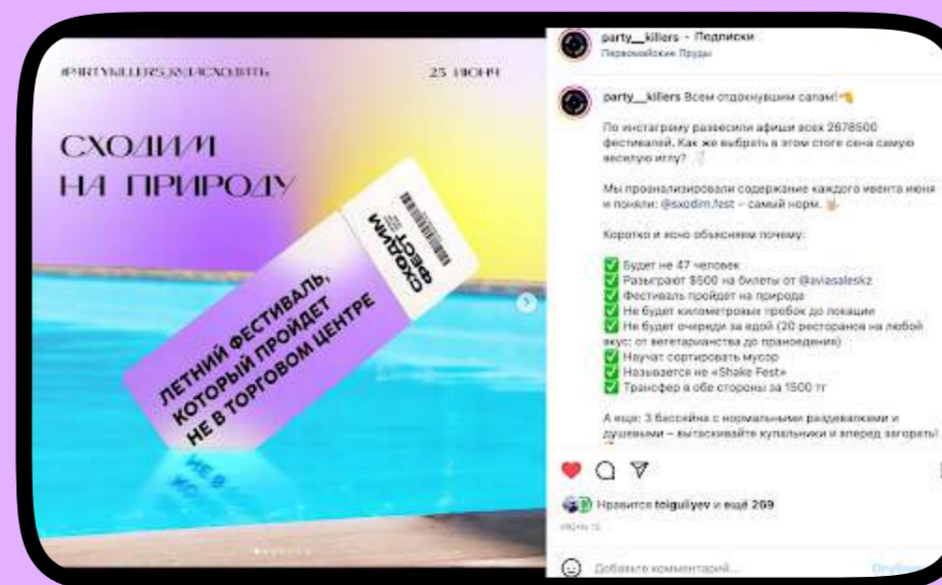
25 157

SOCIAL MEDIA



457 128

SOCIAL MEDIA



14 657

SOCIAL MEDIA



84 985

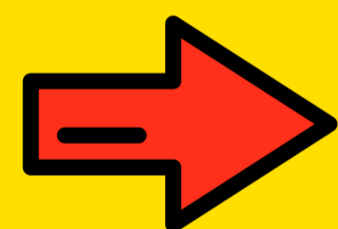
SOCIAL MEDIA

Festival PR campaign and SMM

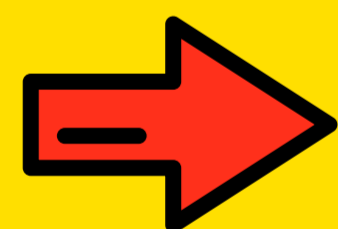
**СХОДИМ
ФЕСТ**

STAGE 3. MEDIA PUBLICATIONS

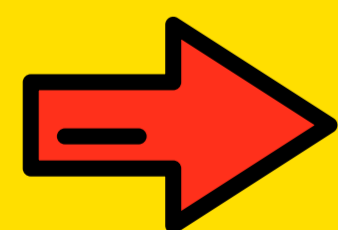
WE LAUNCHED A COLLABORATION WITH THE
GENERAL MEDIA PARTNER TIKTOK – HASHTAG
#INMYCOUNTRY



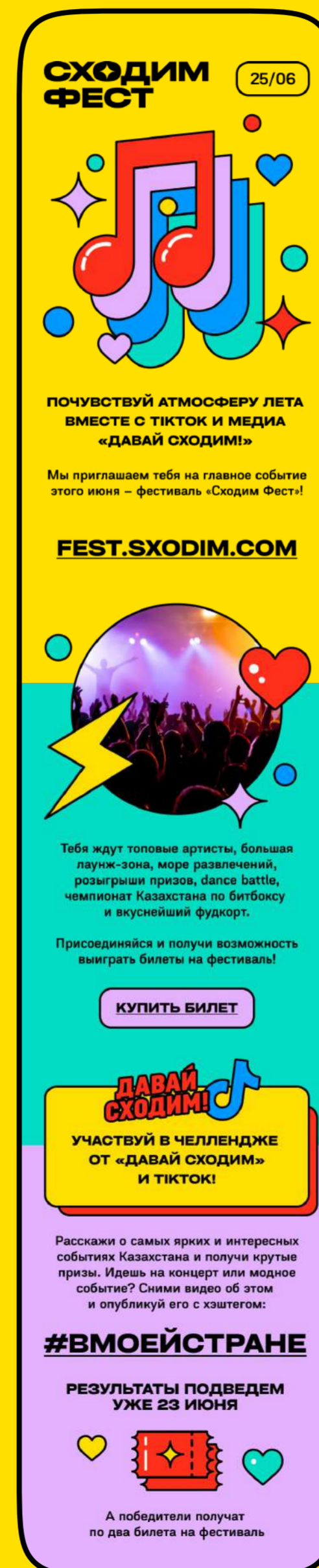
850 000
VIEWS ON
#INMYCOUNTRY



105 000
VIEWS ON
#СХОДИМФЕСТ



15 000
PEOPLE WATCHING LIVE
ON TIKTOK @SXODIM



> 15 000 000 PEOPLE

TOTAL AD CAMPAIGN REACH

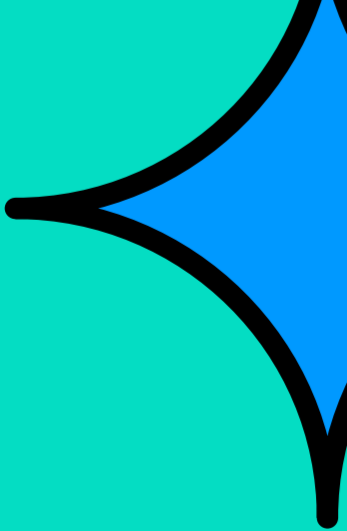
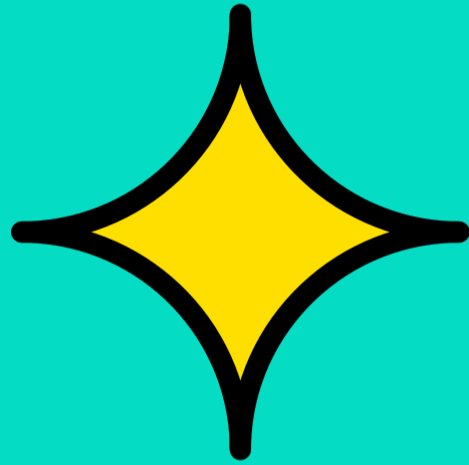
~ 45 000 PEOPLE

COVERAGE ON @SXODIM.FEST
INSTAGRAM ACCOUNT

AT THE TIME OF THE FESTIVAL

Documentary

**СХОДИМ
ФЕСТ**



Contacts

**СХОДИМ
ФЕСТ**

**ДАВАЙ
СХОДИМ!**



ивенты • PR • обучение

ДАВАЙ СХОДИМ

Давай Сходим – largest advertising media holding and a convenient full-cycle service that helps Kazakhstanis and tourists to learn, find and visit the best places and events in the country's largest cities.

LINCOLN COMPANY

Lincoln Company is one of the leading event teams in Kazakhstan for the top 100 KZ companies and market leaders.

Clients – Kaspi Bank, Freedom Finance, Halyk Bank, Sber Solutions, TCO, BI Group, Kusto Group, EY, UN in Kazakhstan.

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