



northstar SXSW 2023

NORTHSTAR LAUNCH WEEK

A MULTI-DISCIPLINARY ARTS, EDUCATION, & TECHNOLOGY EXPERIENCE

OVERVIEW

SXSW 2023

NORTHSTAR & LAUNCH PARTNERS
BENEFITS OF PARTNERSHIP
INTRODUCING "THE PLAYGROUND"
NORTHSTAR HOUSE
PLAYGROUND PROGRAMMING
BRAND INTEGRATIONS
OFFICIAL SXSW SHOWCASES
THE SPACE
SHOWCASE TALENT
PREVIOUS SXSW ACTIVATIONS & TESTIMONIALS
CONTACT

SXSW 

WHO WE ARE



Northstar is a community based on collective growth. Together, we have developed an app that helps you develop new habits and skills, an agency that specializes in retreats, and a record label showcasing artists who reflect the growth-oriented northstar ethos. At SXSW, we will activate The Playground to showcase creator-driven communities through a variety of programming, including showcases, jams, live art, panels, and more.

Throughout the week, we will launch our app, introduce northstar records with an official showcase, and provide a rejuvenating retreat experience for our artists and partners.



Micky



Giavanna 'Gi'



Yared



Evan



Tony

LAUNCH PARTNERS

artist driven start-ups & brand sponsorships



247 Artists is a community dedicated to simplifying life for artists. 247 is launching its membership and platform at SXSW, which includes on-demand services such as business formation and access to a suite of educational content, grants and professional opportunities, and tools and templates. During SXSW, 247 will host creative sessions and mixers at their house, as well as activate on The Playground with an industry mixer, a panel featuring experts discussing a number of trending topics, as well as an official showcase featuring standout headliners and emerging artists in the community.

REALM

REALM is a community founded by producer legend DANJA, who produced for Justin Timberlake, Madonna, Christina Aguilera, Akon, Lil Wayne, Timbaland and more. At SXSW, REALM is launching an app that connects music creators with each other and with professional opportunities. Throughout the week, Realm will host a panel and recording sessions, and they will be active on The Playground with a Beat Battle judged by DANJA.



LAUNCH PARTNERS

artist driven start-ups & brand sponsorships



The Function is a fan relationship management platform for creators and brands to track, identify, and build deeper relationships with their fans through automated challenges that unlock physical/digital rewards. Throughout the week The Function will provides brands, artists, and creators unique ways to engage and activate new/existing fans.



We are currently looking to close strategic brand collaborations and are in conversation with various brand sponsors in the fields of tech / apps, music distribution, beverages, community-driven platforms, musical equipment, mindfulness, & education.



BENEFITS OF BEING A PARTNER

As a northstar partner during the 2023 SXSW conference you will be tapping into a global audience for your brand, establish cultural equity in the music, arts, and entertainment world, and become an integral part of milestone moments for our creators and companies as they join superstars and unicorn startups in SXSW history.



INTRODUCING THE PLAYGROUND



The playground is an all-day, all-night **multi-disciplinary, arts, education & technology experience** connecting people through music, while highlighting artist-driven startups & organically plugging like-minded brands.

Our playground inspired interactive experiences will foster **play, collaboration, networking, creation, and rejuvenation.**

There will be **Daily House Activations & Two Official SXSW Showcases.**



NORTHSTAR HOUSE ACTIVATIONS

2 DAYS

THE HOUSE



creators couch



rooftop mindfulness oasis



break bread interview series



courtyard jam session



bedroom recording studio

THE PLAYGROUND PROGRAMMING



2 DAY HOUSE ACTIVATION

MINDFULNESS

- Rooftop Oasis: Yoga, Breath-work, Meditation, Movement
- Community Challenges throughout the days

MUSIC & ARTS

- Curated Courtyard Jam Session
- Musical Production / Recording Studio
- Art creation & exhibition space
- Cypher Hosted by the Gr8Thinkaz
- Producer Beat Battle presented by REALM, judged by DANJA
- Cypher hosted by The Gr8 Thinkaz

EDUCATION

- Educational workshops, keynotes & technology mixers
- Partner activations focused on personal and professional growth [3V Educational Workshop]

CONTENT CREATION

- Break Bread Interview Series
- Live Radio Show from Northstar House
- Recap experience



OFFICIAL SXSW SHOWCASES 2 NIGHTS



THE SPACE [official sxsw showcase]

SXSW 2023

THE STAY PUT AUSTIN Stay Put Brewery is located in The Rainey Street Historic District.



front patio



interior / bar / stage



back patio / bar / stage

THE OFFICIAL SXSW SHOWCASE

THURSDAY 3/16



AT THE STAY PUT, RAINEY STREET

- Northstar Artists Official Showcase
- Northstar Community Challenges Throughout Showcase
- Real-time Content Creation Interview Series hosted by Northstar

***See Northstar Showcase Slide for Information On Artists**

SXSW 

SXSW 2023

NORTHSTAR SHOWCASE

- + MIA GLADSTONE 278k Spotify • 24K IG 
- + BUPPY 240k Spotify • 12k IG 
- + SIIMBIE LAKEW 117k Spotify • 28k IG 
- + ALLAN KINGDOM 51k Spotify • 44K IG 
- + KAZI 48k Spotify • 14K IG 
- + SBK 22k Spotify • 24K IG 
- + LOW BO 7k Spotify • 4K IG 
- + LIFE OF THOM 5k Spotify • 11k IG 
- + MOTHER NATURE 3k Spotify • 11k IG 
- + THE GR8 THINKAZ [HOST] 

spotify = monthly listeners

2023 MSXS



THE OFFICIAL SXSW SHOWCASE

FRIDAY 3/17

SXSW 2023



artists



REALM

AT THE STAY PUT, RAINEY STREET

- 247 Artists Official Showcase
- Danja Beat Battle Judged by REALM
- Real-time content creation interview series hosted by northstar

***See 24/7 Artist Showcase Slide for Information On Artists**

SXSW

247 ARTIST SHOWCASE

+ MANNYYWELLZ 200k Spotify • 55k IG 

+ HEFFY 73k Spotify • 11k IG 

+ TRENT THE HOOLIGAN 52k Spotify • 6k IG 

+ BEATBATTLE W/ DANJA 53k IG 

+ ROCKY SNYDA 29k Spotify • 8k IG 

+ TONY OR TONY 3k Spotify • 1.4k IG 

+ MORE TALENT TBA

spotify = monthly listeners

$\frac{24}{7}$ artists

SVSW 2023



SXSW HISTORY

NOT OUR FIRST RODEO...



In 2019, we hosted an official SXSW showcase at Empire Garage for 1000+ attendees featuring artists like Taylor Bennett, Flipp Dinero, IDK, Blu Detiger, and more. We also housed 50+ creators and teams in "The Treble Village," featuring programming throughout the week at our houses and at official SXSW venues. Partners included Jagermeister, Splice, Amuse, and more. In 2022, we hosted an official SXSW showcase introducing a partner company, Gravity, on Rainey Street for hundreds of attendees.



the treble village // sxsw 2019



sxsw 2022 recap



virtual love // sxsw 2019

TESTIMONIALS

What people have to say about working with us.



Michael Persall Cosigns

Share

Gi Major said:

Michael is one of the most go / industry professionals I've ever worked with. His aim others grow with little need for reciprocation, just n et and love. His ability to connect people has undoubtedly led to major progression in my career as well as others. Truly a gem. Love you Micky.

Watch on  YouTube



**Let's give them
something to talk about**



 [Listen to our showcase artists on this playlist](#)

CONTACT

micky@northstar.vision
831.261.2391

SXSW 