

JERRA-ON-AIR

SPONSOR GUIDE 2025



HISTORY

Jera On Air in Ysselsteyn is the largest punk, hardcore, and metalcore festival in the BeNeLux. The 31st edition in 2025 will take place on June 26, 27, and 28. What started on a small field at the youth center in Ysselsteyn in 1992 with a trailer on which local bands showcased their talents, has now grown into the largest Dutch festival of its kind: **JERA ON AIR**.

The festival itself has transformed countless times over the years, but one aspect has always remained the same: it is still organized solely by volunteers.

For many years the festival was a one-day event around Ascension Day, but in recent years it has evolved into a full two-day event. Since the anniversary year in 2017, a third festival day was introduced for the first time on Thursday. In 2018, the festival sold out for the first time in its history. This also forced us to look for a new festival site to ensure its scale and continuity.

During the most recent edition last year, more than 15,000 visitors attended the festival site daily, making it a huge success. Thanks to the programming, infrastructure, and traditionally pleasant and unique atmosphere the festival has become so popular. Would you like to be part of the great success of Jera On Air? Your sponsorship contribution will help support the festival's success and will give you the opportunity to promote your company to more than 50,000 visitors at the festival site.



BROCHURE

In this brochure, you will find an overview of the sponsorship opportunities for Jera On Air 2025. The first pages explain various sponsorship packages.

However, choosing a sponsorship package is not the only option for sponsoring: in the second section, you can find the so-called 'specials' – unique sponsorship opportunities with a distinctive presence on the festival grounds. It also includes images of the different 'quid pro quo' offered to sponsors.

As Jera On Air, we are proud of the history and the way in which this festival is supported by the local community. This, in combination with the growth of the festival to its current scale, gives us even more reason to be proud. With an unprecedented strong connection from the local community, we move forward into the future with confidence.

We hope that there are enough reasons for your company to connect with Jera On Air.

Let's join forces to continue the proven growth of the festival in the future.

Seize this opportunity! We look forward to hearing from you.

JERA-ON-AIR

FESTIVAL AWARDS

FESTILEAKS.COM

Every year, Festileaks announces the winners of the Festileaks Festival Awards. Over 100.000 votes at the Festileaks Festival Awards 2024 ranked the line-up of Jera On Air as the best. We are, of course, incredibly proud!

BEST FESTIVAL

🏆 WINNER - 8,2

BEST ATMOSPHERE

🏆 WINNER - 8,6



VNPF - ESNS DE IJZEREN PODIUMDIER

De IJzeren Podiumdier Awards are professional awards that have been presented annually since 1997 by the Vereniging Nederlandse Poppodia en -Festivals (VNPF). The Iron Stage Animal Awards are peer-to-peer awards.

FESTIVAL OF THE YEAR

🏆 WINNER



FACTS

Started as a one-day festival in 1992, Jera On Air is now a full-fledged weekend festival. Visitors enter the festival grounds on Thursday and leave on Sunday with a sense of fulfillment and a great experience.

JUNE · 26 · 27 · 28



5 FESTIVAL TENTS



6 STAGES



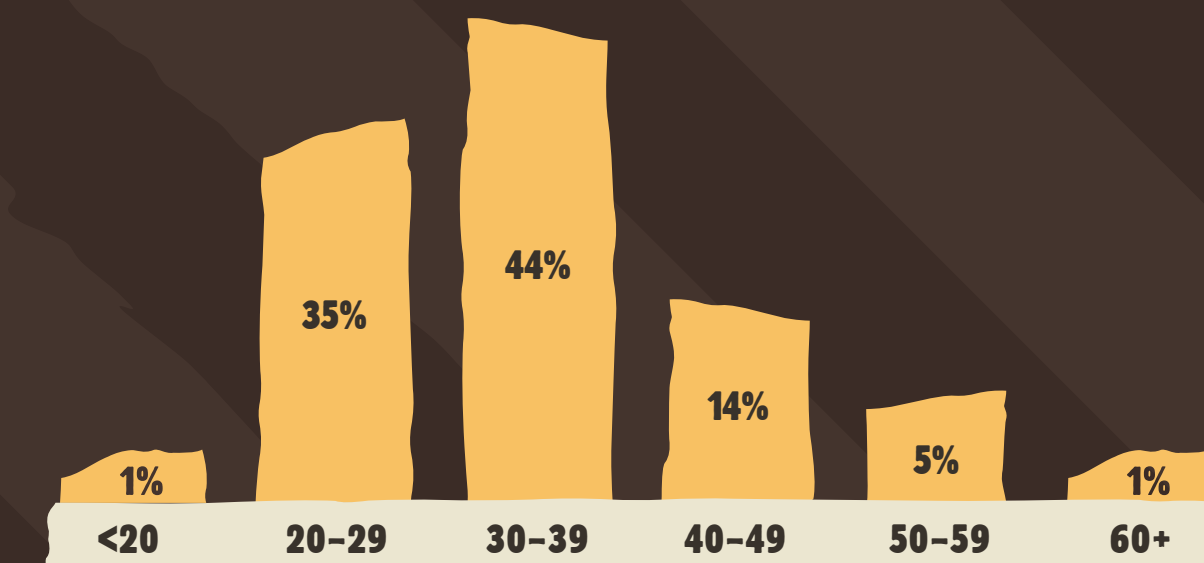
FACTS

Jera On Air is run entirely by volunteers. The majority of the volunteers come from the village of Ysselsteyn that holds the festival close to its heart.



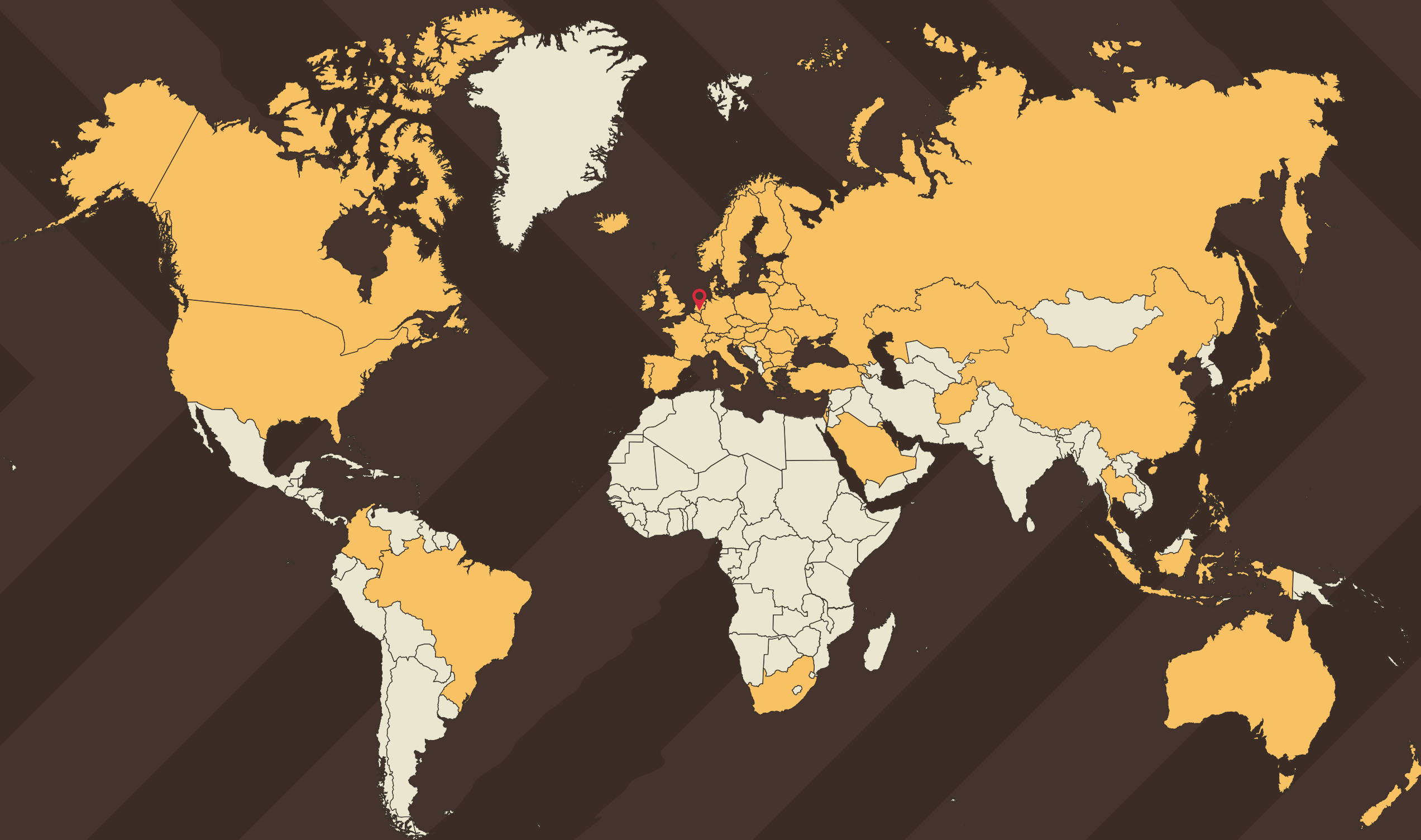
1200! VOLUNTEERS

VISITORS AGE RANGE



FACTS

Tickets sales over the world



Jera On Air



Countries where tickets have been sold



Other countries





FOLLOWERS



341.000

WEBSITE VISITORS



33.000

FACEBOOK FOLLOWERS

WITH A TOTAL RANGE OF:

3.000.000



FOLLOWERS



32.000

INSTAGRAM FOLLOWERS

WITH A TOTAL RANGE OF:

1.853.894



2.841

X FOLLOWERS



1.050

TIKTOK FOLLOWERS



GOALS

OBJECTIVES

- To organize an alternative punk rock, hardcore, and metal(core) music festival for enthusiasts in Europe.
- To professionalize the organization over the next 3 years and develop it into a full-fledged cultural institution in the province of Limburg.
- To establish a stable foundation for a festival with more than 15,000 visitors per day.

SECONDARY OBJECTIVES

- Jera On Air offers young people a learning experience in various areas such as organizing, planning, PR, making and keeping agreements, taking responsibility etc.
- To increase brand awareness and continue the festival's growth, focusing on Western Europe but also the rest of the world.
- To offer at least one up-and-coming band with talent the opportunity to present themselves to a larger audience through a talent competition and performance at the festival.
- To contribute to Dutch cultural heritage in (alternative) music.
- The goal is not to make a profit.

AUDIENCE

- Jera On Air focuses on young people from Europe in the punk rock, hardcore, and metal(core) scenes.





TITLE SPONSOR

- **OFFICIAL JERA ON AIR PARTNER**
- **EXCLUSIVE 'JERA ON AIR' TITLE SPONSOR**
- **YOUR COMPANY 'JERA ON AIR' ON ALL PROMOTIONAL MATERIALS**
- **EXCLUSIVE VIP OPPORTUNITIES**

TICKETS

- Logo prominently displayed on all tickets
- Tickets sales via your website
- Tickets for your clients through discount vouchers
- 10 combination tickets
- 10 campsite tickets

PRINT MATERIALS

- Logo on posters
- Logo on flyers
- Logo on (digital) festival guide
- Advertentie in (digitale) festivalguide
- Logo on Jera On Air banners

BRANDING

- Logo at the entrance
- Logo on info en bar screens
- Opportunity for a stand on the festival grounds
- Opportunity for flags/other objects on the festival grounds
- Opportunity for construction fence banners on the festival grounds

WEBSITE & SOCIAL MEDIA

- Name mentioned in newsletters
- Logo prominently displayed at jeraonair.nl
- Logo with link in header + footer at jeraonair.nl
- Logo with link on sponsor page of jeraonair.nl
- Logo on online posters
- Logo on Facebook Instagram and X cover photos



EAGLE STAGE

- **OFFICIAL JERA ON AIR PARTNER**
- **EXCLUSIVE 'EAGLE' MAINSTAGE SPONSOR**
- **YOUR COMPANY 'EAGLE' MAINSTAGE ON ALL PROMOTIONAL MATERIALS**
- **EXCLUSIVE VIP OPPORTUNITIES**

TICKETS

- Tickets for your clients through discount vouchers
- 5 combination tickets
- 5 campsite tickets

PRINT MATERIALS

- Logo on posters
- Logo on flyers
- Logo on (digital) festival guide
- Advertentie in (digitale) festivalguide
- Logo on Jera On Air banners

BRANDING

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VULTURE STAGE

- **OFFICIAL JERA ON AIR PARTNER**
- **EXCLUSIVE 'VULTURE' MAINSTAGE SPONSOR**
- **YOUR COMPANY 'VULTURE' MAINSTAGE ON ALL PROMOTIONAL MATERIALS**
- **EXCLUSIVE VIP OPPORTUNITIES**

TICKETS

- Tickets for your clients through discount vouchers
- 5 combination tickets
- 5 campsite tickets

PRINT MATERIALS

- Logo on posters
- Logo on flyers
- Logo on (digital) festival guide
- Advertisement in (digital) festival guide
- Logo on Jera On Air banners

BRANDING

- Logo at the entrance
- Logo on info en bar screens
- Opportunity for flags/other objects on the festival grounds
- Opportunity for construction fence banners on the festival grounds

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BUZZARD STAGE

- **OFFICIAL JERA ON AIR PARTNER**
- **EXCLUSIVE 'BUZZARD' MAINSTAGE SPONSOR**
- **YOUR COMPANY 'BUZZARD' MAINSTAGE ON ALL PROMOTIONAL MATERIALS**

TICKETS

- 5 combination tickets
- 5 campsite tickets

PRINT MATERIALS

- Logo on posters
- Logo on flyers
- Logo on (digital) festival guide
- Advertisement in (digital) festival guide
- Logo on Jera On Air banners

BRANDING

- Logo at the entrance
- Logo on info en bar screens
- Opportunity for flags/other objects on the festival grounds

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HAWK STAGE

- OFFICIAL JERA ON AIR PARTNER
- EXCLUSIVE 'HAWK' MAINSTAGE SPONSOR
- YOUR COMPANY 'HAWK' MAINSTAGE ON ALL PROMOTIONAL MATERIALS

TICKETS

- 5 combination tickets
- 5 campsite tickets

PRINT MATERIALS

- Logo on posters
- Logo on flyers
- Logo on (digital) festival guide
- Logo on Jera On Air banners

BRANDING

- Logo at the entrance
- Logo on info en bar screens
- Opportunity for flags/other objects on the festival grounds

WEBSITE & SOCIAL MEDIA

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RAVEN STAGE

- **OFFICIAL JERA ON AIR PARTNER**
- **EXCLUSIVE 'RAVEN' DJ-STAGE SPONSOR**
- **YOUR COMPANY 'RAVEN' DJ-STAGE ON ALL PROMOTIONAL MATERIALS**

TICKETS

- 5 combination tickets
- 5 campsite tickets

PRINT MATERIALS

- Logo on posters
- Logo on flyers
- Logo on (digital) festival guide
- Logo on Jera On Air banners

BRANDING

- Logo at the entrance
- Logo on info en bar screens
- Opportunity for flags/other objects on the festival grounds

WEBSITE & SOCIAL MEDIA

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BIERGARTEN

- **OFFICIAL JERA ON AIR PARTNER**
- **EXCLUSIVE 'BIERGARTEN' SPONSOR**
- **YOUR COMPANY 'BIERGARTEN' ON ALL PROMOTIONAL MATERIALS**

TICKETS

- 5 combination tickets
- 5 campsite tickets

PRINT MATERIALS

- Logo on posters
- Logo on flyers
- Logo on (digital) festival guide
- Logo on Jera On Air banners

BRANDING

- Logo at the entrance
- Logo on info en bar screens
- Opportunity for flags/other objects on the festival grounds

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STUNT AREA

- **OFFICIAL JERA ON AIR PARTNER**
- **EXCLUSIVE 'STUNT AREA' SPONSOR**
- **YOUR COMPANY 'STUNT AREA' ON ALL PROMOTIONAL MATERIALS**

TICKETS

- 5 combination tickets
- 5 campsite tickets

PRINT MATERIALS

- Logo on posters
- Logo on flyers
- Logo on (digital) festival guide
- Logo on Jera On Air banners

BRANDING

- Logo at the entrance
- Logo on info en bar screens
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SPONSOR

PARTNER
PART OF PARTNER PACKAGE

DIAMOND

FROM 1000 EURO

GOLD
FROM 500 EURO

ZILVER
FROM 300 EURO

BRONS
FROM 200 EURO

MENTIONING ON				LOGO ON							
SPONSOR EVENT NETWORK GATHERING ON FESTIVAL	YNB FULL PAGE ADVERTISEMENT IN YSSELSTEYNS NIEUWSBLAD	JERAONAIR.NL MENTIONING ON SPONSOR PAGE	FESTIVAL GUIDE MENTIONING ON SPONSOR PAGE	BANNER BANNER AT MAIN ENTRANCE	JERAONAIR.NL SPONSOR PAGE	JERAONAIR.NL HEADER CARROUSEL	LED-SCREEN INFO SCREENS & BAR SCREENS	SOCIAL MEDIA ONLINE POSTERS	FESTIVAL GUIDE ON COVER	FLYERS SPREAD IN NL, BE, DE & UK	POSTERS SPREAD IN NL, BE, DE & UK
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✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗

VIP SPONSOR

AS A VIP AT JERA ON AIR?

Would you like to enjoy one or more days at Jera On Air with your guests? Additionally, would you like to relax in the VIP tent and catch up while the festival buzzes in the background? And of course, a nice drink served at your table would be a must! Contact us to discuss the possibilities.

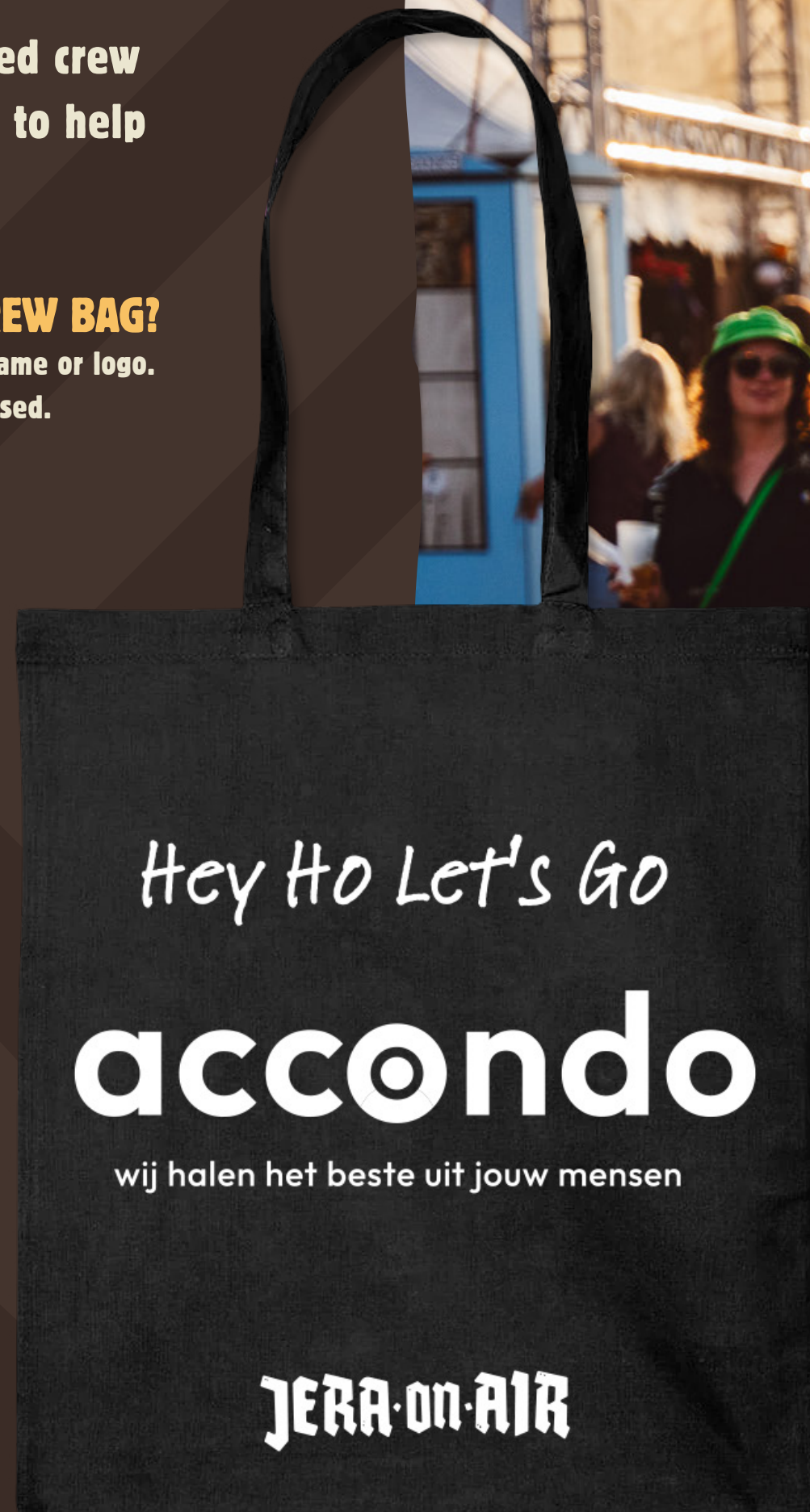


CREW BAG

Our volunteers receive a well-stocked crew bag with treats and handy gadgets to help them get through their workday.

ARE YOU GOING TO UPGRADE OUR CREW BAG?

This crew bag gets even better with your company name or logo. Ask about the possibilities, everything can be discussed.





CREW SHIRTS

LOGO ON VOLUNTEER SHIRTS

Your logo, along with a maximum of 5 other companies, on the back of 1,200 volunteer shirts.



INFO SCREEN

ADVERTISEMENT ON INFO SCREEN EAGLE & VULTURE

An advertisement on the large LED screen (2x3 meters)
located next to the Eagle and Vulture stage.
Both image and video are possible.

BAR SCREEN

ADVERTISEMENT INFO SCREENS BEHIND THE BAR

An advertisement on the LED screens behind the bars on the festival.
Both image and video are possible.



TICKETS

LOGO ON ENTRY TICKETS

Your logo on all entry tickets for Jera On Air, granting access to the festival grounds and campgrounds.

TOKENS

LOGO ON TOKENS

Your logo on over 600,000 food and beverage tokens.

WRIST BANDS

LOGO ON WRIST BANDS

Your logo on over 50,000 wrist bands.





BANNERS

CONSTRUCTION FENCE BANNER ON SITE

Exclusive of possible design and printing costs. Your logo with corporate house style or advertisement on a banner (338x174cm) displayed at a location to be agreed upon. Design possible within timely consultation.

UNIQUE OBJECT

OBJECT OF THE FESTIVAL GROUNDS

In consultation, it is possible to place objects on our festival grounds for the promotion of your business/product.



CAMPING STORE

Offer or promote your product in the camping store,
where approximately ± 8000 campers do their
shopping every day.

± 8000
VISITORS EVERY DAY!





BECOME A WINGMAN:

Do you also admire all the things being accomplished by all the volunteers of Jera On Air every year? Do you hold this initiative dear? Maybe you are already involved as a volunteer or in any other way. Since last year you can also support us as a Wingman of Jera On Air. This concept is aimed at our loyal sponsors, volunteers, visitors and other interested parties. In short, people who have a warm spot for our initiative.

WHAT DOES A WINGMAN GET:

- A unique Wingman of Jera On Air t-shirt
- Your name (personal or company name) on the banner (anonymous possible).
- Ticket for the festival (Wingman Plus of Jera On Air).
- A surprise around the festival:
 - Snack
 - Drink
 - Access to the VIP tent

WINGMAN PACKAGES:

As Wingman of Jera On Air you can choose between two packages:

- | | |
|----------------------------|-----------|
| • Jera On Air Wingman | 100 euros |
| • Jera On Air Wingman Plus | 300 euros |





CONTACT

For questions or information about sponsoring or custom-made sponsor possibilities you can contact:

SPONSORING

sponsoring@jeraonair.nl

GENERAL

info@jeraonair.nl

CONTACT PERSONS

Wout Gommers

+31 (0)6 - 18 95 45 62

wout.gommers@jeraonair.nl

Willy Hubers

+31 (0)6 - 52 02 46 61

willy.hubers@jeraonair.nl

Soufiane Bellil

+31 (0)6 - 25 55 05 10

soufiane.bellil@jeraonari.nl

Vera Schatorje

+31 (0)6 - 48 94 51 01

vera.schatorje@jeraonair.nl

Loek Linders

+31 (0)6 - 11 65 70 86

loek.linders@jeraonair.nl

Niels van der Heijden

+31 (0)6 - 22 54 65 65

niels.van.der.heijden@jeraonair.nl

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JERRA·ON·AIR