



## MTV's SnowGlobe Expands Sponsorship Program for 2018 Festival

December 21, 2018

**The premier outdoor New Year's music festival welcomes an expanded and diverse group of sponsors for the 2018 event featuring headliners Above & Beyond, Diplo, Eric Prydz, Rezz, RL Grime, G-Eazy, Kaskade, Rae Sremmurd, Tyga and more**

**Tickets On Sale Now at [www.snowglobemusicfestival.com](http://www.snowglobemusicfestival.com)**

SOUTH LAKE TAHOE, Calif.--(BUSINESS WIRE)--Dec. 21, 2018-- Today, MTV's SnowGlobe Music Festival announces an expanded sponsorship program for the festival's eighth installment on December 29-31, 2018, in South Lake Tahoe, CA. The annual three-day event welcomes more than 20,000 fans each day with a mix of musical performances, live action sports, and interactive art exhibitions.

SnowGlobe is pleased to feature a robust roster of sponsors including: Aviator Nation®, Bev® Rosé, Billboard, Citi®, City of South Lake Tahoe, Coors Light®, Don Julio®, ENO, Electric Standard Co, Golden State Cider®, Hop Valley®, Jack Daniel's®, Lyft, Monster Energy®, Saint Archer®, Select CBD, Sierra At Tahoe, Svedka®, Tahoe South, and Yaktrax®.

"We're honored to welcome an incredible roster of brands as our sponsors this year," states Corey Armend, VP of Strategic Partnerships at SnowGlobe, "SnowGlobe is unique in providing an opportunity for brands to reach not only festival goers but lovers of the outdoors and winter sports. This differentiates SnowGlobe from typical spring/summer festival experiences and is a driving force for how we've more than doubled in sponsorship revenue this year."

Now entering its eighth year, the acclaimed music and mountain festival is the largest outdoor NYE music festival in the nation. Artists from Kendrick Lamar to Post Malone to Zedd and many more have performed at SnowGlobe, which is highlighted by its iconic countdown party at midnight on New Year's Eve. Hosted in South Lake Tahoe in the heart of California's breathtaking Sierra Nevada Mountains, the 2018 lineup includes Above & Beyond, Diplo, Eric Prydz, Rezz, RL Grime, Sofi Tukker, Big Gigantic, and Gorgon City, among more than 40 artists performing across three stages. It was recently [announced](#) that SnowGlobe added G-Eazy, Goldlink, Kaskade, Rae Sremmurd, Tyga and Ashe to the billing for this year as well.

In addition to SnowGlobe's eclectic musical lineup, the festival features dynamic fireworks displays, live "Big Air" snowboard and skiing demos adjacent to the Main Stage, 13,000 square feet of heated enclosed spaces to stay cozy, and interactive art installations -- attracting Fortune 500 sponsors, celebrities, professional athletes, and VIPs for the ultimate New Year's destination festival experience. New for SnowGlobe 2018 is The Nook - an experiential vendor exhibit area, a ski & snowboard Rail Jam, custom merch collaborations with Aviator Nation and Billboard Magazine, and the debut of a Hot Drink Bar serving up winter-themed sponsored cocktail favorites like Svedka Peppermint Hot Chocolates, Jack Daniel's Hot Toddlies, Don Julio Mexican Coffees, and more.

Combining some of the world's best live music with some of the best snow conditions, SnowGlobe is the premier winter getaway for music fans and adventure-seekers alike.

### **ABOUT MTV**

MTV is the leading global youth media brand in 180 countries, reaching 450 million households in nearly 30 different languages across every platform. A unit of Viacom Inc. (NASDAQ: VIAB, VIA), MTV operations span cable and mobile networks, live events, theatrical films and MTV Studios.

### **ABOUT SNOWGLOBE MUSIC FESTIVAL**

Now entering its eighth year, acclaimed music and mountain festival SnowGlobe is the largest outdoor NYE music festival in the nation. Hosted in South Lake Tahoe in the heart of California's breathtaking Sierra Nevada Mountains, the unique outdoor winter festival features an array world-class artists performing on multiple stages over three nights, plus dynamic fireworks displays, live "Big Air" snowboard and skiing demos adjacent to the Main Stage, 13,000 square feet of heated enclosed spaces to stay cozy, interactive art installations and more. With almost 9,000 acres of nearby skiing and snowboarding terrain available to SnowGlobe patrons, and close proximity to the casinos of Stateline, NV, SnowGlobe delivers the ultimate New Year's destination festival experience. Combining the world's best live music with the world's best snow conditions, SnowGlobe is a winter getaway for music fans and adventure-seekers alike. <http://snowglobemusicfestival.com/>

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