

# The Underground

Created, Branded, and Managed Events

Hong Kong's Premier Indie Music Showcase

香港最強調獨立音樂平台



Dated  
1 March 2015

# Production & Talent Booking

The Underground also provides sound production for events.

## Voices Concert (Outdoor Concert)

Polytechnic University hired us to provide entertainment, sound equipment and production of their Voices Concert on 29 September 2013. The line-up included **RubberBand**, **KOLOR**, **SensiLion** 狻猊, 朱凌凌 **JuicyNing** & **MastaMic**.





# Festivals (1)

The Underground has been providing live music entertainment to festivals since 2010.

## Lan Kwai Fong Beer Festival (2010 - now)



We sourced the best bands for the event from quiet warm up acts all the way to rock bands that lift the atmosphere to the sky!





# Beertopia 2013



The Underground provided unique bands who increased the feel-good factor of the whole experience for the audience.





# SumoSushiSake 2013+2014

Nov 23, 2013 in Causeway Bay

Dec 13, 2014 in West Kowloon



The Underground provided Japanese bands and unique festival bands to accompany the food-eating competitions as well as to entertain the public.

# “Music Matters Live” with H&M

May 28-29, 2010 in Lan Kwai Fong

## **Wear It Loud!**

In this event, The Underground worked as a comprehensive team providing event organization, management, marketing, promotion and liaison to bring about a successful outcome. The following is the event highlights:



## **Event Highlights**

- Practiced overall project management
- Co-produced high quality free music festival for 2 consecutive nights
- Attracted over 1,000 people per night to showcases



- Successfully held the festival in four major venues in Lan Kwai Fong (Backstage, Beer Bar, The Cavern, Lux)
- Sponsorship from major brands – H&M, San Miguel, tvb.com
- Gained wide media coverage with interviews, reportage
- Media partners include Channel [V], Hong Kong Magazine and Time Out Hong Kong
- Three times Underground newsletter insertion, indicating strong endorsement from the Underground
- In close liaison with supporting partners including Lan Kwai Fong Association, Alive Not Dead and CIMA
- Managed the Music Matters Live website
- Produced all artwork and marketing collaterals for the festival





# Branded Events

**The Underground can help you to create events under your own brand name.**



A venue in Wanchai known as Xperience, hired us to create a monthly live music event which we branded as **"Xperience Live"** and created monthly shows.



We designed the logo & event artwork, hired bands, managed all promotions offline & online, provided sound-engineers, photographers and stage management.



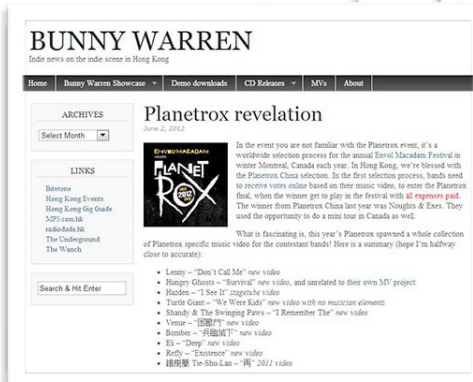
All the venue had to worry about was selling food & drink at the events.



# Reality Entertainment (1)

## PLANETROX CHINA

The Underground won the contract from Quebec Government (in Canada) to host the prestigious Planetrox Competition for the China region. This reality entertainment involves online voting, music videos and one giant finale with the top five competing bands. With strong media partnerships in place, this is another event that has added to The Underground's reputation for producing quality reality entertainment. Interactive participation with the audience is encouraged via website and social media.





# Reality Entertainment (2)

## GBOB - Global Battle of the Bands

From 2008 to 2010

Cities included: Beijing, Guangzhou, Hong Kong, Macau, Shanghai and Shenzhen.  
The goal was to find one winning band to represent China in the World Final in London, England.



**GBOB**  
全球樂隊大戰之  
**中國區總決賽2010**  
2010年11月21日

2010年中國最佳樂隊，將會是誰？

**BOLT ACTION** 深圳  
**SENSELESS** 香港  
**A.I.S.** 北京  
**CROSS LINE** 澳門

**BACARDI**  
Official Spirit

**San Miao LIGHT**  
Official Beer

2010年11月21日(星期日)  
晚上7時至10時  
Sticky Fingers 九龍尖東地庫66號帝國中心地庫39至43  
即場門票：\$120  
預售門票：\$100  
(於灣仔，尖沙咀及沙田 通利琴行限量發售)  
每張門票包一支生力啤酒  
現場觀眾更有機會參加抽獎  
贏取Edifier 音響組合及Skullcandy 耳筒

查詢：9486 4648 電郵：china@gbob.com

特別嘉賓  
**RUSTIC** (北京)

(GBOB 2009全球總決賽冠軍樂隊)

**bc** **Sticky Fingers** **re:spect** **Rock** **RUSCOSH CHINA**  
**YOM LEE Music** **通利琴行** **Gibson** **Business Wire** **TERRA MUSIC FESTIVAL**  
**DRAGONAIR** **Skullcandy** **DAY DREAMING** **Edifier** **ERIE BALL**

Sponsorship partnerships included brands such as Dragonair, Bacardi and Ernie Ball.

Audience at all the heats had chances to win sponsored items such as stereos, iPod docking stations, headphones etc.



All artwork were produced in-house. Media coverage for each event was worldwide.



### Beijing's Rustic glam rockers swap life on the farm for Battle of the Bands

The news is a week late but we thought it was still worthwhile mentioning the China finals of the Battle of the Bands, which took place on the weekend before last at the Cavern. With regional winners from Macau, Shanghai, Shenzhen, Beijing and Hong Kong metal band Rustic all here and fighting to represent China in London in mid-December, it was a loud and sweaty night, with each group playing two original songs in an eight-minute set.



Alex Fong Chan Hon Julio and Impresario Rustic's 0 announce so excited guitarist a microphone moved to because "my life." For the expenses against 22 prizes toll their exit (courtesy is probabl their trip these "fat plane. An As bas was so mu were so pr





## Reality Entertainment (3)

### AIA Great European Carnival 2015

The Underground x Parsons Music Battle of the Bands

The Underground was asked to create a community Battle of the Bands to run on the outdoor stage at the AIA Great European Carnival.





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