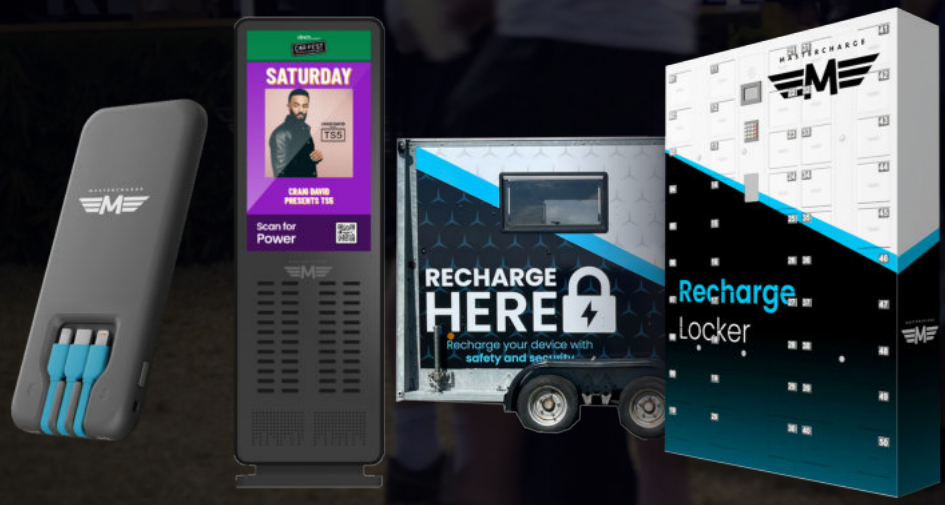
Why offer charging facilities at your festival?

As people rely on their mobile devices ever more in todays contemporary world, the need for keeping it charged is becoming ever more crucial. For festival guests, their mobile device is not just a way of keeping in touch with their mates and staying safe, its also become their tickets, map, wallet, camera, video camera, social (media) bragging tool!

Image: CarFest 2024, Mastercharge Recharge Bar



Keep your Festival Guest connected and safe - peace of mind to enjoy an uninteruppted festival experience.

Not only adds a new direct revenue stream through recharge services, but simultaneously increases spend across the rest of your festival - No Battery? No contactless payments.

Increase content captured and overall media reach - no battery? No moments captured and shared.

Improve overall festival experience and add value to premium ticket holders of your event.

Why Mastercharge?

With over 25 years of experience in battery recharge technology and event powerbank management, Mastercharge are now synonymous in providing the most reliable, secure, Festival recharge solutions.

From large multi-day expos to 7 days in a field at Glastonbury. Mastercharge have the teams, security and hardware solutions to remove the recharge conundrum from your Festival.

Designed, tested and approved in the UK by Mastercharge and fully accredited products. FCC, ROHS, CE.

What can we provide?

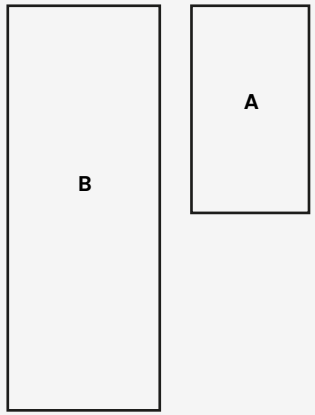
Depending on the size and duration of your festival, Mastercharge can tailor a solution with an array of options for your festival zones.

Recharge Zones Size Guide

Trailers

A - 2.3m x 4m - featuring 200 powered lockers and 2 x S48 powerbank machines,

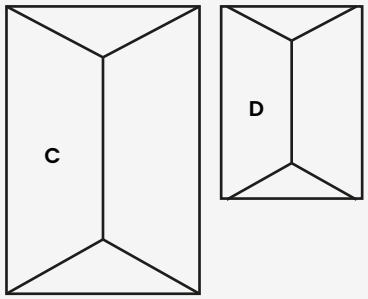
B - 3m x 8m - featuring 500 powered lockers and 2 x S48 machines, Wi-Fi, air-conditioned



Activation Zones

C - 4m x 6m

D - 3m x 4m



S - Series Powerbank Machines

Easy scan-to-eject powerbank system for self-serve functionality. Provide a fast-secure way of offering power bank rentals anywhere there is a power source within your Festival zones; bar areas, main arenas, VIP tents or camping areas. Simple and secure installation. S Series machines can hold up to 48 powerbanks per machine with all the necessary integrated cables and a 5400mAh EVE Fastcharge battery.

Mastercharge Powered lockers

With multiple trailers kitted out with up to 500 powered lockers, partnering with Mastercharge will enable your Festival to offer a secure place to recharge their own powerbanks, or even just to keep high value items secure whilst on-site.

The Mastercharge NFC wristbands are preprogrammed to a specific locker, with each featuring a 3-pin plug, USB-A and USB-C port to cover all device possibilities. Lockers can be pre-booked or booked on arrival.

Activation Zones

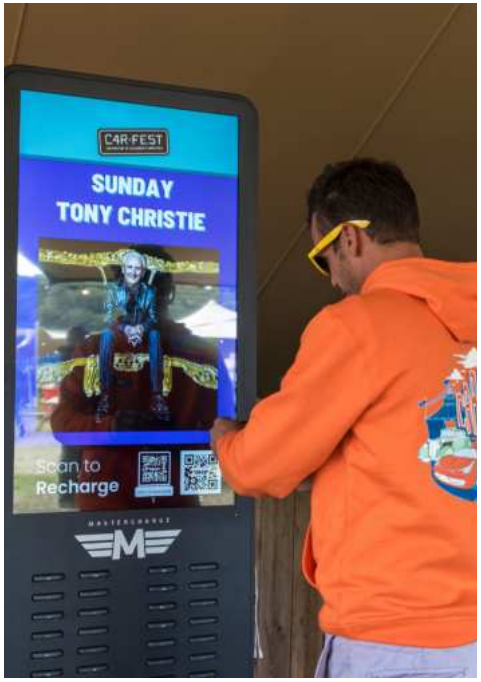
Mastercharge can set up multiple recharge zones at your festival so your festival audience can rent & return powerbanks, hire a powered locker at any Activation zone, any time.

Within our activation zones we also set up entertainment, such as race simulators, slot car racing, our infamous 'recharge bars' and of course Mastercharge Merchandise, such as power adapters, cables, wireless chargers and individual powerbanks.

Branding options and powerbank merchandise

Seeing as we are very often labelled ‘life savers’, featuring the festival brand on Mastercharge power bank merchandise is an awesome marketing ploy.

Long after the festival has drawn its curtains, stay in the forefront of your audience minds, whenever they charge their phone.



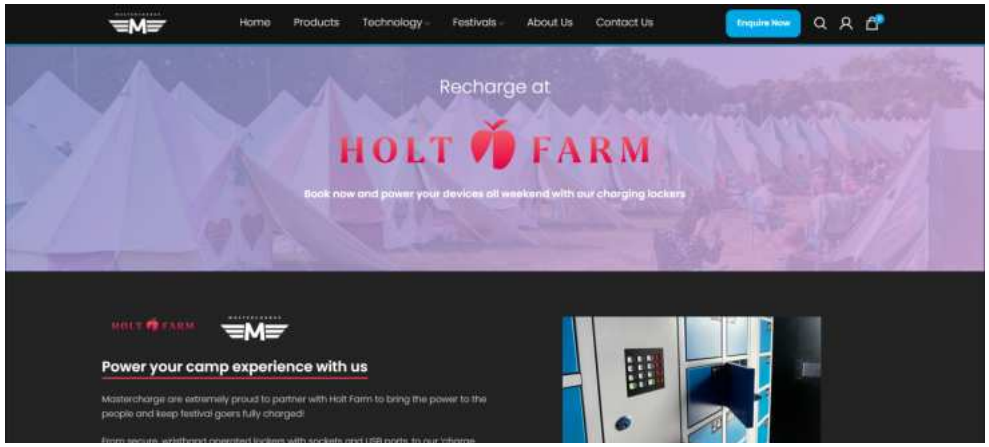
Branding can also be run on our gorgeous LG screens that feature on the S Series machines, with show guides, maps and line-ups.

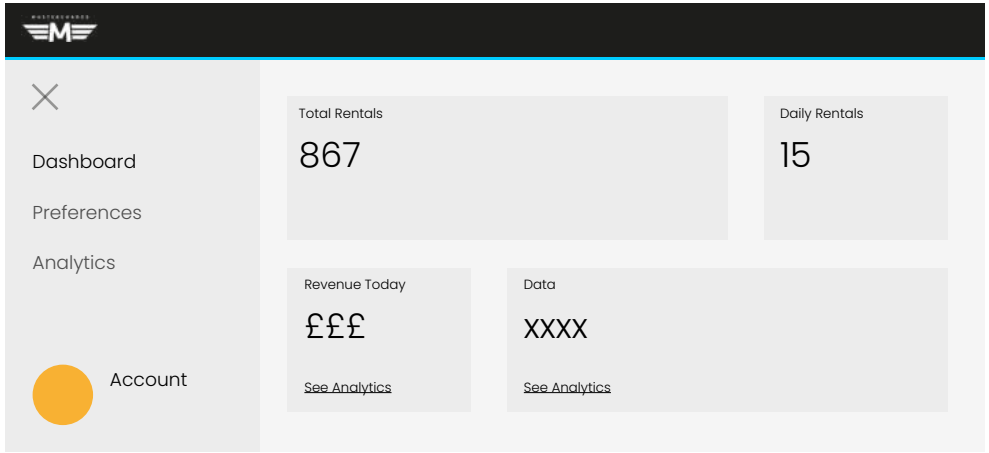
Having produced branded powerbanks for brands such as SKY VIP, Hardrock Hotel, THFC, JPMorgan, our customisation and printing techniques coupled with Mastercharge advanced battery charging technology, gives you a new dimension in Festival merchandise.

How we operate

Mastercharge offer our Festival recharging solutions on a revenue share basis. With full marketing support to the partnership, our Powered lockers can be pre-booked prior to the Festival. We use NatWest TYL and Stripe for our payment processing.

Along with a **custom booking page** to handle pre-event bookings, we offer a **live dashboard log-in**, where you can see live bookings and numbers sold, we provide clarity on revenue generated. For our S-Series powerbank machines, live data can be seen on active rentals across the Festival, along with shared data collection, rentals times and revenue generated.





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HOLT FARM

GLASTONBURY FESTIVAL OF CONTEMPORARY PERFORMING ARTS

Ready to join them with your next festival event?