

# FUN RADIO ELECTRO Live

Radio

Event

Offer 2026



# Concept

Fun Radio Electro Live is an exclusive electronic music event, created by Fun Radio and organized every year in June

FREL offers an ultra-private concert, invitation-only in an intimate setting exclusively for FUN Radio listeners

- Destination: Braine l'Alleud Acte 3
- Date: June Thursday 4th 2026
- Live: Explosive electro sets, high vibes, unforgettable moments

FUN RADIO ELECTRO LIVE is designed as a true premium experience

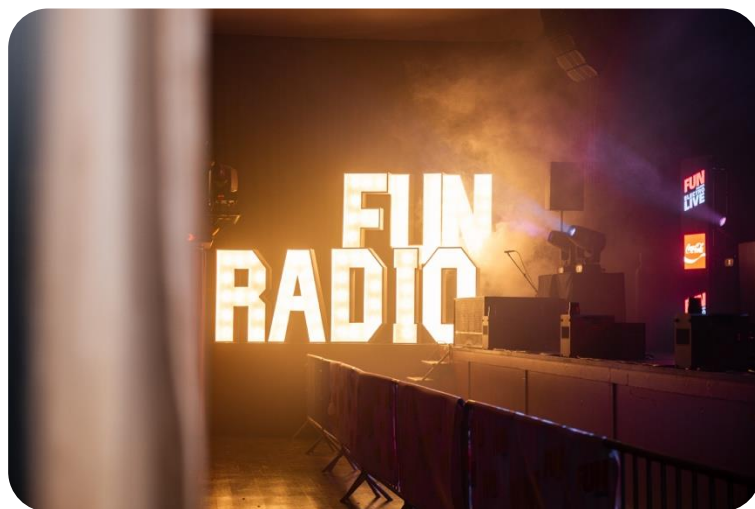
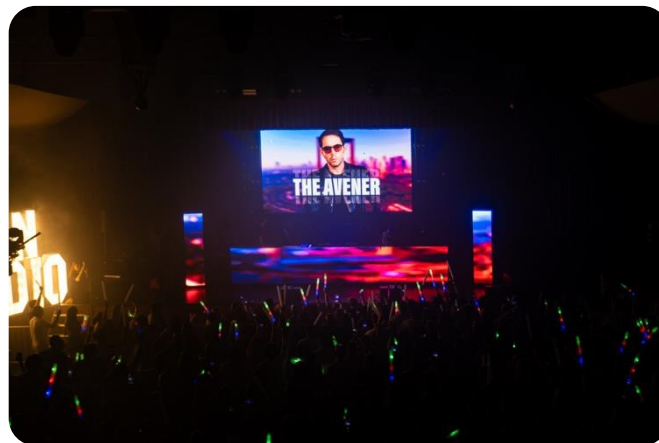
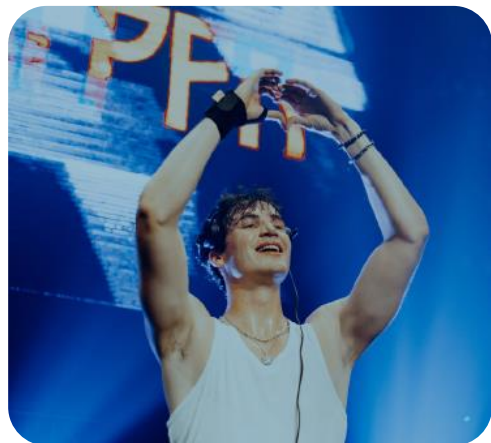
The mission is clear : to offer audience a **direct** and **authentic connection** with **the artists** who perform on stage, in an atmosphere that is both **exclusive, festive** and **high-quality**

Advertisers are associated with a powerful cross-media system + Social media communication and on-the-ground activation.

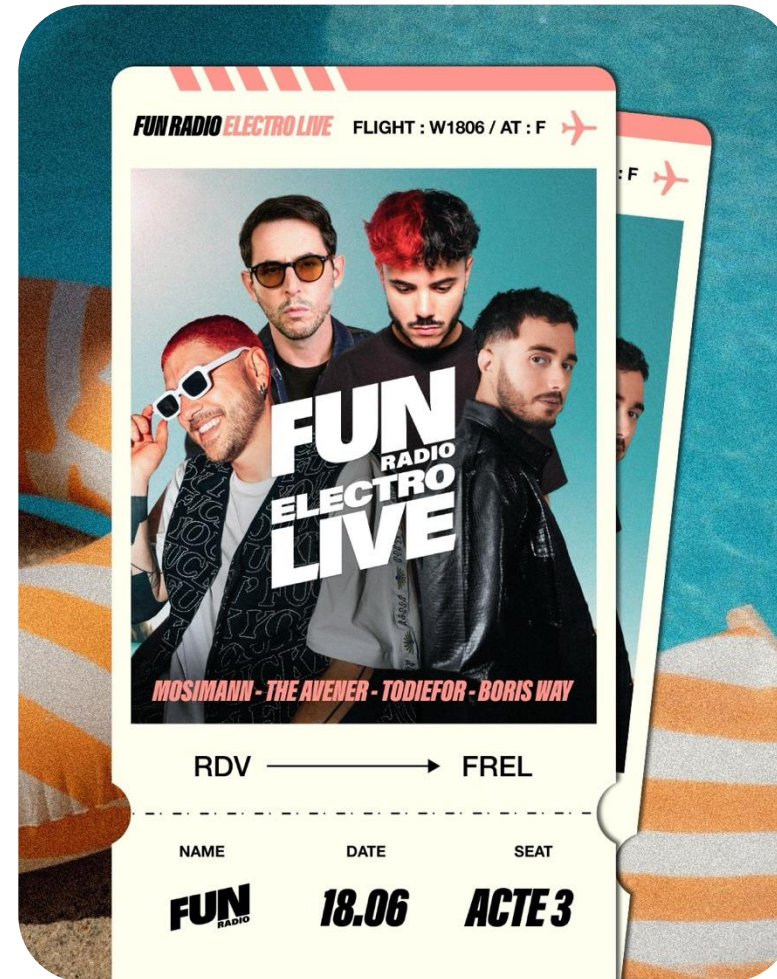
Opportunity to be present with sampling and products in the Fun radio tote bags offered to the first 250 arrivals at the party



# Moodboard Edition 2025



# Promotion Edition 2025



# Practical informations 2026

## When?

Thursday 4<sup>th</sup> June 2026

## Where?

Acte 3 – Braine-l'Alleud

## Capacity?

1200 people



# Promo schema

## PROMOTION

- ✓ Radio Fun Radio
- ✓ TV LN24
- ✓ Social Media



## RECRUITMENT

- ✓ Posts SM (IG, Facebook, TikTok)
- ✓ Stories SM (IG, Facebook, TikTok)
- ✓ Radio Fun Radio
- ✓ Web funradio.be

## ACTIVATION

- ✓ Photocall
- ✓ On-site screens
- ✓ Invitations
- ✓ Foodtruck
- ✓ Goodies

# Planning

<b>3 weeks before</b>	Start of communication – Inscription on funradio.be
<b>3 weeks</b>	Visual promotion – Crossposted with the sponsor
<b>3 weeks</b>	Tickets to be won by FUN Radio listeners + on Sponsor's Social Media platforms
<b>D-day</b>	Sponsor promotion on site
<b>J+5</b>	Aftermovie + Key Photos – crossposted with the sponsor



# Teaser 2026

PROMOTION





**Offer 2026**

# Media offer

Duo sponsoring | Max 2 sponsors

18/05 to 04/06

Deadline : April 30th 2026

## TV



10 trailers / week (3 in prime time)  
Monday to Sunday, between 6am and 10pm

30 trailers TV

## Radio



20 trailers / week  
Monday to Sunday, between 6am and 8pm

60 trailers radio

2 speaks / day on Simon et Jeanne broadcast  
Monday to Friday , between 10am and 12am

40 speaks

2 speaks / day on Ivan broadcast  
Monday to Friday between 4pm and 7pm

## Digital

1 article page (page web de funradio)

Average 500 pages views

6 stories Instagram (3 during the contest and 3 during the event)

6 stories

1 Instagram post contest and 1 Instagram post aftermovie

2 Instagram posts

1 Facebook post to promote the contest

1 Facebook post

1 video on Tik Tok

Average 1.000 views

Gross media budget (HTVA) : 20.800 € / sponsor

Production cost (HTVA) : TBD with Fun Radio / Sponsor

# Marketing evaluations: RADIO

MARKETING TERMS	15-24	18-34	18-44	25-54
GRP	41,8	56,1	52,0	46,8
COV%	7,6%	9,0%	9,0%	7,9%
OTH/OTS	5,52	6,20	5,81	5,90
INDIVIDUALS	49.563	100.986	160.694	160.284
CONTACTS	273.744	626.539	933.335	944.891

CIM RAM, Wave mediaplanning 2025/1-4, 2025/5-8 and 2025/9-12

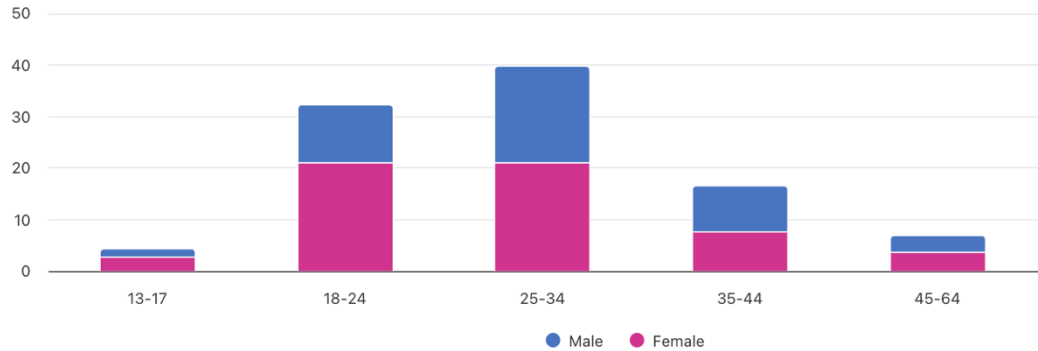
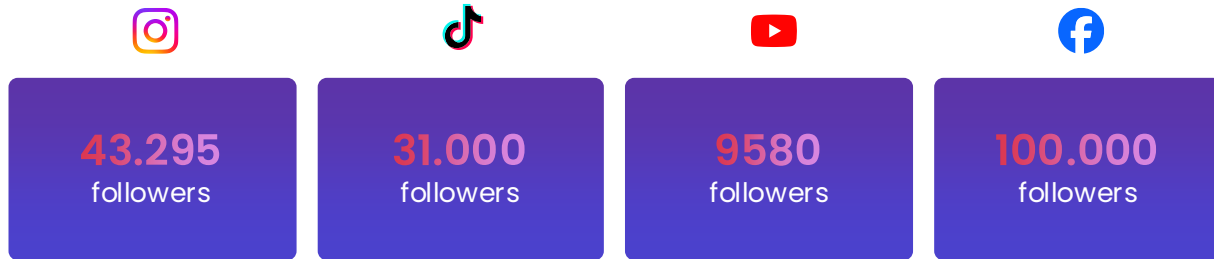
# Marketing evaluations: TV

MARKETING TERMS	15-24	18-34	18-44	25-54
GRP	8,6	4,1	2,9	4,0
COV%	3,40%	2,30%	2,00%	2,30%
OTH/OTS	2,5	1,8	1,4	1,7
INDIVIDUALS	20.417	23.330	32.591	42.552
CONTACTS	51.343	41.080	46.443	74.373



**Insight & contents**

# Social media insights



43.96%



56.04%

Social Figures updated on march 2026.



# Enjoy the music!



CIM Radio, Media planning wave RAM 2024/9-12, 2025/1-4 and 2025/5-8, South 12+.



Mon-Sun  
05:00-00:00

## N°1 Affinity

MS 18-54, 18-54, 25-54, MS+children,  
18-44, Men 18-34



Mon-Fri  
06:00-09:00

## N°1 Affinity

5-54, MS with Children, Men 25-54, 18-  
44 and Men 18-34

## N°2

2-24, 18-34, Women, Student,  
18-34 SG 1-4

A large, solid red shape with a rounded top and a pointed bottom, resembling a stylized arrow or a drop, is positioned on the left side of the frame. The background is a solid, light pink color. The text "Examples of visibilities" is written in a bold, white, sans-serif font across the middle of the red shape.

# Examples of visibilities

# Promo schema

## PROMOTION

### ✓ Social Media



# Promo schema

## RECRUTEMENT

- ✓ Stories SM (IG, Facebook, TikTok)

Ajouter Colruyt Anne

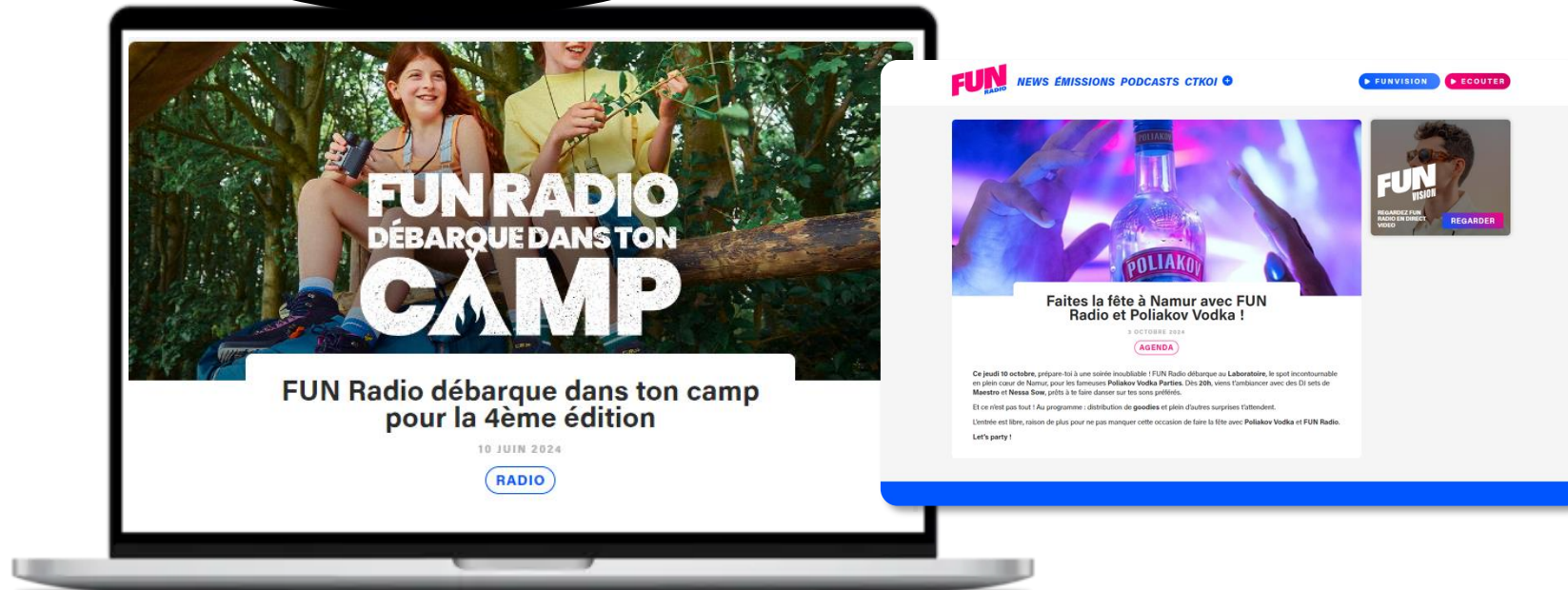


# Promo schema

## RECRUTEMENT

✓ Web funradio.be

Mise à jour 2025  
Anne



# Promo schema

## ACTIVATION

✓ Photocall



# Promo schema

## ACTIVATION

✓ Sampling



# Promo schema

## ACTIVATION

- ✓ On-site screens



# Promo schema

## ACTIVATION

✓ Foodtruck

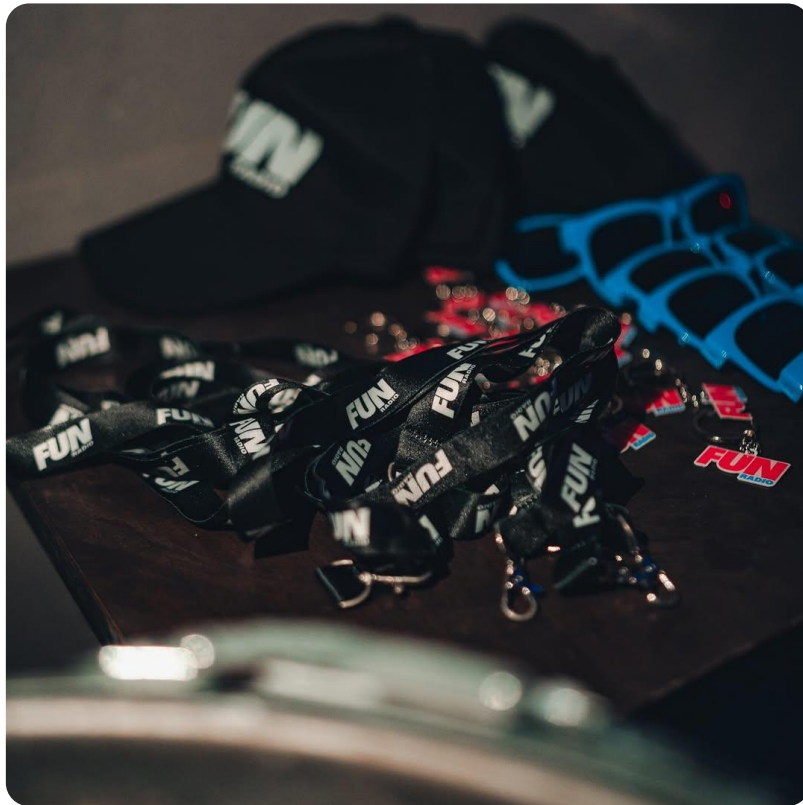
*Advertisers can bring their own foodtruck, but the cost is not included in the offer.*



# Promo schema

## ACTIVATION

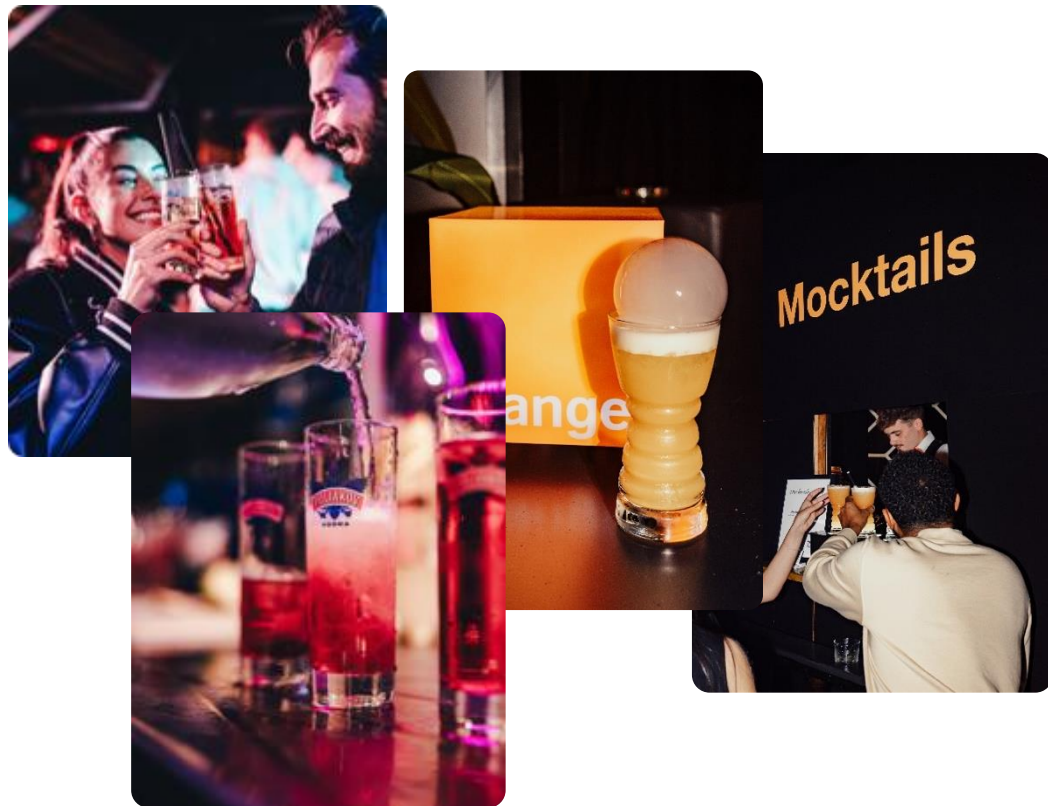
✓ Goodies



# Promo schema

## ACTIVATION IDEAS

✓ Drinks



✓ Makeup



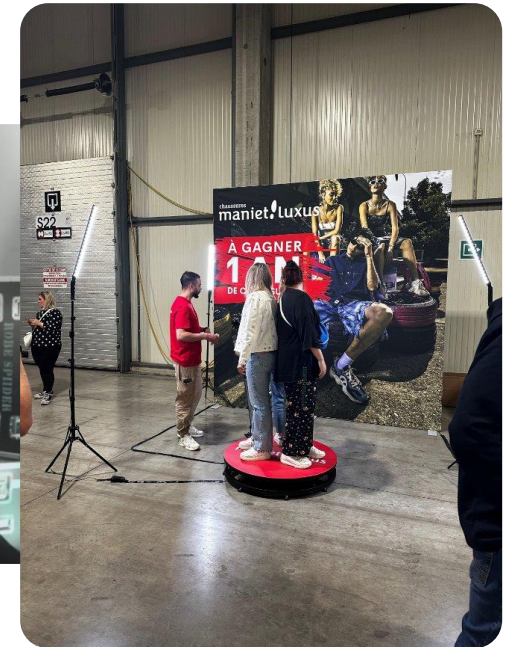
# Promo schema

## ACTIVATION IDEAS

✓ Chill zone



✓ Photobooth



**Want to know more?  
Get in touch**

[sales@rmb.be](mailto:sales@rmb.be)

[www.rmb.be](http://www.rmb.be)

[@RMB Regie Media Belge](https://www.instagram.com/RMB_Regie_Media_Belge)

[@regiemediabelge](https://www.facebook.com/regiemediabelge)

**RMB**