

NRJ in the park

Audio

Event

Offer 2026



Concept

NRJ in the park is back in Charleroi after 10 years!

The biggest free music event in Wallonia

The "NRJ in the park" is a unifying event that brings together several thousand people

- Free open-air concert
- Festive and welcoming atmosphere
- NRJ will be holding a contest to win front row tickets

Date : Saturday, **September 12th, 2026**

Location : **Charleroi**, place Vauban (during Fêtes de Wallonie)

Capacity +/- **8,000** people

Line up : **Belgian, French and international artists from the NRJ play list (TBC)**

BROADCAST

Media : NRJ RADIO – NRJ+ DAB – Digital – Social Media Platforms (FB/IG/Tik Tok)

Period : 4 weeks August – September 2026



Associate your brand

The sponsor will be integrated into the event's communication plan: Radio, TV, Digital and Social Media.

In addition to communication, the partner can be involved into various activations according to his needs:

Contests via sponsor channels

On-Site activation possible*: photobooth, giveaways distribution (TBD) with NRJ**

The advertiser will have a 3MX3M to develop its own activation

On-site, the sponsor will also have the opportunity to display visual materials within its 3mX3m space (banners, beachflag,...)

The main sponsor can also show spot on the big screen before the concert.

*TBC

**Pas de distribution de boissons, ni de food



Media offer

Co-sponsor (max 3)

Deadline : July 10th, 2026

Broadcast

Media : NRJ RADIO – NRJ+ DAB | Digital – Social Media Platforms (FB/IG/Tik Tok) | Period : August – September 2026

Radio & DAB

Radio Trailers with Billboard max 5" – NRJ+	Total : 80
Radio Trailers with Billboard max 5" – NRJ	Total : 80
Radio Speaks NRJ From Monday to Sunday between 06:00 to 19:00	Total : 40

Digital & Social media

Digital Website – NRJ.BE	4 weeks
Social Media – Content Posts (IG/FB/Tik Tok) Presence of the sponsor's logo on NRJ Instagram & Facebook communication assets (teasing + aftermovie)	4 weeks

FIELD (production & transport costs to be paid by the sponsor)

Field Activation (+/- 8000 persons)

Only PLV & goodies distribution

GROSS MEDIA BUDGET : 43.200 € VAT excl.

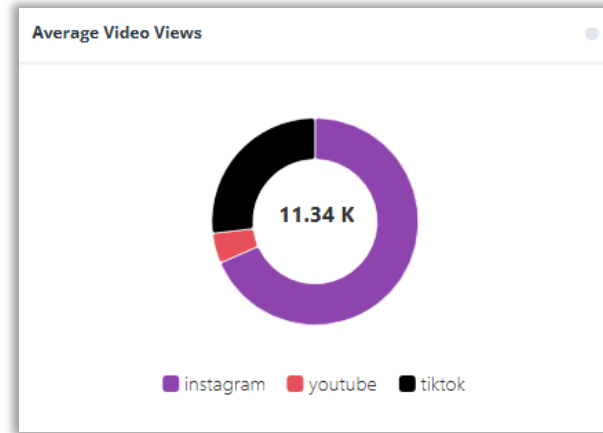
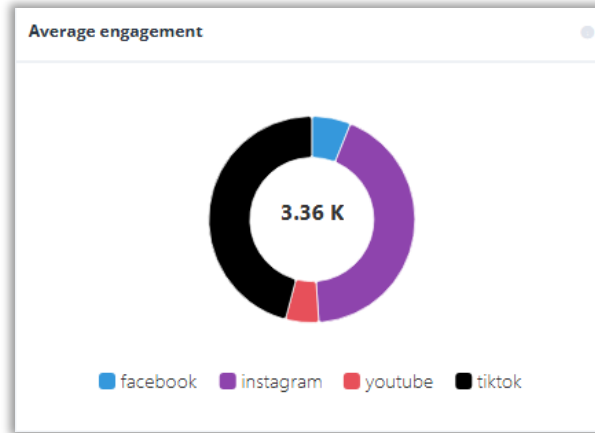
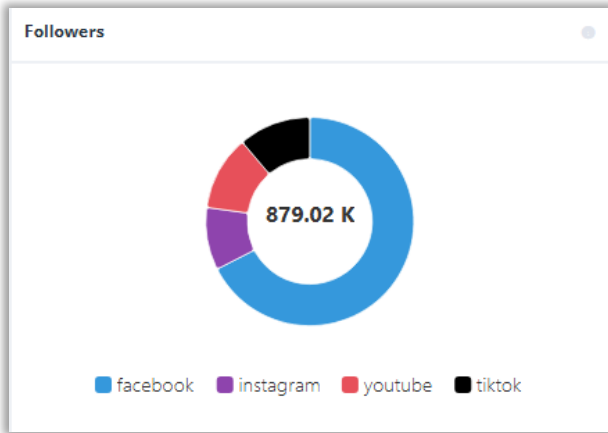
Production costs : TBC



Radio marketing evaluations

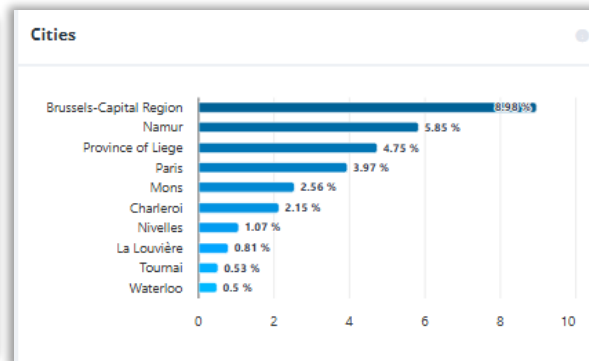
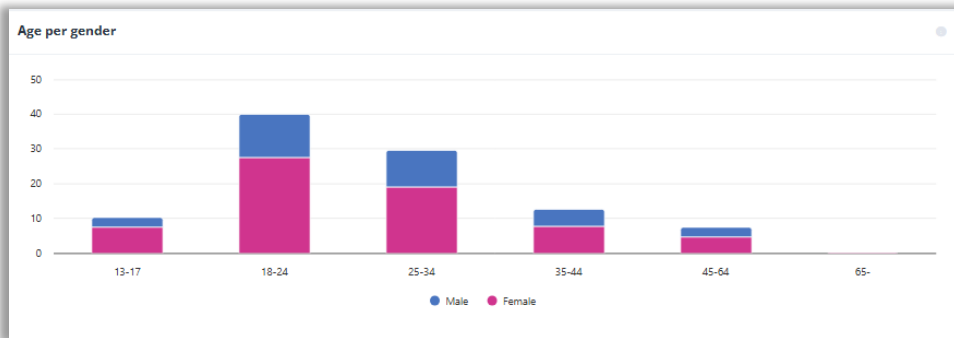
MARKETING TERMS	18-34	18-44	25-44	25-64
#INSERTIONS	200	200	200	200
GRP	149	128	128	95
COV%	20%	18%	18%	14%
COV#	224.876	330.834	244.160	359.306
OTH	7,4	6,9	7,1	7,1
CONTACTS	1.660.828	2.287.868	1.739.234	2.534.146

CIM Radio, South, Mediaplaning wave 01-04/2025 05-08/2025 09-12/2025

NRJ on social media



-  @nrj.be
-  @nrjbelgique 
-  @nrjbelgique
-  NRJ Belgique



Interests

Friends, Family & Relationships	41%
Clothes, Shoes, Handbags & Accessories	37%
Toys, Children & Baby	35%
Music	35%
Camera & Photography	34%



HIT MUSIC ONLY !

The ultimate **hit music** station, broadcasting 100% of today's **biggest hits** and connecting with **young adults** and the **digital generation**.

Very **committed** brand, NRJ talks about everything in a **good mood**.



The *energizing* brand

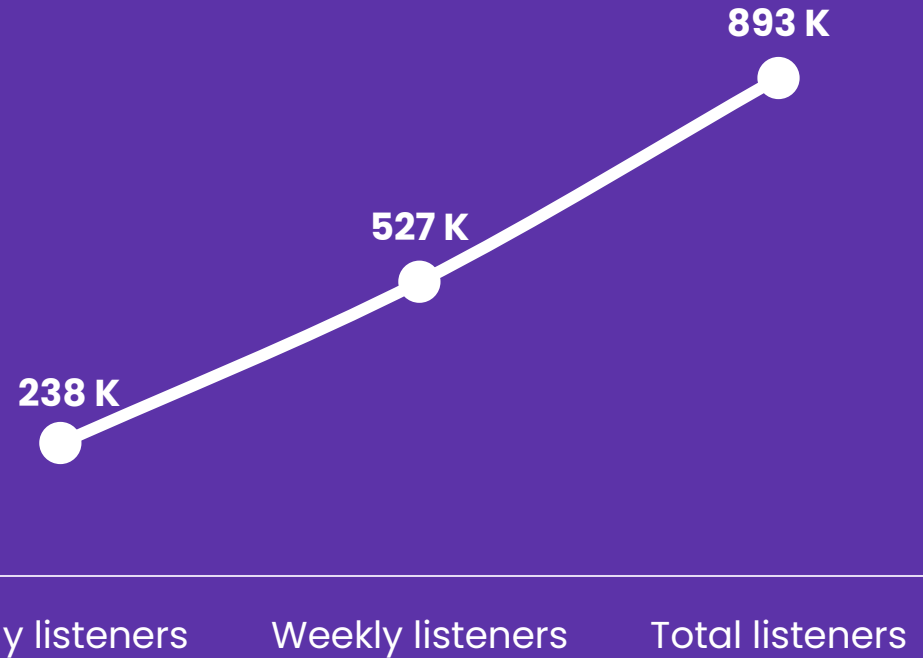
100% hits of the moment
and **good mood**

International brand

Strong **digital** presence

Engaged audience

Coverage building



“Plugged in” listeners

Young & connected adults

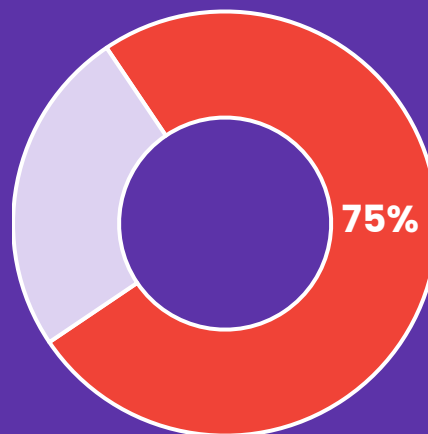
Brand lovers & added value seekers

Ambitious & entrepreneurship values

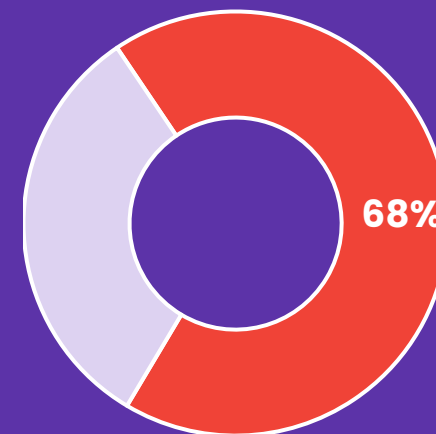
Looking for **fun & entertaining experiences**

Profile

12-44



Main shoppers



Biggest hits & good mood



Jer'm, Béné , Tanguy

DE 9H À 16H



Sara et Quentin



Mike, Jeff, Coralie, Julien

A large, solid red abstract shape that resembles a stylized letter 'P' or a rounded vertical bar with a curved top. It is positioned on the left side of the slide, partially overlapping the text.

Sectoral examples

Sector food



EVENT ACTIVATION



Sector food



Voice of the Voiceless

EVENT ACTIVATION

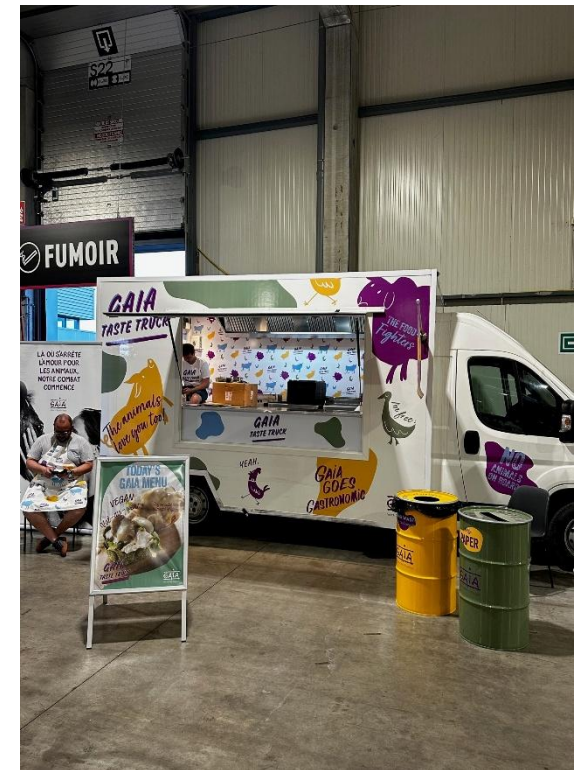
GAIA - Global Action in the Interest of Animals
2 juin · 🌐

🎵🍴 Envie d'une soirée pleine de musique et de snacks végétaliens délicieux?
GAGNEZ deux places pour le NRJ (Nrbelgique) Music Tour au Wex à Marche-en-Famenne, qui aura lieu le 11/06. Comment ? Likez ce post, taguez trois amis et tentez de gagner un billet duo. Un tirage au sort aura lieu après le week-end.

🍌 GAIA, partenaire du NRJ Music Tour, sera présent sur place avec son incontournable Taste Truck pour vous montrer que la saison des festivals ne doit pas aller de pair... En voir plus

👍❤️ 56 58 commentaires 8 partages

👍 J'aime 💬 Commenter ➦ Partager



Sector non-food

BOROTALCO

EVENT ACTIVATION



CONCERT HUG CAM



SAMPLING



AFTERMOVIE



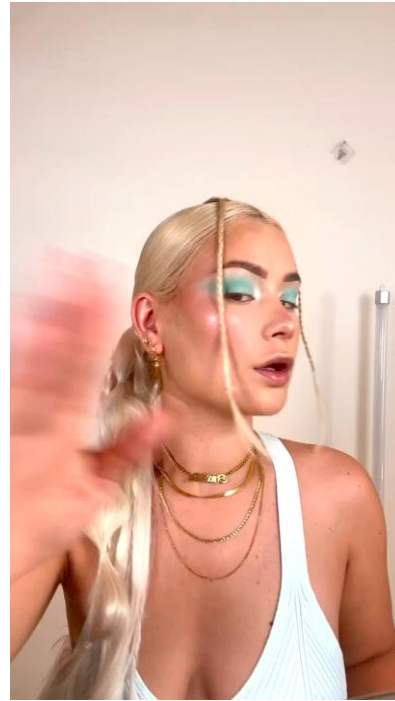
Sector telecom

ZUNY
L'internet qui donne envie

EVENT ACTIVATION



MAKE-UP ARTIST
& INFLUENCE



CONCERT LAUNCH
BALLONS



AFTERMOVIE



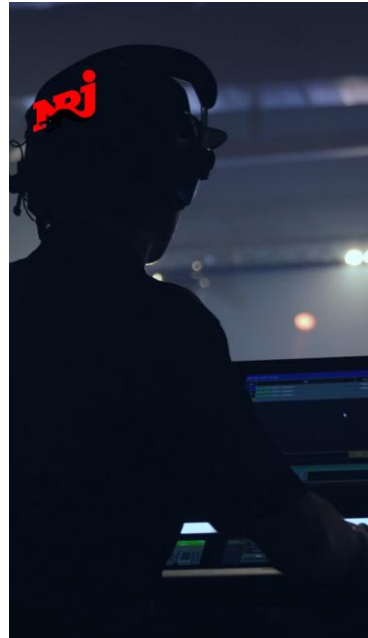
Sector telecom

hey!
mobile · internet

CONCERT HAPPENING



AFTERMOVIE



Sector fashion

chaussures
maniet!luxus

ARTIST INFLUENCER DEAL



EVENT ACTIVATION



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

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www.rmb.be

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