



# COMPANY PROFILE

A photograph of a DJ performing at a nightclub. The DJ is seen from the side, wearing a white bandana with a feather and a dark t-shirt. They are standing behind a DJ booth equipped with two turntables and a mixer. The background is dark with blue stage lighting and a crowd of people. The DJ booth has several stickers on the back wall, including 'DAVE', 'CORRUPT', 'EDX', 'JAYCEEDH', and 'RESO'. The DJ's right arm is raised in the air.

## Prime Social Group

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Ohio

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“

In the music industry, you  
have to be fearless, friendly  
and not afraid to fail.”

- ADAM LYNN, MANAGING PARTNER

# Introduction

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Founded in 2010, the Columbus, Ohio, based promotions company Prime Social Group has quickly become a major force in festival, club show and college music experiences in the Midwest. Prime Social Group's specialty resides in listening to the Millennial and Generation Z markets and bringing the biggest and "next big thing" trends to them.

Prime Social Group is the brainchild of Adam Lynn and Zach Ruben. The two combined their love for the industry and knowledge of different music markets a short six years ago. Now the company has grown to 25 employees, grassroots promotions teams in multiple states and holds upwards of 15 festivals/branded events annually (not including club shows).

They have been recruited by Billboard to book their annual Hot 100 Festival lineup in NY.





## About the Company

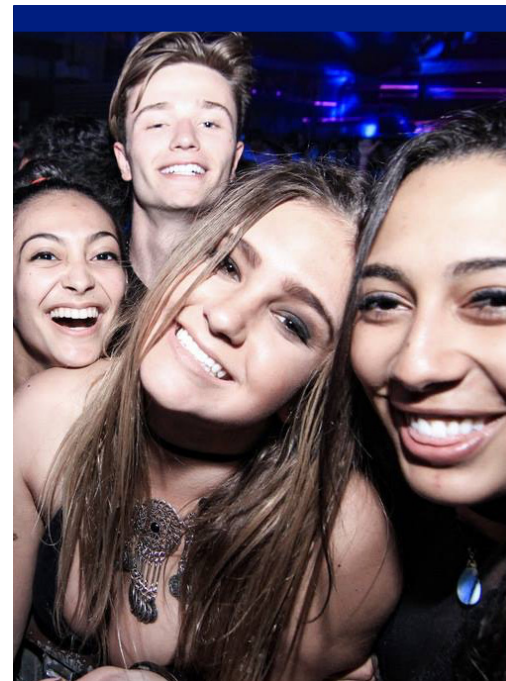
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In less than a decade, business partners Adam Lynn and Zach Ruben have done what very few have been able to accomplish...capture the attention and dollars of the Millennial and Generation Z markets. What started as a side activity for two college students (both running independent music promotions operations) has turned into a multi-million dollar promotions and production business.

Many wonder how Prime Social Group, has gained such a large following of this sought after audience in such a short period of time, at a time when classic brands are often left scratching their heads trying to grab their attention.

The answer is simple according to Prime Social Group Managing Partner Adam Lynn, "You have to connect to this demographic by streamlining communication and creating memorable experiences where they become part of the 'show'. It also helps to be part of the this age group. I try to think of how potential and current consumers are discovering new music, new trends and on what platforms are they doing all this on."

Some of the ways the PSG company has connected with this audience is by concentrated efforts on online and app-form socialization tools like Instagram and Twitter. By actively engaging and involving the audience we create a sense of ownership and build trust.





A business partnership with corporate headquarters located in Columbus, Ohio.



**10 FT/15PT**

Prime Social Group employees 10 full time staff members and 15 part time staff members.



**40+ / 2**

Prime Social Group presents concerts and festivals in over 40 markets in the continental United States and 2 countries abroad with expansion on the horizon!

“We consistently use social media and have conversations with our audience. We talk with them, not at them. We also get them involved by engaging street teams and using peer-to-peer communication to spread the word about our festivals and concerts.” states Zach Ruben, managing partner at Prime Social Group.

The company is also the first to tap into the collegiate overseas market by bringing students that study abroad together with the appropriately named, AbroadFest. First started in 2013, it has become a type of family reunion and tradition for students to connect with their peers from around the world.

This same concept has also lead to the development of a monthlong spring break music festival in partnership with XtremeTrips that takes place in Puerto Vallarta, MX and attracts college attendees from universities all across the country.

Current expansion projects for Prime Social Group include the addition of two cities (Grand Rapids, MI, and Charlotte, NC) to their Breakaway Music Festival brand and a recently announced collegiate music festival called “Prime Music Fest - Michigan” which will take place for the first time in 2017 in Lansing, MI. The company plans to bring the Prime Music Fest experience to additional states with strong college markets. Prime Social Group also looks forward to adding cities to its Haunted Fest event.

### Additional Facts

- FESTIVALS PRESENTED 2016: 13
- CONCERTS PRESENTED 2016: 169
- PROPERTY ASSETS: The Venue at Athens, 178 acres in Southeast Ohio.

## SOCIAL MEDIA REACH



127,000 + Followers



65,000 + Followers



280,000+ Email Subscribers



142,000+ Followers

## AUDIENCE DEMOGRAPHICS

Male/Female  
51/48

AGES  
18-34

Education  
Attending College or College Graduate

# PSG Leadership



Any successful business partnership comes with a shared passion and equal commitment to a common goal. ”

- Adam Lynn



## Adam Lynn, Managing Partner

A native of Long Island, New York, Adam Lynn set his sites on studying business at the University of Michigan. Like most eager and ambitious young adults, Lynn was looking forward to the freedom associated with college, meeting new people, learning new things and of course the college experience.

During his Sophomore year, Lynn was appointed Social Chair of his fraternity. This was exciting for Lynn as he is a self described extrovert that has a knack at planning memorable parties.

The excitement of being the Social Chair fell short when his fraternity was put on suspension. (Don't worry, it was nothing Lynn did.) Because of the fraternity's status with the university, Lynn's party planning was coming to a halt...well not really!

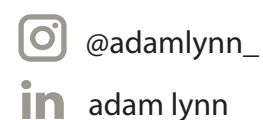
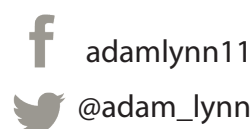
Lynn took what many would see as a negative and turned it into a positive. Instead of just planning

social events for his fraternity, he decided he would start planning social events for the entire university community. With that, Social Studyz was born. This was Lynn's initial concert promotions company while at the University of Michigan.

Lynn began throwing parties and concerts at local bars and clubs and soon made the leap into arena sin 2009 when he booked Kid Cudi at Eastern Michigan University's Convocation Center.

With a successful arena show under his belt, Lynn decided he wanted to turn this extra curricular activity into a career. Through a mutual connection he met fellow concert promoter and college student at the University of Wisconsin, Zach Ruben. Prime Social was now born and destined for success.

## Connect with Adam





Making Columbus our headquarters was an easy decision. It's not just home, it's a city of opportunity. "

- Zach Ruben

## Zach Ruben, Managing Partner

Hailing from Ohio's capital, Columbus, Zach Ruben studied business at the University of Wisconsin at Madison. Much like Lynn, Ruben had a passion for music and an entrepreneurial spirit.

As a student, Ruben took advantage of the study abroad program at UW and fell in love with Barcelona. In 2008, he decided to merge his passions and interest in Spain and formed Prime Productions.

Ruben's company focused on offering nightlife services as well as event design for college students in different cities across the nation as well as in Europe including Italy and of course his city of inspiration, Spain.

With an eagerness to expand and design a college tour, Ruben was introduced to Lynn and the two decided to embark on a project together featuring critically acclaimed EDM Artist Steve Aoki.

What the two found, is that their talents and interests complimented each other and they decided to merge their businesses and form Prime Social Group in 2010.

The relationship has proven fruitful and the company has grown by leaps and bounds over the past 7 years. Not only does the company have 11 branded festivals/ events but they also present hundreds of concerts per year and are continually expanding into new markets at home and abroad.

Lynn and Ruben have also been recognized for their ability to scout up and coming talent. They have been hailed by the likes of Billboard Magazine for taking chances on acts like Chance the Rapper, The Chainsmokers, Twenty-One Pilots and for designing festival experiences unmatched by contemporary music promotion companies.

## Connect with Zach

 zruben

 @zachruben

 @zachruben

 zach ruben

# Our Festivals

Prime Social Group is proud to present 11 branded festivals and events throughout the United States, Europe and Mexico. Prime Social Group is one of the leading concert promoters in the Midwest and the largest collegiate concert/festival promoter in the Midwest.

## 11 Full-Scale Festival Brands.





# In the news.

Prime Social Group has been featured in Billboard Magazine, Fly Paper, Spin, The Wall Street Journal, USA Today, Columbus Alive, EDM News and more.

## The Michigan Daily

Prime Social talks promoting Tiësto



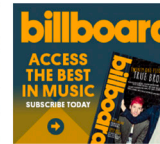
Todd Needle/Daily  
[Buy this photo](#)

By Cassie Balfour, Daily Community Culture Editor  
Published September 18, 2011



### Prime Social Launches Breakaway Fests With Bassnectar, Wu-Tang, Kendrick Lamar, Others (Exclusive)

By Ray Waddell, Nashville | June 11, 2013 11:00 AM EDT



#### On The Charts

SPOTIFY VIRAL 50  
May 13th, 2017



### SUB. NEWS: PRIME SOCIAL GROUP UNVEILS FIRST-EVER BREAKAWAY MUSIC FESTIVAL

By Neil Armstrong - Jun 11, 2013

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Prime Social Group is proud to announce details of the inaugural Breakaway Music Festival, an all-new concert series presented at Major League Soccer stadiums across the country. Each large-scale event will feature a genre-busting multi-artist bill spanning indie, EDM, pop, hip-hop, and beyond. Each festival date will feature a strong local component, highlighting a thriving local music scene. It's "Your Field, Your Fest."

## The Columbus Dispatch

### Breakaway Music Festival represents big step for promotions company



Thursday  
Posted Sep 12, 2013 at 12:01 AM  
Updated Sep 12, 2013 at 2:21 PM

The autumn after graduating from the University of Wisconsin, Zach Duke moved back to his roots in Beaverton, where, with a business...