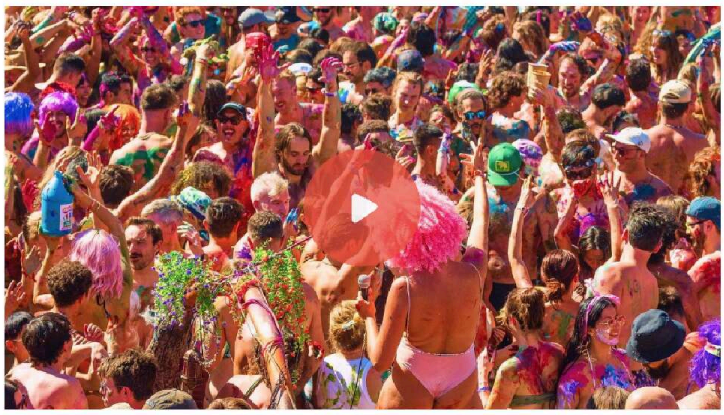
INVEST IN **SAME SAME BUT DIFFERENT MUSIC FESTIVAL**

Be part of what makes us Different



ssbdfest.com San Diego, CA

Entertainment | Service | Events & Festivals | Profitable | $1M+ Revenue

Highlights

Profitable
Profitable for prior 3 months and expect same in future

$1M+ Revenue
Earned over the last 12 months

1. One of the Fastest-Growing Independent Festivals in the world.
2. Community Loved! 30% YoY growth and a higher than industry norm of 40% attendee return rate.
3. Owners get festival perks like tickets, annual meetups, and creative votes.
4. Proven Track Record - 7 Years of Successful Events at Lake Perris and 25,542 attendees to date!
5. Built by Fans, For Fans. Over 50% of SSBD's growth is driven by word of mouth and community advocacy
6. Grown to $3M+ in annual revenue with no major outside capital or corporate backing.
7. Own a stake in the parent company of SSBD, unlocking opportunities across all future events

Featured Investor



Chris Racan
Syndicate Lead

Follow

Invested $10,000

beam.agency

"Ever since my first encounter with this event, I have felt there is something genuinely unique and profound regarding the entire thing. Everything from the senior leadership to the staff to the attendees. Every single aspect of this event was different! I am part of and have built many large music, festivals and events in my lifetime and I have never felt as drawn to support any of them in a way that I have with Same Same But Different music festival. Take one step on the property during the event and you will agree. It's not just another music festival. There's truly something unique and different."

& 10 more

Team



Brad Sweet CEO and Co-Founder

Brad Sweet is a lifelong musician and co-founder of Same Same But Different, a top independent festival. He led SSBD from a 400 person festival to become a multi-million dollar festival brand with year-round smaller events under Same Same Presents.



Peter Eichar COO, Co-Founder & Festival Director

Peter Eichar is a multi-instrumentalist and co-founder of Same Same But Different. With over 17 years as a leader in the event industry, his creative vision and attention to detail play a key role in shaping what makes this festival one-of-a-kind.



Michael Ault Director Of Marketing

Michael Ault leads the charge on marketing for Same Same But Different. He brings a structured ethos, originally part of senior leadership at Epic Games and now Riot Games, he brings depth of knowledge and is a magnet for top creative talent.



Hannah Choi Volunteer Director

Hannah is responsible for managing, on-boarding and keeping excited our volunteer core of 250+ volunteers that help set up, maintain and strike Same Same But Different each year.



Kris Zarif Head Of Strategic Partnership and Revenue

Kris Zarif brings over 15 years of experience in event production, promotion, sales and operations. He is in charge of maximizing all revenues generated by SSBD outside of ticket sales along with overseeing the overnight management of the festival.



Tyler Vitullo Production Director

Tyler Vitullo is responsible for all production elements of SSBD. Pulling from 15 years of experience in the concert and live events industry, he leads the technical design, artist production advancing, and logistics of all stage production at SSBD.



Tim Valaski Head of Guest Services

Tim Valaski has over 15 years of hospitality expertise in curating exceptional guest experiences within SSBD's VIP and Limitless Lounges. He is also a seasoned Hotel Financing Broker with a deep understanding of service, operations, and client care.

Own a Piece of Festival Magic

2027 Updates:

Already an investor? Your new investment 'tops-up' your perks!

You helped us get here. Under the top-up program, your prior eligible investment combines with your new investment to determine the higher benefit tier you reach.

For example, $1,000 invested previously plus $1,500 now reaches the $2,500 tier and its 2027 VIP benefit. A prior $5,000 investment plus $5,000 now reaches the $10,000 VIP-for-life tier.

***Only your new investment counts toward this campaign's new-money goal. Prior annual-ticket perks do not renew automatically, and the program does not create duplicate admissions or an additional benefit tier above $50,000.*

Already bought a 2027 Community Tier ticket?

When a qualifying investment earns a matching or higher pass, we will verify the investment and refund the purchased ticket.



Some places you attend. Others become part of you.

The best part of Same Same But Different has never been something we could put on a lineup.

It is the stranger who invites you to their dance party. The costume that makes your whole group laugh. The moment you stop worrying about how you look and start remembering how good it feels to play.

The music brings us together. What we create with each other is the reason to come back.

When we first invited our community to invest in SSBD, the idea was simple: the people who care about this place should have an opportunity to share in its future.

Now, we have more to show you.



Following the 2026 festival, our 2027 Community Tier bought 2,554 passes in nine calendar days. That is more than two and a half times the previous Community Tier, which ran for 47 days.

That response shows a community willing to commit early. It shows a community that trusts the brand of SSBD beyond just a lineup offering. Most importantly, it gives us a stronger starting point for the work ahead.

We want to keep improving the festival without losing its intimacy. One of the ways we will do that is by bringing the SSBD spirit into more gatherings throughout the year. And make decisions that support the people who bring this place to life, not just the next sales milestone.

That is why we are opening another opportunity to invest.

For those who joined us before, thank you for helping us reach this chapter.

For those who missed the first opportunity, this is an invitation to learn what we are building and decide whether you would like to be part of it.

Together we can build a business that can keep making room for the things that matter: friendship, creativity, childlike wonder, and maybe even a little music ;) .

A Letter from the Founders

To our SSBD family,

When Peter and I started Same Same But Different, we wanted to create a place where people could feel a little more free. Free to be themselves, to try something new, to connect with someone they might never have met otherwise. A place where it felt natural to be curious, generous, and a little ridiculous.

Over the years, that spirit has become something our whole community carries. Our crew, artists, volunteers, and everyone who walks through the gates help shape what SSBD feels like. You bring your own ideas, welcome each other in, and give this place a life of its own.

We call it childlike wonder. And the longer we do this, the more I understand how much care it takes to keep making room for it.

When we first invited the community to invest, it came from a belief Peter and I have held from the beginning: the people who bring SSBD to life should have an opportunity to share in its future. Thank you to everyone who took that step with us.

You helped move that idea into something tangible.

Now, we're opening a final opportunity to be part of what comes next.

If you joined us in the first round, thank you for believing in where this could go. We hope you are as happy with some of the first moves we've made as we are. If you're considering it for the first time, I invite you to read about the business and the risks, ask us questions, and decide whether this feels right for you.

However you've been part of this community, thank you for helping create a place where people can keep finding music, friendship, and a little more wonder. There's so much worth caring for here. I'm excited about what we can build together.

With love, wonder, and gratitude,

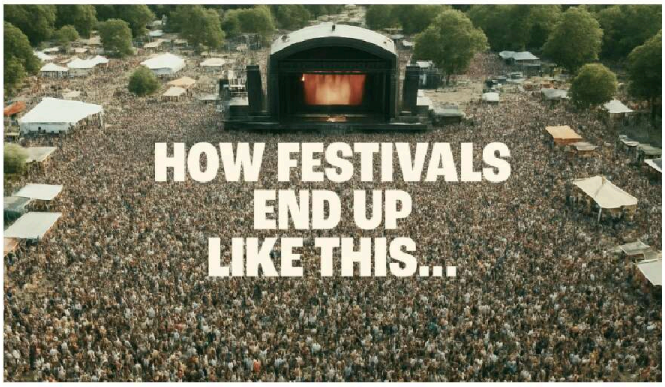
Brad & Peter

Co-Founders, *Same Same But Different*



Most Festivals Today Are Pressured Into Selling Out

We've all seen it — the bigger a festival gets, the more it loses what made it special.



1. **The beginning phase:** 1,000 - 10,000 attendees. The beginning years of a festival's life. The culture is amazing, the acts are the right size, and the community is the #1 priority. *(We have capped our attendance at 7,500 specifically to stay community focused.)*
2. **The growth phase:** 10,000 - 25,000 attendees. This is when attendee growth becomes the focus. The acts become more mainstream, new attendees move in, the festival's culture begins to fade.
3. **The "purchased by [LARGE COMPANY] phase":** 25,000 - 100,000+ attendees. This is when profit becomes the only priority and ends up driving the culture, community and the soul of the festival till it's unrecognizable from its early roots.

Our Simple Fix...

We're building a profitable festival and keeping it intimate on purpose. Our dedication to a cap attendance of 7,500 ensures we protect the SSBD magic.

And now, we're inviting you to be part of it... as an owner.

Your investment through WeFunder helps us:

- **Stay independent** and aligned with our values.
- **Improve** the experience every year.
- **Expand** our brand through new events that look to model and capture SSBD's culture.

Join a passionate inner circle that will shape the future of immersive, independent

events.



Profitability Without Selling Out

We don't have to be massive for this to make sense. Our projections show that even under 7,500 tickets sold we still can make a strong profit on the one festival alone.

However, we have also begun to produce other small immersive events (500-1000 attendees) throughout the year with lots more to come.

One way to think of this is that our model is to scale creatively, not corporately.

***For a number of factors, future projections cannot guaranteed.*



Festival Perks - Exclusive To Investors

At Same Same But Different, we believe our investors should be more than a VIP, they are part of the inner circle.

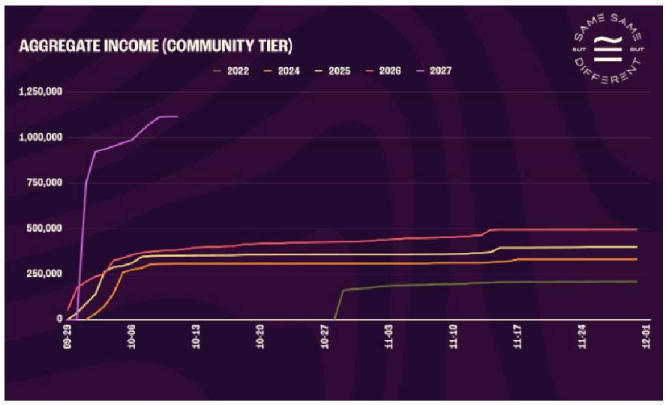
Every investment level comes with unique perks designed to connect you more deeply with the community, the magic, and the future of SSBD.

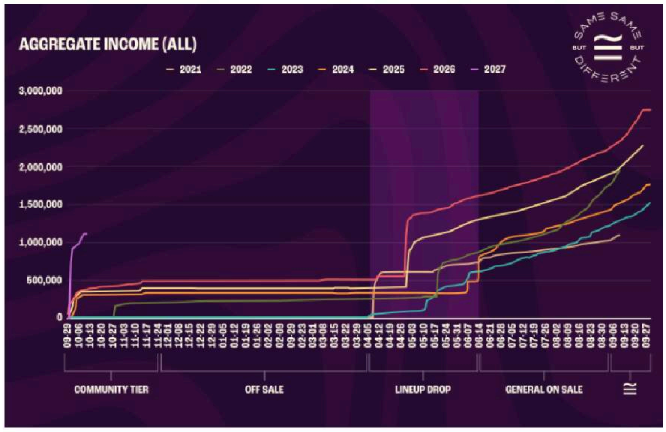
Besides ownership in an amazing company, you'll also get festival perks (based on investment level) as an official owner:





Business Highlights





- 2,554 passes booked for 2027 (2.6x last year's sales over 47 days) - Our community bought earlier than ever, showing trust in the brand.
- 2026 ticket sales grew 15.9% from 2025, average 16.5% YoY growth.
- 65.6%+ Pre-Sale Retention: Nearly 2 in 3 buyers had bought before. Demonstrating strong community loyalty.





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ShopTickets: a better ticketing model.

For the 2027 sale, SSBD moved ticketing to ShopTickets. Its 75-cent ticketing charge helped support a lower-fee offer, alongside our decision to pass the fees back to the community with a lower opening GA price of $295.

True to our core mission, we chose to pass the value back to the community rather than treating the platform change only as a margin opportunity. This was a strategic move for SSBD on a multitude of levels.

Not paying a % based fee on all of our tickets will ultimately lower SSBD's expenses by a little over 5% projected. This savings will add up to a multiple six-figure amount each year in savings to our bottom line and to our customers. Additionally, we believe the 5% ownership stake in our own ticketing platform will result in additional potential revenue streams for the festival.

SSBD owns a 5% stake in ShopTickets. It also gives SSBD an optional priority investment right in covered future financings, on the economic terms offered to outside investors, up to a 49% fully diluted ownership cap that includes the full award. Additional ownership requires additional investment. This is not 49% ownership today.

ShopTickets will remain a separate business, and investing in SSBD does not give an investor direct ShopTickets shares.

How will I get paid back?

When you invest in SSBD, you're not just supporting a festival—you're joining us on a path to growth and shared success.

We believe in creating real opportunities for our community to prosper, and we've structured this investment so that your support has the potential to reward you back in meaningful ways.

Here are the ways you could see returns on your investment:

- **Profitable Operations -** As the business operations are more and more profitable, we will pay out dividend distributions. At our projected profitability, this could be in just a few years.
- **Resale of your ownership stake at a later date -** secondary markets may open up to re-sell your ownership either through WeFunder or elsewhere. As our company becomes worth more, you could sell your ownership for more. WeFunder secondary markets are not guaranteed at this point and are only a roadmap potential.
- **Acquisition or Merger** - Although our goal is to remain completely independent, we can't ignore listing this outcome here. A company purchasing either a part or all of Same Same But Different that is the right (sized) partner, for the right reasons, and allowing us the ability to hold true to our vision — this could be something management would consider.

***Forward-looking projections are an estimate based on trends and cannot be guaranteed.*

Why Now?

Same Same But Different has always been about community and now, it's time for the

Same Same But Different has always been about community and now, it's time for the community to truly become part of the festival itself. Before inviting you in as owners, we wanted to show what was possible when people came together to create something real. We needed to prove that the world craved a shared, human experience like SSBD, and that through organic growth and collective support, the festival could stand strong and thrive.



Why You?

Because SSBD has always been stronger with you in it. You're the reason this festival feels like family, and that's why we want you as true partners in what comes next.

Investing in SSBD isn't just about funding a festival. It's about growing a community-driven movement where authenticity, connection, and creativity thrive.

Together, we can shape the future of independent festivals and make it even better, together.



Have you seen the documentary?

Haven't been and want to know what we're about? Check out the documentary that was made about us to get a better idea of who we are.

Already been and want to relive the magic? The documentary is the perfect way to revisit those moments and feel it all over again.

