PRESS PACK 2026



25-31 MAY
IBIZA - SPAIN
7 DAYS
5 VENUES

PRESS PACK 2026

Ray of Light Awards is a festival and cultural platform celebrating our shared humanity
II Edition · 25–31 May 2026 · "When Water Meets Earth" · Ibiza, Spain
7 days - 5 venues - 600+ submissions - 3000+ attendees

ACHIEVEMENTS AT A GLANCE

EXPLORE THE PROGRAMME



SECOND EDITION - HEADLINE RESULTS

1.2M PRESS VALUE	**99** MEDIA IMPACTS	**+520k** IG VISITS	**1.92** AVE ADS CTR
375M AUDIENCE REACH	**+66%** SUBMISSIONS GROWTH	**+113K** IG NEW ACCOUNTS REACHED	**7.9** BEST PERFORMING ROI

THE GROWTH STORY

FIRST EDITION MAY 2025 TO SECOND EDITION MAY 2026

	2025	2026
Earned press value	€1.1M (Est)	**€1.2M**
Media impacts	50 impacts	**99 impacts**
ADS reach	-	**375M**
On-site attendance	700+	**3000+**
Film submissions	360	**~600 (+66%)**
Festival length	4 days	**7 days**

- Submissions rose 66% with no paid acquisition.
- On-site attendance more than tripled, including ~500 visitors across the closing weekend with Fantasía Ibiza Festival (conservative).
- Coverage in 2026 was content-driven rather than celebrity-dependent — **a stronger long-term signal of cultural resonance.**



Rola Gala Night @ Baluarte de Santa Lucia - Dalt Vila (Ibiza)

PRESS COVERAGE - 2026

READ OUR ROLA CLIPPINGS 2026

99 MEDIA IMPACTS

- 66 online (1.13M)
- 24 print
- 3 TV
- 4 radio (plus 2 additional radio collaborations)

MEDIA VALUE

€ 1,2M

(confirmed via Simbiu).

International pickup including 22 impacts in Italy and 3 impacts in Greenlad

BROADCAST & RADIO

TV

rtve play

tot

RADIO

OPENLAB.FM

Ibiza Global Radio

RADIO IBIZA SER2

ONDA CERO RADIO

esRadio Baleares

RÀDIO

NAMED OUTLETS

Forbes España

ELLE

LA STAMPA

GLAMOUR

LA VOZ de Ibiza

DIARIO de IBIZA

VOGUE ITALIA

MARCA

PERIÓDICO de IBIZA Y FORMENTERA

AND MUCH MORE



Maria Valdivia and Queen Diambi @ Gaia Panel



Zahra Harkat and Samantha Vallejo Nagera @ Rola Grand Finale

DIGITAL & AUDIENCE (EVENT WINDOW)

ORGANIC SOCIAL

SEO and earned credibility - no spend outside the event window

- 520,000+ Instagram visits
- 113,895 new accounts reached (+382%)
- built on organic digitally ecosystem based

PAID MEDIA

Proof of a genuinely engaged, convertible audience:

- 6 weeks disciplined activity, ibiza focussed
- Prospecting-Awareness & Re-engagement
- 1.9% avg CTR, 2.6 ROI total
- Commercial success via re-engagement: up to 7.9 ROI

THE NETWORK

THE NETWORK - A GLOBAL CONSTELLATION

- 70+ high-profile supporters across film, music, media and culture — all voluntary, all mission-driven, zero financial compensation.
- Award Juries drawn from Hollywood, Europe and Latin America.



Rosario Dawson (Actress), Adama Sanneh (Moleskine Foundation), Elisabetta Caraccia (Rola Founder) and family.

Friends of ROLA: a glimpse of our growing global community of internationally recognised artists, storytellers, and changemakers contributing to the movement.

EXPLORE THE FULL FRIENDS OF ROLA NETWORK



Mads Mikkelsen - Actor



Luke Evans - Actor



Kevin McKidd - Actor



Nellee Hooper - Music Producer (MAdonna)



Adrian Smith - Iron Maiden



Guy La Liberte - Cirque du Soleil



Barbara di Fina - Film Producer (Goodfellas)

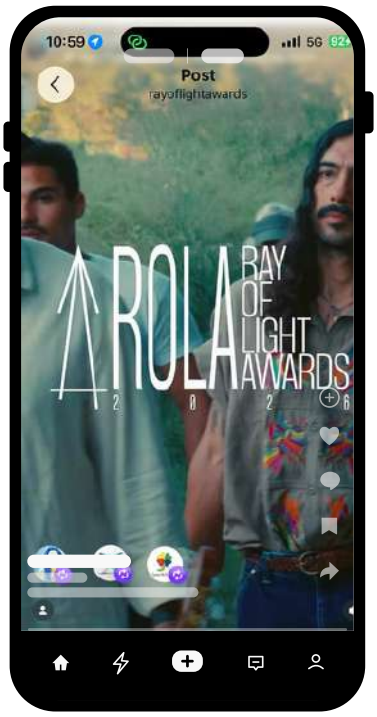


Ivanna Sakhno - Actress

FIND THE OTHERS. BE GOOD ANCESTORS.

www.rayoflightawards.com · @rayoflightawards

ROLA IN FRAMES



WATCH THE OPENING DAY RECAP



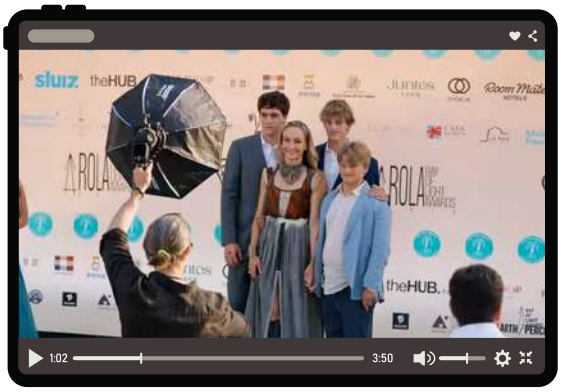
WATCH THE MUSIC DAY RECAP



WATCH ROLA RECAP



WATCH THE VIDEO “LET THE SPIRIT SHINE”



WATCH THE VIDEO “THE AFTERGLOW”









EXPLORE THE FULL GALLERY HERE