

CONGLOM ENTERTAINMENT PRESENTS

# TASTE *Soul* OF HOUSTON



MUSIC & FOOD FESTIVAL

**Sponsorship Deck**



# **Taste** - of *Soul* **HOUSTON** **All Things Soulful**

Thank you for your interest in partnering in the 2020 Taste of Soul – Houston Food & Music Festival!

The Conglomerate Entertainment Group the creators of the The 2020 Tastes of Soul-Houston , created this event as a way to provide a platforms to help the minority owned food industry business to promote and grow their business during the three day event.

Due to the COVID-19 pandemic the 2020 Taste of Soul Houston will be postponed from its targeted annual Memorial Day Weekend to a tentative date of July 10<sup>th</sup> – 12<sup>th</sup>, 2020 at Midtown Park, Houston, TX

The Taste of Soul- Houston Food & Music Festival will feature hundreds of food vendors, and non-food vendors that will bring out the essences of all things “soulful,” from local and international cuisine, to your favorite quick-eats that reflect a Black cultural experience, fused with diverse cultures and traditions





# The Benefit



- As a sponsor of Taste of Soul Houston, your organization will realize tangible marketing benefits, shared media and promotions, and experiential opportunities to interact with our festival attendees Your level of participation and investment is customizable as we want every experience with our attendees to be unique and memorable Based on Music Festival Industry reports from 2015- 2017, we project that the 2020 Taste of Soul-Houston Food & Music Festival will be one of the largest music festivals in the state of Texas By 2023 the Taste of Soul-Houston Food & Music Festival will be one of the Top 5 music festivals in the United States
- Sponsorship opportunities with the Taste of Soul-Houston Food & Music Festival start at the \$1,000 level with benefits increasing as the level of sponsorship increases Regardless of the sponsorship level you select, the Conglomerate staff will be pleased to work with you in creating an integrated sponsorship program designed to meet your organization's unique marketing objectives We are here to customize options and experiences to your needs
- Our intimate environment makes us the ideal partner in reaching your audience on a more personal level than organizations experience with typical sponsorship endeavors The producers of the Taste of Soul-Houston Food & Music Festival embrace a 360 degree approach to crafting a tailored experience for your brands with festival assets and programs Shared media and advertising throughout the year will also help to promote the brand leading up to the event
- By becoming a sponsor, your company will enhance it's brand image within its loyal consumer base as well as create new relationships with a new generation of loyal customers
- Have a direct interaction with over 30,000 concert attendees who make up the top three your company's consumer groups in the United States
- Your company will be able to increase its brand awareness among the second largest African American consumer group in the United States with a buying power of over 86 billion dollars
- Publicity / Media coverage with extended exposure and visibility will increase your company's market shares from a new untapped consumer group

# Marketing Campaign

## National Campaign

- Ricky Smiley Morning Show: Broadcasting in 105 US markets | **8 million listeners**
- The Breakfast Club Morning Show: Broadcasting in 31 US markets | **27 Million listeners**
- SWAC HBCU Alumni: email blast **15 million emails** | **70,000 undergrad emails**

### Local campaign

- 200,000 flyers
- 600,000 email blast

### Local Media Coverage



### HBCU Radio Stations

- Texas Southern - KTSU 909 FM
- Prairie View - KPVU 913 FM

### Urban Internet Radio

- Power Hits 281 (Houston)
- 1025 (Lake Charles)
- 600 WVOG (New Orleans)
- Smash 925 (Houston)

### Print Media

- HBCU Connect
- Black Enterprise

# Platinum Sponsorship Level

\$25,000 Investment



PLATINUM  
SPONSOR

## Exclusive FEATURES

- Your company's name and logo will be included on all marketing materials, press release, radio and print promotion
- Your Company will be recognized as an official sponsor of the Taste of Soul-Houston Food & Music Festival
- Infomercial displayed pm 2 monitors (10x 30) - Onstage Interview –All 3 Days
- 10 VIP All access back stage passes- Cabana set up 5 top Shelf Bottles – bottle service liaison- All 3 Days
- 10 Parking Passes – All 3 Days
- 10 VIP Special Gift Bags
- Company's name and logo hyperlink on company website 30 days before the TOSH and remaining of the 2020 year
- Your Company's will have (10x20) outdoor booths to sell / promote your products or services
- 30 second commercial will be broadcast during the TOSH- All 3 days
- We are able to customize a plan to fit your organization needs



# Gold Sponsorship Level

\$15,000 Investment



**GOLD  
SPONSOR**

## Exclusive FEATURES

- Your company will be recognized as an official sponsor of the Taste of Soul-HOUSTON FOOD & Music Festival
- Your company's name and logo will be included on all marketing materials, press release, radio and print promotion
- 8 VIP All access back stage passes- Cabana set up 5 top Shelf Bottles – bottle service liaison- All 3 Days
- 4 Parking Passes – All 3 Days
- 8 VIP Special TOSH Gift Bags
- Your company's name and logo hyperlink on company website 30 days before the TOSH and remaining of the 2020 year
- Your company's will have (10x20) outdoor booths to sell / promote your products or services
- 30 second commercial will be broadcast during the TOSH- All 3 days
- We are able to customize a plan to fit your organization needs

# Silver Drink Sponsor Limited

\$8,000 Investment

## Standard Features

- Your company will be recognized as an official sponsor of the Taste of Soul Music & Food Festival
- Your company's name and logo will be included on all marketing materials, press release, radio and print promotion
- 6 VIP All access back stage passes- Cabana set up 4 top Shelf Bottles – bottle service liaison- All 3 Days
- 3 Parking Passes – All 3 Days
- 6 VIP Special TOSH Gift Bags
- Your company's name and logo hyperlink on company website 30 days before the TOSH and remaining of the 2020 year
- Your company's will have (10x20 ) outdoor booths to sell / promote your products or services
- 30 second commercial will be broadcast during the TOSH- All 3 days
- We are able to customize a plan to fit your organization needs







# Venue | Event Sponsor

\$5,000 Investment

## Standard Features

- Your company's name and logo will be included on all marketing materials, press release, radio and print promotion
- Your company will be recognized as an official sponsor of the Taste of Soul-Houston Food & Music Festival
- 4 VIP All access back stage passes- Cabana set up 3 top Shelf Bottles – bottle service liaison- All 3 Days
- 2 Parking Passes – All 3 Days
- Your company's name and logo hyperlink on company website 30 days before the TOSH and remaining of the 2020 year
- Your company's will have (10x20) outdoor booths to sell / promote your products or services
- 30 second commercial will be broadcast during the TOSH- All 3 days
- We are able to customize a plan to fit your organization needs



# **Small Business Sponsor Level**

The Small Business Sponsorship is a great way to increase your business brand awareness among the second largest African American consumer market in the US with the buying power of 86 billion dollars Generate publicity / media coverage and visibility in a untapped market Produce new sales or encourage trail with the opportunity to sell or distribute sample on site .

## **Small Business Premier**

### **\$3,000 Investment**

- 5 General admission tickets – All 3 nights
- On stage advertisement announcements
- Your company's hyperlink on the HUMF website
- Signage within the Festival venue and night location
- Exhibition space (10 x 10) in the HUMF
- Your company name /logo on all news releases
- We are able to customize a plan to fit your organizations needs

## **Small Business –Standard**

### **\$2,500 Investment**

- 4 General admission tickets –All 3 nights
- Company's hyperlink on the HUMF website
- Exhibition space (10 x 10) in the HUMF
- Signage within the Festival venue
- We are able to customize a plan to fit your organizations needs





## Official VIP Area Sponsor

As a VIP Area Sponsor you will have all access to the Taste of Soul-Houston Food & Music Festival VIP's sponsor and community leaders lounge area Hospitality lounges are private access – restricted area at the Festival This area is reserved for celebrity guests, sponsors and community leaders gather, refresh, mix and mingle This is a perfect opportunity for companies that are interested in connecting with elite corporate and community leaders.

Investment : \$2000



## Create your Own Sponsorship Opportunity

Do you have an great idea that will help promote your business at the Taste of Soul - Houston Food & Music Festival but you don't see it listed Contact us at [info@conglom-entcom](mailto:info@conglom-entcom) and allow us to custom tailor an opportunity for you.

## Official Merchandise Sponsor

Want to ensure that the maximum number of concert attendees encounter your brand or logo being a Taste of Soul-Houston Food & Music Festival Merchandise Sponsor is the way to go! Merchandise Sponsors will have their company logo printed on the official tee shirt, cup holders, water bottles, gift bags and HBCU Expo bags Thousands of concert goers will be wearing your company's logo while walking around the HUMF Attendees will be wearing the commemorative tee shirts with your logo, well after the festival has ended .

Investment \$1,000







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