

WISDOM

URBAN MUSIC FEST



CONGLOMERATE
ENTERTAINMENT



HOUSTON

URBAN MUSIC FEST

The logo features the word "HOUSTON" in large, white, outlined letters with a yellow glow. Below it, "URBAN" is in bold, green, italicized letters with a 3D effect, and "MUSIC FEST" is in black, italicized letters. A green and black oil rig graphic is positioned to the right of the word "HOUSTON".

AUG 26-29TH, 2021

The 2021 Houston Urban Music Festival

Thank you for your interest in partnering in the 2021 Houston Urban Music Festival. We made some bigger and more exciting changes from Conglomerate Entertainment Group's annual Summer Outdoor Concert Series. Effective 2021 the new name of the Summer Kick Off Concert Series will be the Houston Urban Music Festival. The new annual dates will be the third weekend of August. The new format of the Houston Urban Music Festival will expand to a four day event. Finally the new home of the Houston Urban Music Festival will be Discovery Green and the city's West Chase district.

The Festival will kick off Thursday August 26th at 10:00 am with an opening ceremony that will feature special guest keynote speakers. The mission of the Houston Urban Music Festival will be to entertain, inform, inspire, grow small businesses, and help advance the Urban Community. We are expecting over 150,000 people to attend the 4 day extravaganza.

2021 HOUSTON URBAN MUSIC FEST

The Houston Urban Music Festival is a four day event that will attract thousands of attendees from all over Texas and all regions of the United States. The Four day festival will include a line up of R&B, Hip Hop, Gospel, Dance Hall, and Zydeco performers. The Houston Urban Music Festival will feature an HBCU College fair, influential speakers, woman's forums, Hair & Beauty Expo and a New Music Seminar.

The George R Brown Convention Center will serve as the hub for the Houston Urban Music Festival. The Convention Center will host the SWAC HBCU College Expo, the kick off ceremony, key note speakers, and the festival's registration center.

The Houston Urban Music Festival is a production of Conglomerate Entertainment Group LLC. Conglomerate Entertainment Group's mission is to entertain, promote, uplift, inspire and advance the urban community.



We are expecting over *150,000* people to attend the Four Day Houston Urban Music Festival.

HBCU - HISTORICALLY BLACK
COLLEGES AND UNIVERSITIES



THE HOUSTON URBAN MUSIC FESTIVAL COMPONENTS

The opening ceremony kicks off the 4 day celebration and welcomes our distinguished guests to Houston for this action packed weekend. This event will be open to the public. We have partnered with community leaders, The Urban League, National IMPACT Strategies, national and prominent elected officials to discuss the state of the urban community.

Four nights that won't soon be forgotten. Thousands of fans from throughout the US will come to Discovery Green in Houston TX for four days of music and social entertainment by some of today 's top R&B, Hip Hop, media and the world of TV and Film.



2021 Houston Urban Music Festival is a production of Conglomerate Entertainment Group all rights reserved.

THE HOUSTON URBAN MUSIC FEST COMPONENTS



ALL WHITE GALA

Celebrity All White Gala's: What's a Music Festival without Conglomerate Entertainment's world famous First Friday Live all white affair. With an event as special as the Houston Urban Music Festival, we had no choice but to turn up the heat to this event. Some of the hottest DJ 's from around the US will be spinning live. Let's not forget many of the artists will be in attendance making both gala's Friday and Saturday the perfect way to end the night.



GUEST SPEAKERS NETWORKING SEMINARS

The 2021 Houston Urban Music Festival will feature over 50 different celebrity guest speakers, meet and greets, seminars and discussion panels covering a number of topics from relationships to wealth building.



CELEBRITY DRIVE FOR EQUALITY

Celebrity Drive for Equality : There is no better way to spend a summer day relaxing and enjoying the chance to hang out with your favorite celebrity. Proceeds from the event and auction will benefit Conglomerate's HBCU Scholarship Programs and Houston ISD. There are sponsorship levels that will fit everyone's budget.

THE HOUSTON URBAN MUSIC FEST COMPONENTS



COLLEGE EXPO

SWAC HBCU College Fair : The HBCU SWAC Conference College Expo will provide direct access to over 30,000 students enrolled in Houston ISD and the surrounding areas where prospective college students can meet face to face with the admissions representatives from a wide variety of post-secondary colleges. When students attend the HBCU (SWAC) College Expo, students will get the opportunity to meet with the College Recruiters and Admissions staff. The mission for the HBCU College Expo is to assist in increasing enrollment at the historic HBCU's. As well as promote the importance of education in the urban community.

HBCU EXPERIENCE

The HBCU Experience at the HUMF is the first of its kind, an interactive and immersive collection of attractions located in the heart of the festival. The HBCU Experience will bring concert attendees an all access pass to HBCU campus life with interactive displays and multimedia effects. Whether attendees are reliving their college days on the yard or 30,000 high school students getting their first taste of the college life, the thunderous sounds of 12 of the worlds greatest marching bands will have attendees craving for more!

AUDIENCE - DEMOGRAPHICS - IMPRESSIONS



80 Million - News & Media



10 Million - Social Media Reach

DEMOGRAPHICS BREAKDOWN

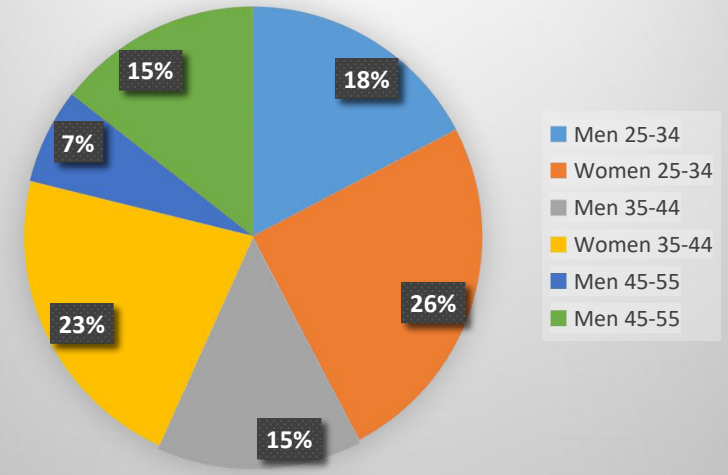
65% - WOMEN ATTENDEES

60% - COLLEGE EDUCATED ATTENDEES

OVER 30,000 HIGH SCHOOL STUDENTS

HOUSEHOLD INCOME MEDIAN \$62K

ATTENDEE AGE BREAKDOWN



**ATTENDEE
MEDIAN AGE
26**

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 | 2.7 Million listeners
- SWAC HBCU Alumni email blast 1.5 million emails| 70,000 undergrad emails

Local Campaign:

- 20,000 flyers
- 60,000 email blast



Print Media

- HBCU Connect
- Black Enterprise
- King Magazine
- Black Enterprise

Urban Internet Radio

- Power Hits 281 (Houston)
- 102.5 (Lake Charles)
- 600 WVOG (New Orleans)
- Smash 92.5 (Houston)

Local Media Coverage

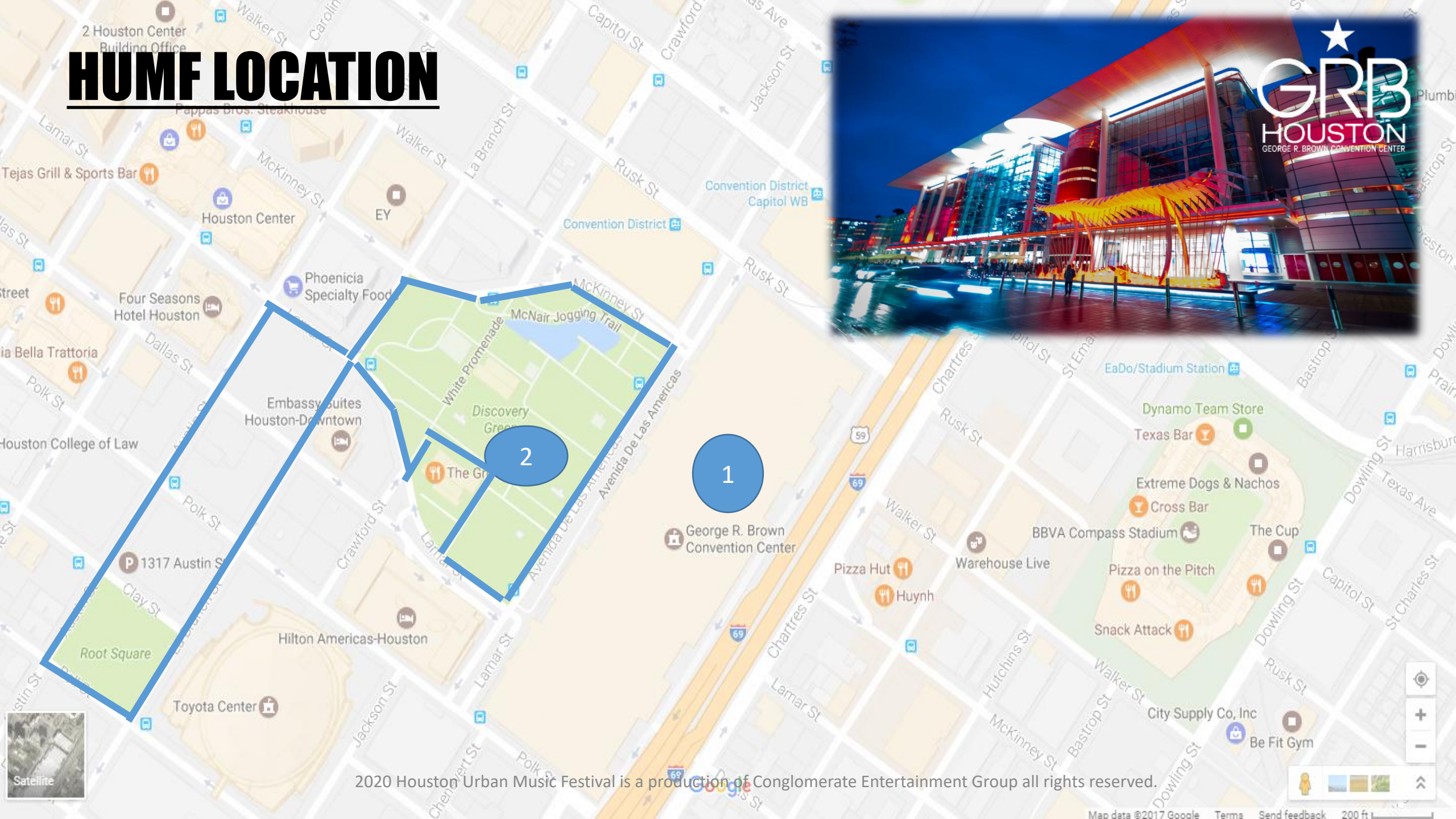


HBCU Radio Stations

Arkansas Pine Bluff
Alabama A&M University
Alabama State University
Bethune Cookman University
Mississippi Valley State
Alcorn State
Jackson State
Grambling State
Southern University
Texas Southern University
Prairie View A & M University
Florida A & M University

KUAP 89.7 FM
WJAB 90.9 FM
WVAS 90.7 FM
WELE 1380 AM
WVSD 91.7 FM
WPRL 91.7 FM
WJSU 88.5 FM
KGRIM 91.5 FM
KSU 97.7 FM
KTSU 90.9 FM
KPVU 91.3 FM
WAN 90.5 FM

HUMF LOCATION



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The Conglomerate Entertainment Benefit

- As a sponsor of the Houston Urban Music Festival, 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 the Music Festival Industry reports from 2015- 2017, we project that the 2021 Houston Urban Music Festival will be one of the largest music festivals in the state of Texas. By 2023 the Houston Urban Music Festival will be one of the Top 5 music festivals in the United States.
- Sponsorship opportunities with the Houston Urban 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 any organization's experience with typical sponsorship endeavors. The producers of the Houston Urban 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, Conglomerate Entertainment 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 150,000 concert attendees who make up the top three Conglomerate Entertainment consumer groups in the United States.
- Conglomerate Entertainment 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 Conglomerate Entertainment's market shares from a new untapped consumer group.



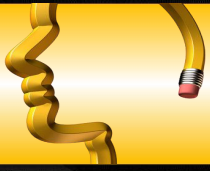
what we do

We Connect with fans at the right time in the right place!

The live experience connects our partners to consumers like no other outlet can.

Our marketing team harnesses the power of the live experience to help more than 100 brand partners solve their toughest business challenges. Allow us to develop a custom creative way to bring ideas to life throughout our festivals, concerts, comedy shows and stage plays. We develop every step in the process. Together with our clients we push the boundaries of creativity and enhance the fan experience and move the music culture forward.

The Conglomerate Effect



strategy & creative

We take a non traditional role in developing a customizing sponsorship plan. Our goal is to provide a maximum benefit to our clients. We will give your band a role in the music culture and establish a direct and authentic way to communicate with fans.

branded content

Be part of the story! The Conglom Live experiences are among the most highly anticipated events in customers lives, advertisement, and creating countless possibilities to tell stories your client base will seek out. Let us place your brand at the center of every story.

content distribution

With over 200 live concerts & festivals, streams social stories and VR /AR experiences, Conglom's Live content distribution team brings artist and fans together across the globe. Through lasting content that will extend the reach and magic of live music.

The Conglomerate Effect



DIGITAL & SOCIAL MEDIA

Conglomerate offers standard and custom ad opportunities across screens for both displays and video, across our operate sites.

From direct buys to programmatic, our offering is strategically deployed on behalf of brands to reach the right audience at the right time, making an impact where and when it matters most.



PUBLIC RELATIONS

From messaging and positioning, to media relations and measurement, Conglomerate's Public Relations team designs compelling communication strategies to help brands build reputation around the unforgettable experiences they create for live music fans.

BECOME A SPONSOR

PLATINUM - GOLD - SILVER

Increase your 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.





CONGLOM SPONSOR

Platinum Level

Investment: \$25,000.00

- Your company's name and logo will be included on all marketing materials, press release, radio and print promotion.
- Your company will have 8 (20x20) outdoor booths to sell your company product.
- On Stage branding on all panel discussion staging.
- Your company's name and logo branding will be featured at the official After party events.
- 10 VIP All access back stage passes | 20 general access concert passes.
- 10 VIP Passes to the Opening Ceremony.
- Your company's name and logo on the Houston Urban Music Festival meet and greet lounge located inside to the festival.
- Your company's name and logo signage featured at the 2021 Celebrity Drive for Equality Event.
- 10 Access Passes to the Celebrity Drive for Equality Event.
- 10 VIP Access passes to the Celebrity After Party event (1 table).
- Naming rights to a celebrity guest meet and greet lounge tent (40x80).
- We are able to customize a plan to fit your organization's needs.
- Your company's name and logo hyperlink on the Conglom-ent.com website 30 days before and 30 days after the event.

Gold Investment

\$15,000.00 Investment

- Your company will be recognized as an official sponsor of the Houston Urban Music Festival.
- 10 Access Passes to the Celebrity Drive for Equality Event.
- On Stage branding on all panel discussion staging. (both days).
- 8 VIP All access back stage passes | 10 general access concert passes (both days).
- 8 VIP Seating to opening ceremony.
- On Stage Signage on concert main stage.
- Your company's logo hyperlink on the company website.
- Your company will have 8 (20x20) outdoor booths to sell your company product.
- 10 VIP Access passes to the Celebrity After Party (1 table 2 Nights).
- We are able to customize a plan to fit your organization's needs.

Silver Investment

\$10,000.00 Investment Standard Features

- Your company will be recognized as a official sponsor of the Houston Music Festival.
- 5 Access Passes to the Celebrity Drive for Equality Event.
- On Stage branding on all panel discussion staging. (both days).
- 7 VIP All access back stage passes | 15 general access concert passes (both days).
- 5 VIP Seating to opening ceremony.
- Your company will have 8 (20x20) outdoor booths to sell your company product.
- 5 VIP Access passes to the Celebrity After Party (1 table 2 Nights).
- We are able to customize a plan to fit your organization's needs.

BECOME A SPONSOR

SMALL BUSINESS

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 SPONSOR

SMALL BUSINESS PREMIER

Investment: \$5000

- 5 General admission tickets | (1 night) 2 tickets to the Main Stage Tickets.
- On stage advertisement announcements.
- Company's hyperlink on the Conglomerate Entertainment website.
- Signage within the Festival venue and night location.
- Exhibition space (10 x 10) in the Houston Urban Music Festival.
- Company name /logo on all news releases.
- We are able to customize a plan to fit your organizations needs.

SMALL BUSINESS –STANDARD

Investment: \$2,500

- 2 General admission tickets | (1 night) 2 tickets to the Main Stage Tickets.
- Company's hyperlink on the Conglomerate Entertainment website.
- Exhibition space (10 x 10) in the Houston Urban Music Festival.
- Signage within the Concert venue.
- We are able to customize a plan to fit your organizations needs.

BECOME A SPONSOR

OFFICIAL

Increase your 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.





OFFICIAL SPONSOR

OFFICIAL VIP AREA SPONSOR

Investment: \$1,500

As a VIP Area Sponsor you will have all access to the Houston Urban Music Festival?

VIP's sponsor and community leaders lounge area. Hospitality lounges are private access – restricted area at the concert. 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.

CREATE YOUR OWN SPONSORSHIP OPPORTUNITY

Do you have an great idea that will help promote your business at the Houston Urban Music Festival Parking lot Concert but you don't see it listed. Contact us at info@conglom-ent.com and allow us to custom tailor an opportunity for you.

OFFICIAL MERCHANDISE SPONSOR

Investment: \$1,000

Want to ensure that the maximum number of concert attendees encounter your brand or logo being a Houston Urban 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 key chains. Thousands of concert goers will be wearing your company's logo while walking around the Houston Urban Music Festival. Attendees will be wearing the commemorative tee shirts with your logo, well after the festival has ended.

CONTACT



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