



OUR

BLOCK

MUSIC FEST  
DMV

OUR  
BLOCK

Music Outdoor Concert Series  
WASHINGTON DC

MAY 14<sup>th</sup> - 15<sup>th</sup>, 2022





## *We are Conglom Entertainment*

Conglom Entertainment is an American events promotion company based in Houston TX. created in 2002 by Guy Barber as part of the Southern Division of Conglomerate Entertainment Group Enterprise Inc. The company was formed to address an under served and highly ignored market for urban professional. In 2008 Conglom Entertainment was rebranded to provide live concerts events on a national bases.

### *Mission*

Conglom Entertainment's mission is to create a unique live stage event experience. Our core business is producing, marketing, and selling live stage productions on a national platform. Conglomerate's mission is comprised of three key elements

– *Integrity , Respect, and Responsibility.*

A DJ is performing on a stage at night, seen from the back. He is wearing a dark t-shirt and dark pants with a white stripe down the side. He has his right arm raised, pointing towards the crowd. In front of him is a large, dark, curved stage monitor. The background is filled with a large, dense crowd of people, many of whom have their arms raised in the air. The scene is illuminated by stage lights, creating a vibrant atmosphere.

## Welcome to the 2022 Our Block Music Outdoor Concert Series

We made some major changes to the Our Block Outdoor Music concert series, due to the Covid-19 Pandemic many practices and procedures to help ensure that we are in compliance with the recommended city and state guidelines. The first annual 2022 DMV Our Block Outdoor Music Concert Series will be focus on creating opportunities for small area business to connected to concert attendees. The new concert venue will be located at RFK festival grounds, Washington DC. The DMV Our Block Music Outdoor Festival will be held on May 14<sup>th</sup> – 15<sup>th</sup>, 2022.

The Our Block Music Outdoor Concert Series is an all- day event that will attract thousands of attendees from all over the DMV area and throughout all regions of the United States. The festival will include a line up of R&B, Hip Hop, Gospel, and Dance Hall performers.



# LIVE EVENT SPONSORSHIPS OFFERS

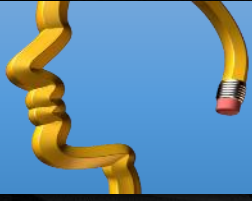
Live music is one of the last remaining advertising elements that can encompass a receptive audience and your company's brand.

1. Our commitment to brand placement 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 Our Block 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.
2. Have a direct interaction with over 50,000 concert attendees who make up the top five consumer base groups in the United States.
3. As a sponsor of Our Block 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. .

A 2019 survey done by AEG & Mimentum World Wide states: 93% of festival goers surveyed said that they liked the brands that sponsored such events and that 80% said they are likely to purchase a product after having had the music experience. This survey also found that 37% of the festival attendees had a better overall perception of a company as a result of its brand integration in the festival.



# CONGLOM *LIVE* EFFECT



## STRATEGY & CREATIVITY

We take a nontraditional role in developing and a 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.

## 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 extend the reach and magic of live music.

## BRANDED CONTENT

Be a part of the story that Conglomerate Live experiences are among the most highly anticipated events in customers lives creating countless possibilities to tell stories your client base will seek out and let us place your brand at the center of every story.

## STRATEGIC FITS

Accessing your companies target market First we will identify your companies target marketing group and customize a program that will incorporate your brand placement through out the event.

# Marketing Benefits



Our music festival offers numerous benefits other than serving as a means to display social responsibility. A sponsorship partnership with Conglom Entertainment will provide your brand with the ability to generate awareness about your brand, your products, and services.

1. **Exposure to your target market.** If you sponsor an event where your target market is likely to be in attendance, event organizers will do a lot of the work for you in terms of advertising the event and bringing in attendees. It can be a highly effective opportunity for you to reach your target market. Use prominent signage, eye-catching displays, and professionally produced marketing materials to attract attendees to your booth.
2. **Brand recognition.** By sponsoring an event, your business name and logo will be included in the event program, and you can further leverage the opportunity to promote your brand by offering an item to include in event gift bags.
3. **Lead generation.** Sponsoring a booth at an event can be a great way to generate leads. An easy way to get lots of leads is to encourage people to drop their business card in a bowl for a chance to win a prize, or you could encourage people to complete an action on social media that enables you to capture their contact information.
4. **Puts your business in the spotlight.** Sponsoring an event helps you stand out from the crowd. It enables you to prominently display your products and marketing materials instead of just handing out your business card. When you sponsor an event, people interested in your product will come to you.
5. **Increased traffic.** When you consider the amount of traffic you normally have at your store or business each day as compared with the number of people that are likely to have exposure to your event branding, there's a good chance you can get more exposure at the event than you would on a normal day at your store or business.



# 2022 FESTIVAL PROJECTIONS

## Demographic

Median HHI \$62,000

Median Age Range 20-55

60% of attendees are college educated

65 % of attendees are women

## Audience & Impressions

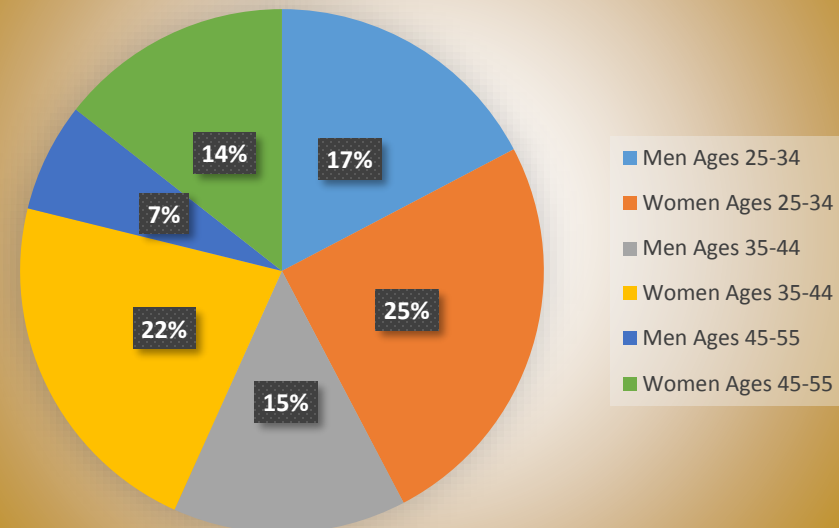


**70 Million**  
**News & Media**



**100 Million**  
**Social Media**

By Gender/ Age



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# AUDIENCE - DEMOGRAPHICS - IMPRESSIONS



**80 Million - News & Media**



**10 Million - Social Media Reach**

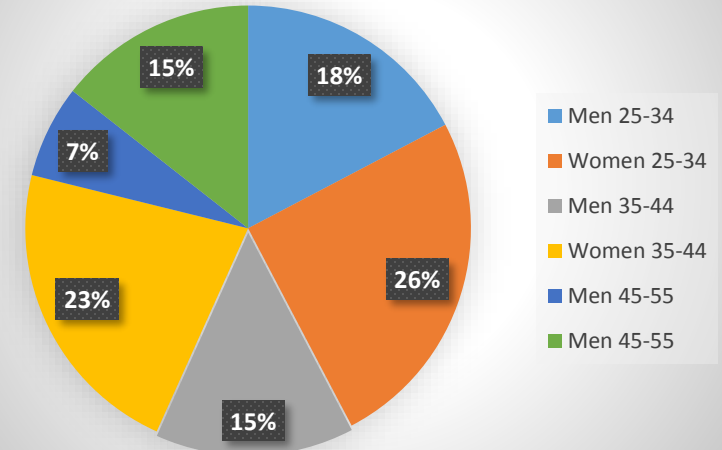
## DEMOGRAPHICS BREAKDOWN

**65% - WOMEN ATTENDEES**

**60% - COLLEGE EDUCATED ATTENDEES**

**HOUSEHOLD INCOME MEDIAN \$62K**

### ATTENDEE AGE BREAKDOWN



ATTENDEE  
MEDIAN  
AGE  
**26**





# MARKETING CAMPAIGN

## Local Campaign:

### Local Media Coverage

### Urban Internet Radio

Washington DC



Richmond VA



Baltimore



- Power Hits 281 (Houston)
- Smash 92.5 (Houston)







# 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 develop a custom creative way to bring ideas to life through 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. Enhancing the fan experience while moving the music culture forward.





CONGLOM ENTERTAINMENT

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