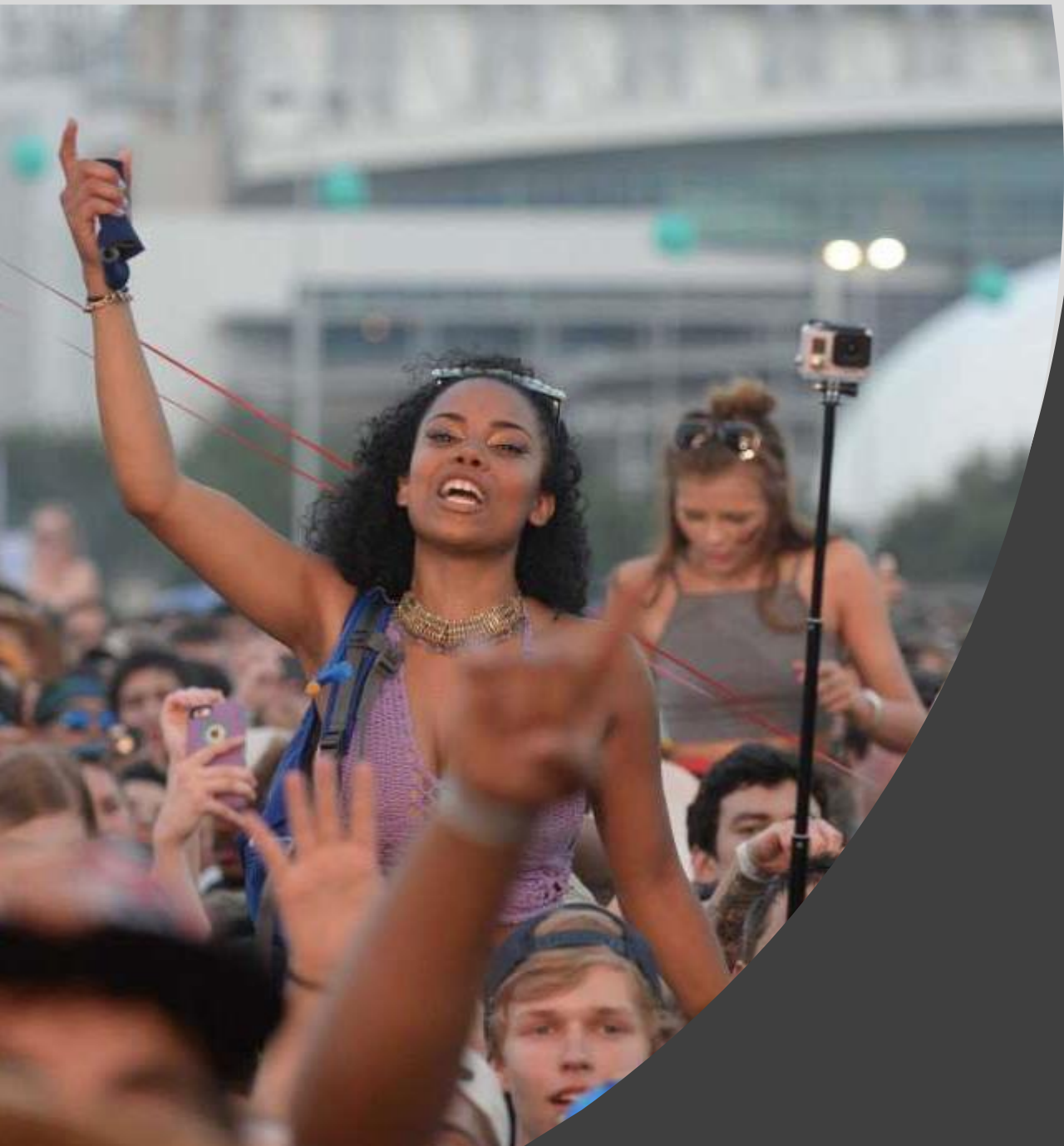


**CONGLOM ENTERTAINMENT**  
**EST. 2002**



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**SPONSORSHIP PITCH DECK**



# 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 marketing strategy can. As a National Sponsor of Conglom Entertainment your organization will realize the tangible marketing benefits, shared media, promotions, and experiential opportunities to interact with our concert and festival attendees. Our brand promotional team will blend the power of live entertainment to help more than 1,000 brand partners solve their toughest business challenges.

## *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 Barber Group Enterprise Inc. The company was formed to provide a platform for urban professionals to come together to network. In 2008 the Conglom Entertainment was rebranded to provide live concerts and events productions on a national basis.

### *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.*



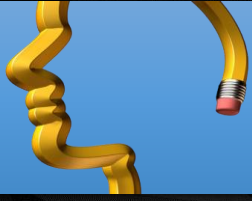
# LIVE EVENT SPONSORSHIPS OFFERS

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

1. Our 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 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.
2. Have a direct interaction with over 1 million concert attendees who make up the top five consumer base groups in the United States.
3. As a sponsor of Conglom Entertainment Group 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. Our projections show that by 2022 Conglom Entertainment will host 3 different Music Festivals that will have over 150000 concert attendees.

A 2019 survey done by AEG & Mimentum World Wide 93% of festival goers surveyed said that they liked the brands that sponsored such events and that 80% said they were more 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 intergration in the festival.

# CONGLOM *LIVE* EFFECT



## STRATEGY & CREATIVE

We take a nontraditional 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.

## CONTENT DISTRIBUTION

With over 200 live concerts & festivals, streams social stories and VR /AR experiences, Conglomerate'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 ConglomLive 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.

# CONGLOM *LIVE* EFFECT



## DIGITAL & SOCIAL MEDIA

Conglom Entertainment offers standard and custom ad opportunities across screens for both displays and video, across our operates 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, Conglom's marketing team designs compelling communication strategies to help brands build reputation around the unforgettable experiences they create for live music fans.



## IMPACT MEASUREMENTS

Online tools allow for the analysis of larger quantities of data and therefore constitute an appropriate method with all of these metrics. It is essential to track changes before and after a Conglom sponsored event for a particular promotion.

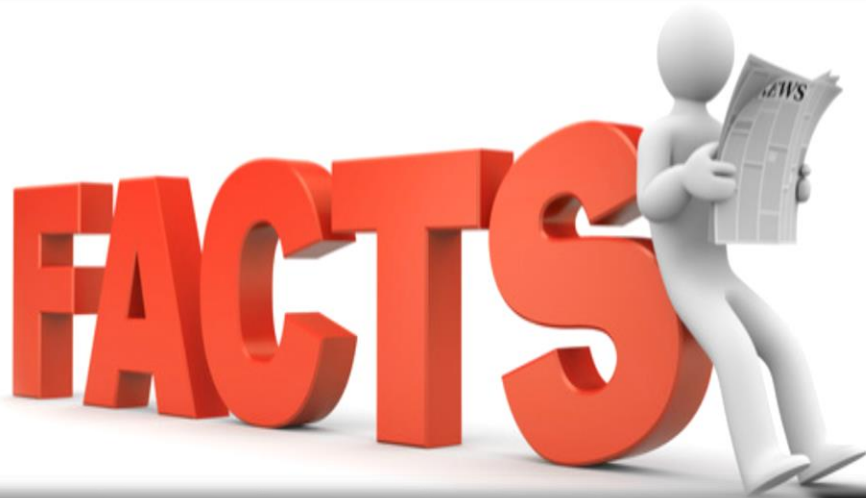
# Marketing Benefits



Our music festival offers numerous benefits other than serving as a means to display social responsibility. A sponsorship partnership with Conglom 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.

# KEY FACTS



1. Brand sponsorship would allow smaller company's who on the norm are outspent by their competitor a way of leveling out the field
2. Event sponsorship provides an opportunity to let potential customers experience what your business has to offer.
3. Positive publicity from print and electronic media helps increase the visibility of your company's products and services. Your brand will benefit from media coverage that otherwise could be prohibitively expensive.
4. By supporting events that are likely to attract your target market, you improve your company's image and standing in the community. You have the opportunity to engage with a larger segment of your target market and interact with business and community leaders. Event sponsorships are an excellent way to network and form relationships.

# 2021 FESTIVAL PROJECTIONS

## Audience & Impressions



**70 Million  
News & Media**



**100 Million  
Social Media**

## Demographic

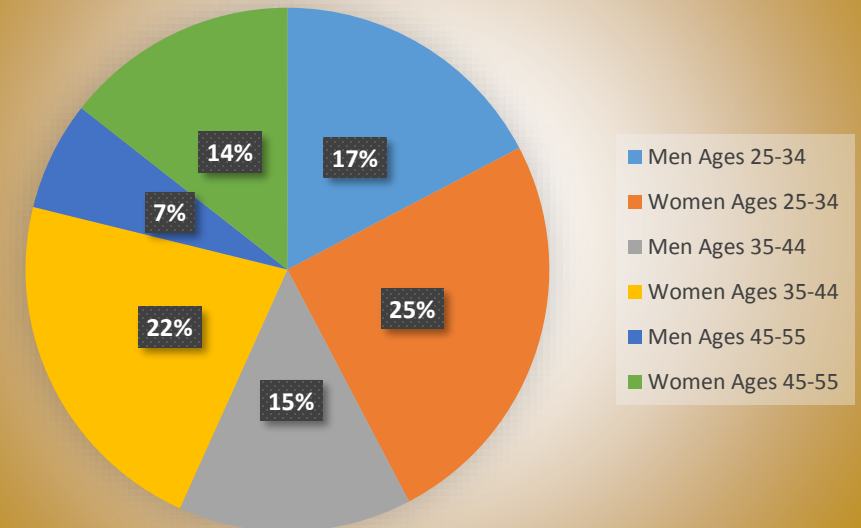
Median HHI \$62,000

Median Age Range 20-55

60% of attendees are college educated

65 % of attendees are women

### By Gender/ Age



2020 Conglom Entertainment Music Festival is a production of Conglom Entertainment Group all rights reserved!



# FESTIVALS & VENUE

**Houston Urban Music Festival**  
**Taste of Soul Houston Food & Music Festival**  
**Conglom Fest**  
**Hartford City Limits Music Fest**  
**Badd Bunny Riot Fest**  
**West Indian Music Festival**  
**Our Block Music Fest - DMV**  
**Our Block Music Fest - DALLAS**  
**Our Block Music Fest - International**  
**Black Friday Holiday Fest**



**Eight-Sixty Jazz Cafe - Houston**

# THE CONGLOM EFFECT

## **2022 Markets**

**Texas – Houston, Dallas**  
**Maryland – Columbus, Baltimore**  
**Connecticut – Hartford**  
**California – San Dims**

## **2023 Markets**

**MA - Boston**  
**FL - Tampa, Miami, Jacksonville**  
**LA-New Orleans**  
**GA - Atlanta**  
**NY - NYC, Buffalo**  
**DC - District of Columbia**  
**PA - Philadelphia, Pittsburgh**  
**NJ - Meadowlands**  
**CA - Oakland, San Diego**  
**NC - Charlotte**

## **2024 Markets**

**NC- Raleigh**  
**WA- Seattle**  
**IL- Chicago**  
**LA-New Orleans**  
**TN- Nashville, Memphis**  
**MI-Detroit**  
**AZ-Glendale**  
**OK – Oklahoma**  
**OH- Cincinnati, Columbus**  
**TX-San Antonio**  
**CA –Inglewood**

**International**  
**CN - Toronto**  
**BS - Nassau**



# SPONSORSHIP LEVELS

The National Sponsorship Investment is customed crafted to meet our partners goals, and target markets.



## **LOCAL:**

Small businesses that want to target their local city, and states.

## **TRI STATE:**

The Tri-state investment level allows partners who target markets share a connected economy and geography: NY Metropolitan -NY, NJ, CT • Phila Metropolitan -PA ,NJ, DE• Boston Metropolitan MA,RI,CT• Pittsburgh tri state- PA,OH,WV• Minisink tri state – NY, Sussex County, New Jersey, Pike County • Cincinnati metropolitan –OH,KY, IN • Chicago tri state- Chicagoland, Northwest Indiana and southeast Wisconsin • DMV- DC, MD, VA

## **REGIONAL:**

The regional marketing investment level allows partners to target states in the five regions of the United States: Northeast • Southwest • Southeast • Midwest • West

## **NATIONAL:**

Marketing that will target major markets across the United States.



# CONGLOM ENTERTAINMENT

## **Create your Own Sponsorship Opportunity**

Do you have a great idea that will help promote your business but you don't see it listed?  
Contact us at [info@conglom-ent.com](mailto:info@conglom-ent.com) and allow us to custom tailor an opportunity for you.