

HOUSTON

URBAN

MUSIC FEST

Nov 2nd - 6th

PRESENTED BY



ENTERTAINMENT

The 2023 Houston Urban Music Festival

Thank you for your interest in partnering in the 2023 Houston Urban Music Festival. We made some bigger and more exciting changes from Conglom Entertainment Group's annual Summer Outdoor Concert Series. Effective 2023 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 April. The new format of the Houston Urban Music Festival will expand to a five day event. Finally the new home of the Houston Urban Music Festival will be George R Brown Convention Center and the city's West Chase district.

The Festival will kick off Thursday Nov 2, 2023 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 50,000 people to attend the 5 day extravaganza.

2023 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 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 Conglom Entertainment Group LLC. Conglom Entertainment Group's mission is to entertain, promote, uplift, inspire and advance the urban community.



We are expecting over *50,000* people to attend the Four Day Houston Urban Music Festival.

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 Downtown 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.



THE HOUSTON URBAN MUSIC FEST COMPONENTS

ALL WHITE GALA

Celebrity All White Galas: 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 artist will be in attendance making both galas Friday and Saturday the perfect way to end the night.

GUEST SPEAKERS - NETWORKING - SEMINARS

The 2023 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.

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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 college life.

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.

2023 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

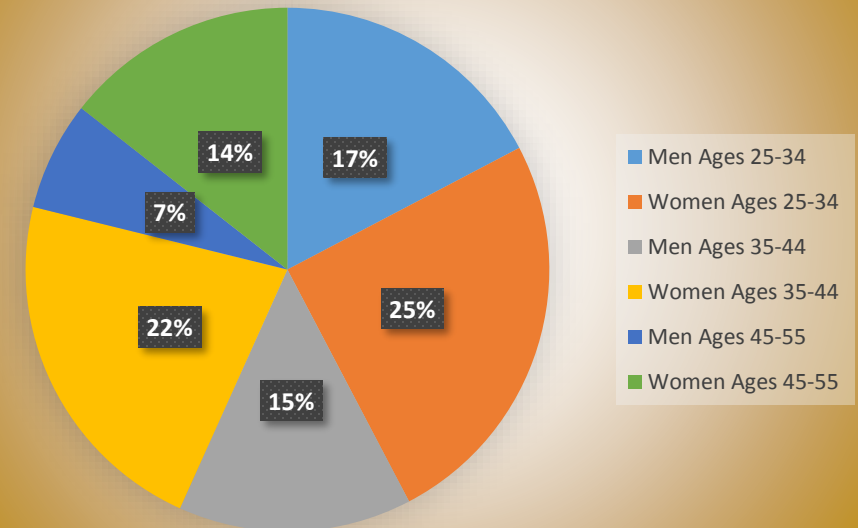


70 Million
News & Media



100 Million
Social Media

By Gender/ Age



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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



Local Media Coverage



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)

HBCU Radio Stations

Arkansas Pine Bluff	KUAP 89.7 FM
Alabama A&M University	WJAB 90.9 FM
Alabama State University	WVAS 90.7 FM
Bethune Cookman University	WELE 1380 AM
Mississippi Valley State	WVSD 91.7 FM
Alcorn State	WPRL 91.7 FM
Jackson State	WJSU 88.5 FM
Grambling State	KGRIM 91.5 FM
Southern University	KSU 97.7 FM
Texas Southern University	KTSU 90.9 FM
Prairie View A & M University	KPVU 91.3 FM
Florida A & M University	WAN 90.5 FM

Platinum Sponsorship Level

\$50,000 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 Houston Urban Music Festival
- Infomercial displayed pm 2 monitors (10x 30) - Onstage Interview
- 10 VIP All access back stage passes- Cabana set up 5 top Shelf Bottles – bottle service liaison
- 10 Parking Passes
- 10 VIP Special Gift Bags
- Company's name and logo hyperlink on company website 30 days before the HUMF and remaining of the 2023 year
- Your Company will have (10x20) outdoor booths to sell / promote your products or services
- 30 second commercial will be broadcast during the HUMF
- We are able to customize a plan to fit your organization needs

Gold Sponsorship Level

\$35,000 Investment



**GOLD
SPONSOR**

Exclusive FEATURES

- Your company will be recognized as an official sponsor of the Houston Urban 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- 3 top Shelf Bottles – bottle service liaison
- 4 Parking Passes
- 8 VIP Special HUMF Gift Bags
- Your company's name and logo hyperlink on company website 30 days before the HUMF and remaining of the 2023 year.
- Your company will have (10x20) outdoor booths to sell / promote your products or services.
- 30 second commercial will be broadcast during the HUMF.
- We are able to customize a plan to fit your

Silver Sponsorship Level

\$20,000 Investment

Exclusive Features



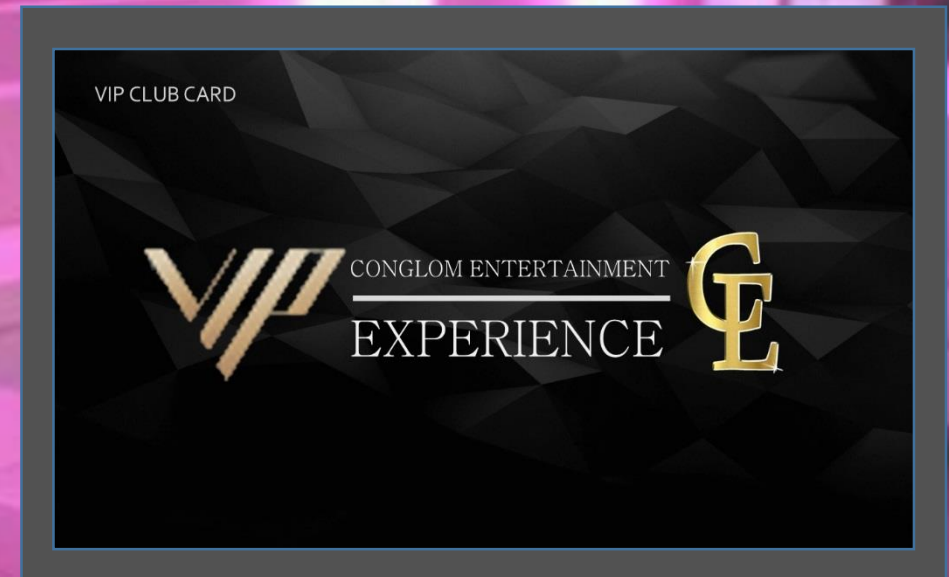
SILVER
SPONSOR

- Your company will be recognized as an official sponsor of the Houston Urban Music Festival.
- Your company's name and logo will be included on all marketing materials, press release, radio and print promotion
- 4 VIP All access back stage passes
- 4 Parking Passes
- 4 VIP Special HUMF Swag Bags
- Your company's name and logo hyperlink on company website 30 days before the HUMF and remaining of the 2023 year.
- Your company will have (10x20) outdoor booths to sell / promote your products or services
- 30 second commercial will be broadcast during the HUMF.

Official VIP Area Sponsor

Investment : \$10,000.00

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 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.



Silver Drink Sponsor Limited

\$8,000 Investment

Standard Features

- Your company will be recognized as an official sponsor of the Houston urban music 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
- Your company's name and logo hyperlink on company website 30 days before the Houston urban music festival and remaining of the 2023.
- Your company will have (10x20) outdoor booths to sell / promote your products or services
- 30 second commercial will be broadcast during the Houston urban music festival
- We are able to customize a plan to fit your organization needs



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 Houston Urban Music Festival
- 4 VIP All access back stage passes- Cabana set up 2 top Shelf Bottles – bottle service liaison
- 2 Parking Passes
- Your company's name and logo hyperlink on company website 30 days before the Houston urban music festival and remaining of the 2023 year
- Your company will have (10x20) outdoor booths to sell / promote your products or services
- 30 second commercial will be broadcast during the HUMF.
- 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 an untapped market and produce new sales or encourage the opportunity to sell or distribute samples on site.



Small Business Premier

\$3,000 Investment

- 5 General admission tickets
- 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
- 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 Merchandise Sponsor

Investment \$2,000

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, and gift bags as thousands of concert goers will be wearing your company's logo while walking around the Houston Urban Music Festival as attendees will be wearing the commemorative tee shirts with your logo, well after the festival has ended.

Official Event Sponsor

Investment : \$1,000

Being the official Event Sponsor is ideal for companies' interest in business to business branding. The Official Event Sponsor is an affordable way to reach thousand of consumers in one weekend. Generate on the spot revenue through direct product placement throughout the venue.

Create your Own Sponsorship Opportunity

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



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 enhance the fan experience and move music culture forward.



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