

HOUSTON

RENAISSANCE FEST.

SEPT 19TH – 23RD

 PRESENTED BY
CONGLOM ENTERTAINMENT

2024 HOUSTON RENAISSANCE FEST

Thank you for taking the time to review this sponsorship proposal for the 2024 Houston Renaissance Fest

The Houston Renaissance Fest 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 Renaissance Fest will feature an HBCU College fair, influential speakers, woman's forums, Hair & Beauty Expo and a New Music Seminar. The festivities will take place Sept 19th – 23rd.

The George R Brown Convention Center will serve as the hub for the Houston Renaissance Fest. 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 Renaissance Fest 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 *30,000* people to attend the Four Day Houston Renaissance Fest.

HBCU - HISTORICALLY BLACK
COLLEGES AND UNIVERSITIES

THE HOUSTON RENAISSANCE 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 RENAISSANCE FEST COMPONENTS



This Photo
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NEW MUSIC SEMINAR

The New Music is an in depth look into the Music industry from of today top music insiders, Special guest speakers, DJ battle, unsigned hype performances. An in dept look at some of the most iconic albums.

GUEST SPEAKERS - NETWORKING - SEMINARS

The 2024 Houston Renaissance Fest 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.

RENAISSANCE FASHION SHOW

The Houston Renaissance Fashion Show is a platform that spotlights up and coming, and brand name urban designers to showcase their upcoming line of clothing and/or accessories. This is where designers seek to promote their new fashions



THE HOUSTON RENAISSANCE FEST COMPONENTS



HBCU COLLEGE EXPO

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.

RENAISSANCE BEAUTY EXPO

The Houston Renaissance Hair & Beauty Expo is a comprehensive beauty event for beauty professionals, The largest beauty expo for women of color. The expo will have a wide range of products and services from top industry companies training classes and seminars.



HOUSTON RENAISSANCE TRADE SHOW

The George R. Brown Convention Center serves as the hub to thousands of people representing business culture entertainment and health in the African American community. In addition to the latest technologies, empowerment seminars. Weather is promoting your business or direct sale to over 20,000 attendees





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.

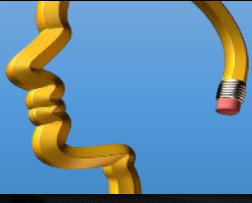
Marketing Benefits

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.



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 brand 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.

2024 FESTIVAL PROJECTIONS

Demographic

Audience & Impressions



**70 Million
News & Media**



**100 Million
Social Media**

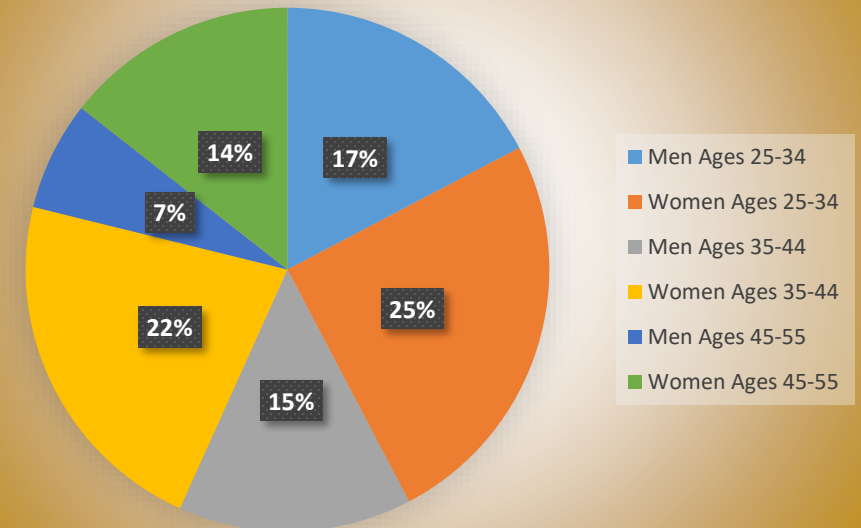
Median HHI \$62,000

Median Age Range 20-55

60% of attendees are college educated

65 % of attendees are women

By Gender/ Age



MARKETING CAMPAIGN

Local Campaign:

- 20,000 flyers
- 100,000 email blast
- 15 hours on air advertisement
- 30 Hours of podcast and Youtube coverage

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 RENAISSANCE FEST.
- 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 2024 YEAR.
- YOUR COMPANY WILL HAVE (10X20) OUTDOOR BOOTHS TO SELL / PROMOTE YOUR PRODUCTS OR SERVICES.
- 30 SECOND COMMERCIAL WILL BE BROADCAST DURING THE HRF.
- 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 RENAISSANCE FEST.
- 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- BOTTLE SERVICE LIAISON.
- 4 PARKING PASSES
- 8 VIP SPECIAL HRF GIFT BAGS
- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE HRF AND REMAINING OF THE 2024 YEAR.
- YOUR COMPANY WILL HAVE (10X20) OUTDOOR BOOTHS TO SELL / PROMOTE YOUR PRODUCTS OR SERVICES.
- 30 SECOND COMMERCIAL WILL BE BROADCAST DURING THE HRF.
- WE ARE ABLE TO CUSTOMIZE A PLAN TO FIT YOUR ORGANIZATION NEEDS.

Silver Sponsorship Level

\$20,000 Investment

**SILVER
SPONSOR**

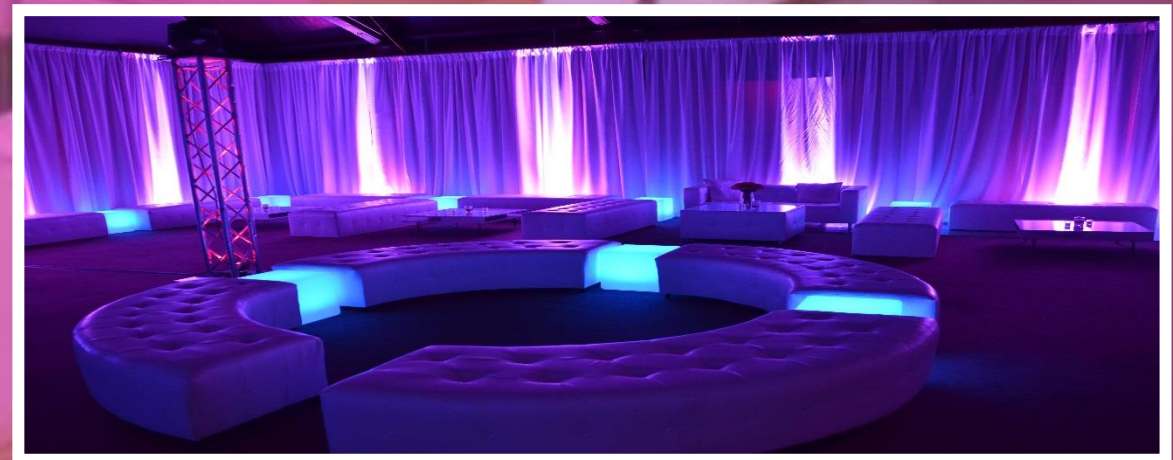
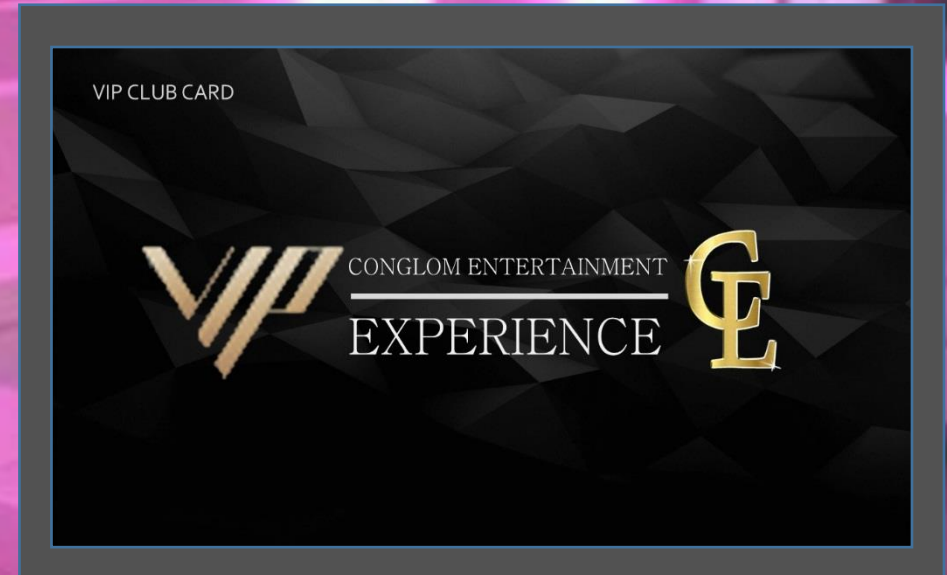
Exclusive Features

- YOUR COMPANY WILL BE RECOGNIZED AS AN OFFICIAL SPONSOR OF THE HOUSTON RENAISSANCE FEST.
- 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 HRF SWAG BAGS.
- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE HRF AND REMAINING OF THE 2024 YEAR.
- YOUR COMPANY WILL HAVE (10 X 20) OUTDOOR BOOTHS TO SELL / PROMOTE YOUR PRODUCTS OR SERVICES.
- 30 SECOND COMMERCIAL WILL BE BROADCAST DURING THE HRF.

Official Area Sponsor

Investment : \$10,000.00

As a VIP Area Sponsor you will have all access to the Houston Renaissance 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.



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 RENAISSANCE FEST.
- 4 VIP ALL ACCESS BACK STAGE PASSES- BOTTLE SERVICE LIAISON
- 2 PARKING PASSES
- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE HRF AND REMAINING OF THE 2024 YEAR.
- YOUR COMPANY'S WILL HAVE (10X20) OUTDOOR BOOTHS TO SELL / PROMOTE YOUR PRODUCTS OR SERVICES
- 30 SECOND COMMERCIAL WILL BE BROADCAST DURING THE HRF.
- 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 HRF website
- Signage within the Festival venue and night location
- Exhibition space (10 x 10) in the HRF.
- 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 HRF media page.
- Exhibition space (10x10) in the HRF
- Signage within the Festival venue
- We are able to customize a plan to fit your organizations needs.





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 HRF 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 \$2,000

Want to ensure that the maximum number of concert attendees encounter your brand or logo being part of the Houston Renaissance 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 HRF as attendees will be wearing the commemorative tee shirts with your logo, well after the festival has ended.





CONGLOM ENTERTAINMENT

2401 FOUNTAIN VIEW DR

Houston, TX 77057

346.333.0284

www.conglom-ent.com

CONTACT

Sales & Marketing

346.333.0284 or 832.922.7805

Email

Marketing@conglom-ent.com



Conglom Entertainment



@Conglom_ent



Conglomerate Entertainment US



@CONGLOMERATEE