

Hartford



*Hartford*  
**CITY**  
**L I M I T S**  
MUSIC FESTIVAL

AUGUST 15<sup>TH</sup> – 18<sup>TH</sup>

MUSIC FESTIVAL



## *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

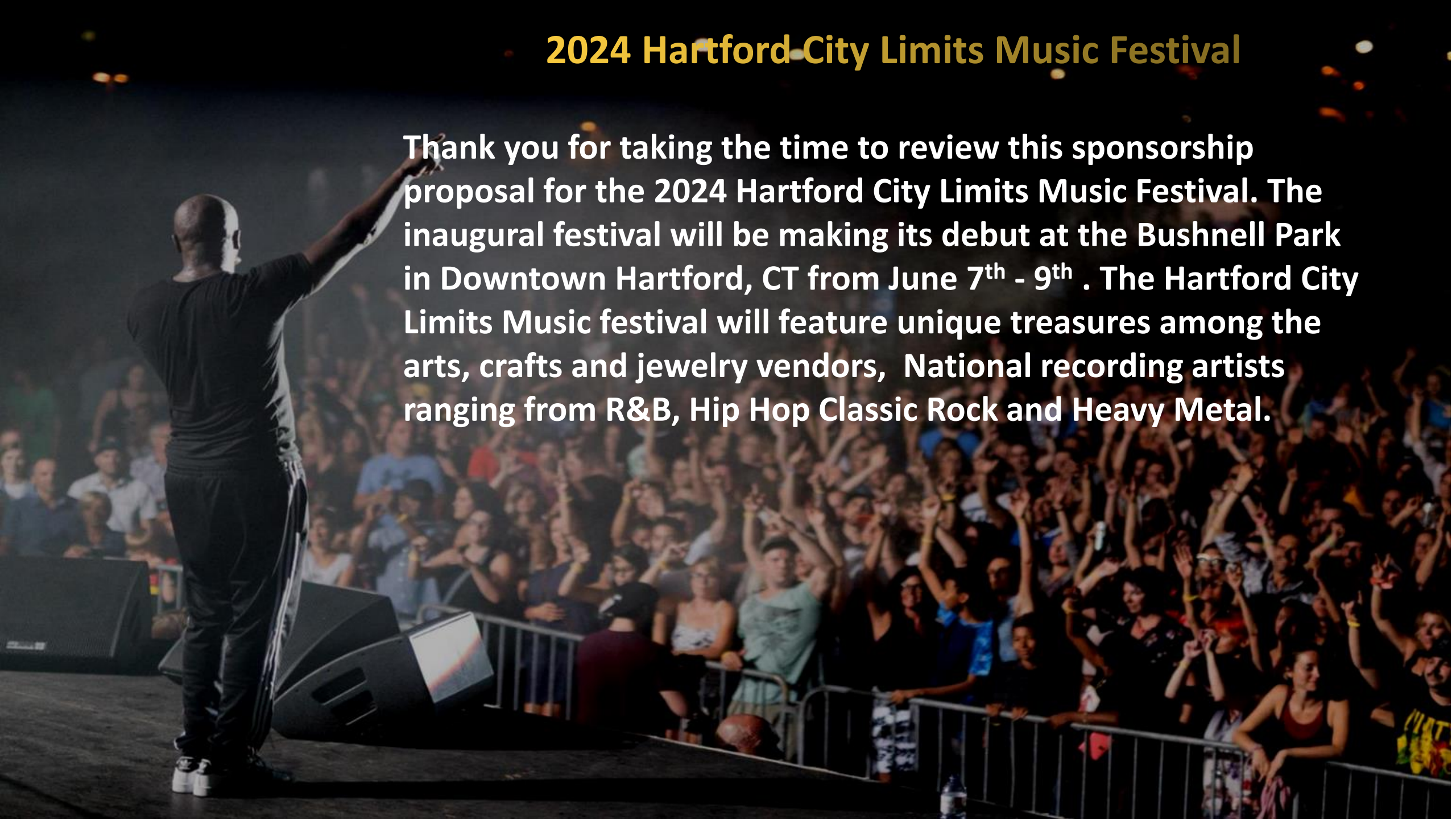
*– Integrity , Respect, and Responsibility.*





## 2024 Hartford City Limits Music Festival

Thank you for taking the time to review this sponsorship proposal for the 2024 Hartford City Limits Music Festival. The inaugural festival will be making its debut at the Bushnell Park in Downtown Hartford, CT from June 7<sup>th</sup> - 9<sup>th</sup> . The Hartford City Limits Music festival will feature unique treasures among the arts, crafts and jewelry vendors, National recording artists ranging from R&B, Hip Hop Classic Rock and Heavy Metal.





# 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 Hartford City Limits 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 Hartford City Limits 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.





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# 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.

# Marketing Benefits



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



# 2021 FESTIVAL PROJECTIONS

## Demographic

### Audience & Impressions



**70 Million  
News & Media**



**100 Million  
Social Media**

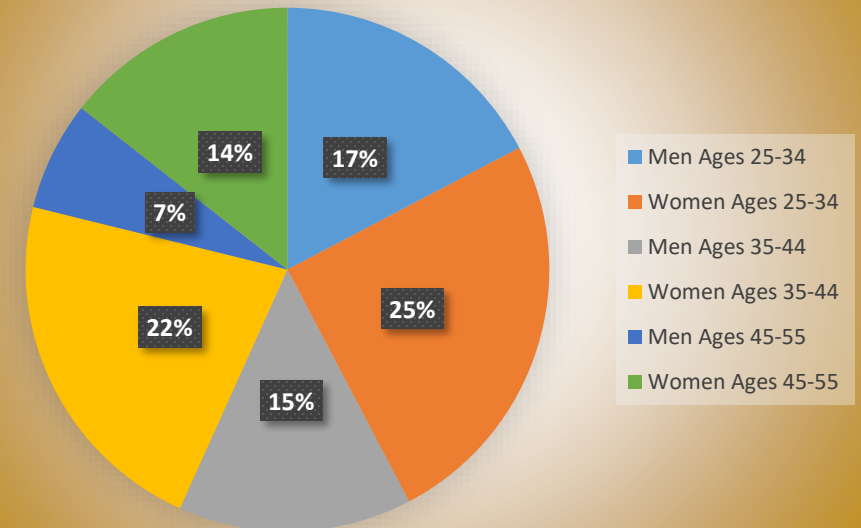
Median HHI \$62,000

Median Age Range 20-55

60% of attendees are college educated

65 % of attendees are women

### By Gender/ Age



2001 Conglom Entertainment Music Festival are a production of Conglomerate Entertainment Group all rights reserved!



# AUDIENCE - DEMOGRAPHICS - IMPRESSIONS



**80 Million - News & Media**



**10 Million - Social Media Reach**

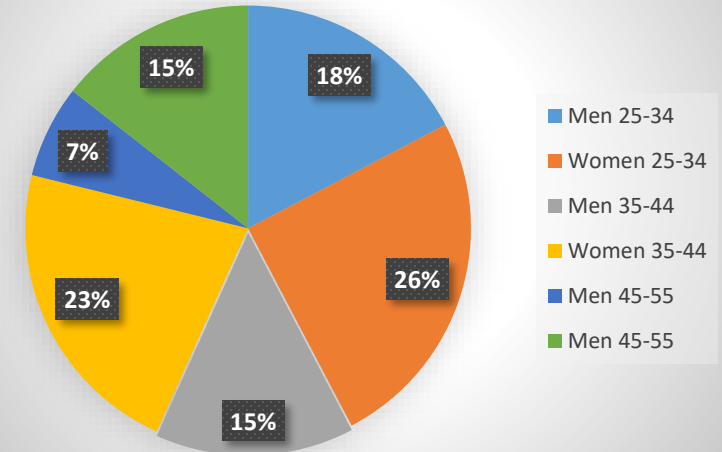
## DEMOGRAPHICS BREAKDOWN

**65% - WOMEN ATTENDEES**

**60% - COLLEGE EDUCATED ATTENDEES**

**HOUSEHOLD INCOME MEDIAN \$62K**

### ATTENDEE AGE BREAKDOWN



ATTENDEE  
MEDIAN AGE

**26**



# MARKETING CAMPAIGN

## Local Campaign:

- 1 Million Facebook, Ad Impressions
- 3.5 Million IG Ad Impressions

### Local Media Coverage

### Urban Internet Radio



comcast®



89.9  
Quite  
WQTQ 89.9 FM



99.1  
PLR





# 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 HARTFORD CITY LIMITS 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 HCLMF SPECIAL GIFT BAGS
- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE HARTFORD CITY LIMITS 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 HCLMF.
- 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 HARTFORD CITY LIMITS 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- CABANA SET UP 5 TOP SHELF BOTTLES – BOTTLE SERVICE LIAISON**
- **4 PARKING PASSES**
- **8 VIP SPECIAL HCLMF GIFT BAGS**
- **YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE HARTFORD CITY LIMITS 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 HCLMF**
- **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 HARTFORD CITY LIMITS 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 SIN CITY GIFT BAGS
- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE SCRIF 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 HCLMF



# Drink sponsor Limited

**STANDARD FEATURES**

**\$12,000 INVESTMENT**

**LIMITED**



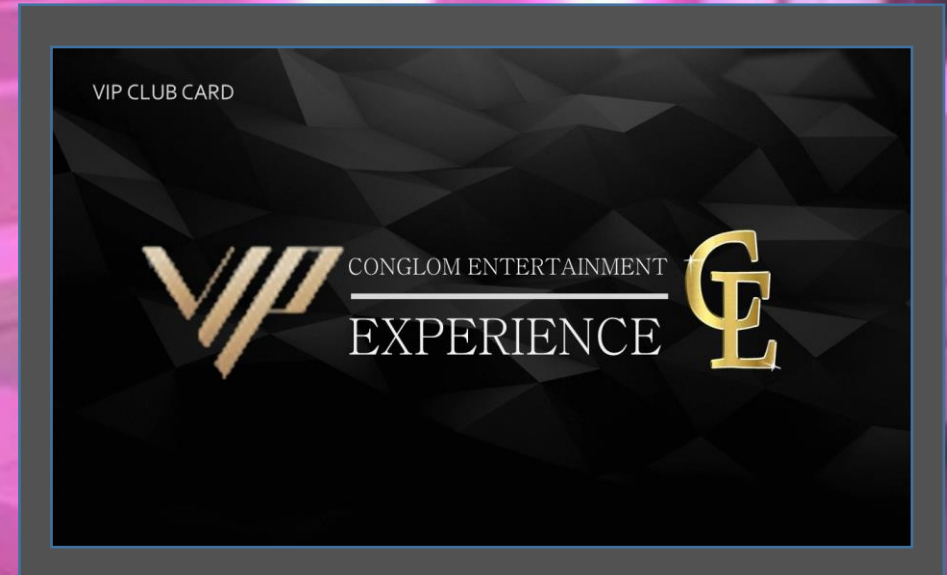
- **YOUR COMPANY WILL BE RECOGNIZED AS AN OFFICIAL LIQUOR SPONSOR OF THE HCLMF**
- **YOUR COMPANY'S NAME AND LOGO WILL BE INCLUDED ON ALL MARKETING MATERIALS, PRESS RELEASE, RADIO AND PRINT PROMOTION**
- **YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE HCLF AND REMAINING 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 HCLMF. WE ARE ABLE TO CUSTOMIZE A PLAN TO FIT YOUR ORGANIZATION NEEDS**



## Official VIP Area Sponsor

Investment : \$10,000.00

As a VIP Area Sponsor you will have all access to the Sin City 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.





# Venue | 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 SIN CITY RIOT MUSIC FESTIVAL
- 4 VIP ALL ACCESS BACK STAGE PASSES- CABANA SET UP 3 TOP SHELF BOTTLES – BOTTLE SERVICE LIAISON
- 2 PARKING PASSES
- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE SIN CITY 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 SIN CITY MUSIC FESTIVAL
- 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, produce new sales and 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 HCLM website
- Signage within the festival venue and night location
- Exhibition space (10 x 10) at the HCLM.
- 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 HCLM website
- Exhibition space (10 x 10) in the HCLM
- 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 Hartford City Limits 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 Hartford City Limits Festival 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 Taste of Soul - Houston Food & Music Festival but you don't see it listed Contact us at [info@conglom-entcom](mailto:info@conglom-entcom) and allow us to custom tailor an opporunity 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.





**CONGLOM ENTERTAINMENT**  
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## CONTACT

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