

ESM
ENTERTAINMENT SPONSORSHIP MANAGEMENT

ESM
ESSENTIAL STRATEGIC MARKETING

SCOPE OF WORK

**THE FOLLOWING SCOPE IS BASED ON REAL
TARGETED HANDS ON MARKETING INITIATIVES
AND BRANDING. ESM HAS HAD A PIVOTAL PART IN
CREATING MARKETING/ PR CAMPAIGNS IN EACH
OF THE FOLLOWING LIST.**

ARTISTS

BIG & RICH
DOLLY PARTON
LOCASH
TRACY LAWERENCE
LEE BRICE
YELAWOLF
TRINT TOMLINSON
GEORGE JONES
RHONDA VINCENT
LONESTAR
KELSEA BELLERINI
THOMAS RHETT
JUSTIN TIMBERLAKE
FAITH EVANS
JOSH TURNER
JUSTIN MOORE
NIKKI WILLIAMS

BRANDS AND BIG BOX RETAILERS

CMA
WALMART
THE GENERAL INSURANCE
ALBERTSONS/ SAFEWAY
KROGER
WALGREENS
7/11
PILOT FLYING J
TWIX
SHEEBA
IAMS
ADIDAS
NEW AMSTERDAM
CANADIAN CLUB WHISKEY
JACK DANIELS
HEROES VODKA
FAT BOTTOM BREWERY

EVENTS

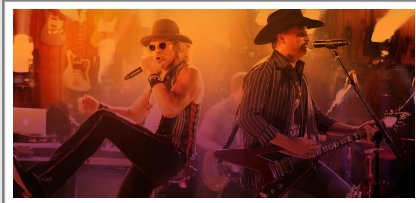
NASCAR
HEART MUSIC FESTIVAL
BONARROO
COACHELLA
CMA AWARDS
ACM AWARDS
SHOW ME MUSIC FEST
BOOMBANG MUSIC FEST
LALAPALOOZA
COUNTRY THUNDER
CSX VEGAS
MIAMI MUSIC CONF
SXSW
GULFCOAST JAM
TORTUGA
FT LAUTERDALE BOAT
SHOW

CASE STUDIES

ARTIST ENDORSEMENT



EXPERIENCES



Twix is able to offer a multitude of communication to shoppers with give-a-ways, music promotions, and meet and greets at Walmart locations. Promoting brand in-store as well as using name and likeness of artist endorsement.

CONTENT



In-store and on-site activations promoting brand and artist integration. We provide content driven signage to retain data from consumer as well as push content to socials and digital platforms. Also activations at Artist concerts for consumer contact data.

ACCESS



Access to fans and artists to brands is where the connection to new consumers values best. We create pop-up Twix factories at each Big & Rich concert covering fans into customers. Also access to VIP tickets and meet and greets to each concert for radio promotions and remotes.

RESULTS + EXPOSURE

201M
EARNED IMPRESSIONS

250,000
AUDIENCE

11,428,500
FACEBOOK REACH

30,000+
INSTA & SNAP STORY
VIEWS

CO-OP PROGRAM

ESM
CASE STUDIES

Walmart CARE PACKAGE

EXPERIENCES



Walmart, ESM, Playpro, and Chegg Online bookstores partner for the "Walmart Back To School Care Package. This Co-op program expands to 1200 colleges and Universities hitting each returning Student with 7 complementing non competing college lifestyle brands care package for back to school.

CONTENT



This opportunity allowed 7 brands tailored to students sample, promote, and advertise their brand across campuses nationwide. Also incorporate a multitude of digital promotions driving students to communicate with brand assets.

ACCESS



With access to 1200 different colleges and universities Each brand was successfully able to communicate to students (Gen Z) across the nation. Being able to access student housing properties to utilize door hangers, mailbox promotions, email databases, etc.

RESULTS + EXPOSURE

446M
EARNED IMPRESSIONS

205k
BRAND SAMPLING

45,428,500
DIGITAL REACH

50,000+
INSTA & SNAP STORY
EVENT VIEWS

FESTIVAL ACTIVATION CO-OP



MUSIC FEST MARKETPLACE

EXPERIENCES



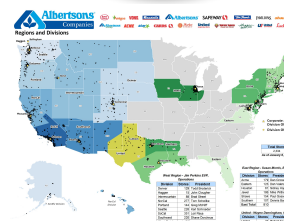
Albertsons Companies and ESM partner with 10 festival lifestyle brands for on-site activations and in-store activations throughout 12 festivals and regions across the country. This promotion reached hundreds of millions of potential customers as well as promoting trend in brands with festival goers.

CONTENT



Music Fest Marketplace had content driven sweepstakes and give-a-ways like the rockstar experience. This was promoted through over 50M social and digital outlets nationwide. Each music festival retains over 100M social impressions each year.

ACCESS



Access to the biggest festivals in the world allowed participating brands to promote the movements that millennial and Gen Z are interested in. Loyal brands mean loyal customers.

ESM

CASE STUDIES

RESULTS + EXPOSURE

44B
EARNED IMPRESSIONS

2.9 M
FESTIVAL ATTENDANCE

29 BIL
SOCIAL REACH

1,000,000+
EVENT INSTA & SNAP
STORY VIEWS

FLY AWAY PROMOTION

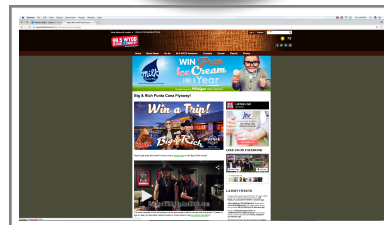


EXPERIENCES



Twix, CBS radio, and Big & Rich partner up for a lifetime experience for 30 winners nationwide. This 3 month promotion allowed CBS radio station to promote on air and commercial ads for Twix and Big & Rich. The 15 winners were flown to Punta Canta, Dominican Republic for 4 days all inclusive and hung out with their favorite duo.

CONTENT



Brand saturated content was driven through all radio stations websites, social medias, and airwaves promoting the brand hosted event. Digital campaigns were integrated through social media contests as well as online prizes.

ACCESS



Full name and likeness allowance of Big & Rich to promote to their network of millions of fans for this intimate vacation experience. Partnering with Hard Rock Hotel and Casino brand signage was consistent throughout hotel during promotion.

RESULTS + EXPOSURE

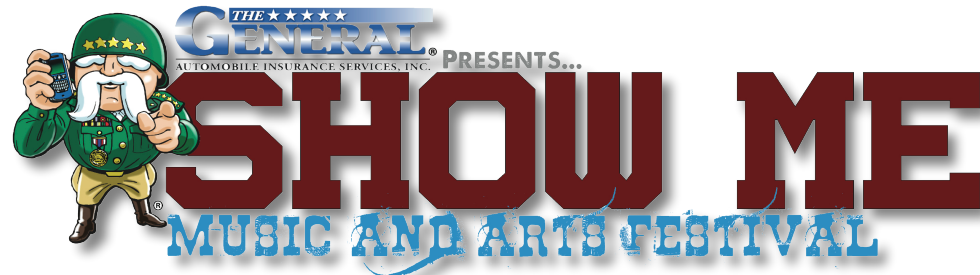
15M
EARNED IMPRESSIONS

21,000
CLICK IMPRESSIONS

7,545,672
FACEBOOK REACH

10,000
INSTA & SNAP STORY
VIEWS

FESTIVAL SPONSORSHIP



EXPERIENCES



The General Insurance partnered with Show Me Music and Arts Festival for the title sponsorship. This top tier sponsorship retained hundred of millions of impressions, as well as multiple activations within festival grounds giving away swag and collecting consumer data and signing up on site insurance plans.

CONTENT



With branding and signage within all print and digital media outlets, The General Insurance was able to create millions of impressions to target new customers. Running social media contests and give-aways as well as radio remotes and on air ticket trades, The General Insurance company successfully

ACCESS



With multiple areas of activation on site, The General Insurance could retain brand new customers on the spot at pos tents. Branding on every piece of marketing material, The General Insurance company were able to reach a completely new demographic in an area that was new to the brand. This also connected many new millennials and converted them into customers.

ESM

CASE STUDIES

RESULTS + EXPOSURE

11B
EARNED IMPRESSIONS

105,000
FESTIVAL ATTENDANCE

732M
SOCIAL REACH

345,000+
EVENT INSTA & SNAP
STORY VIEWS