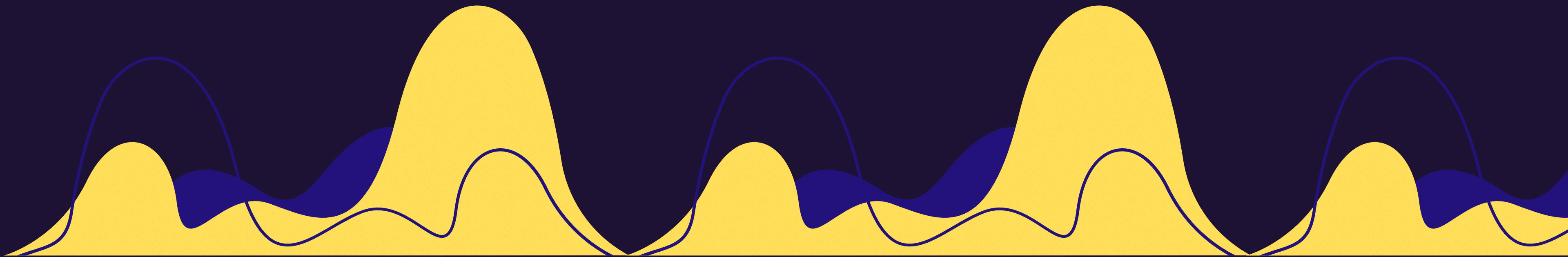
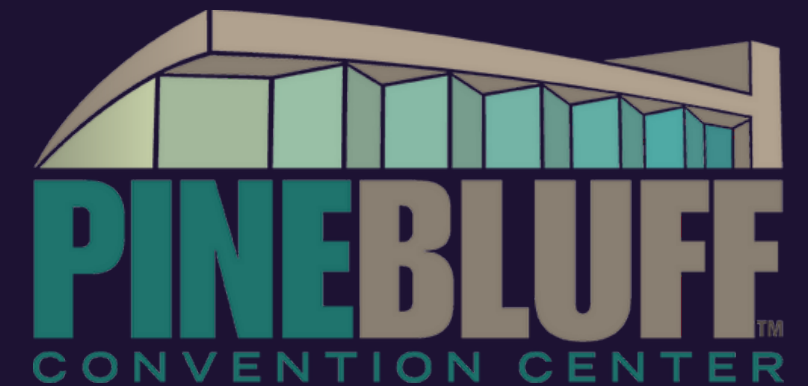


The Homecoming Concert 2021

featuring
SWV & Eric Benet



Sponsorship Opportunities



The Homecoming Concert 2021

SWV

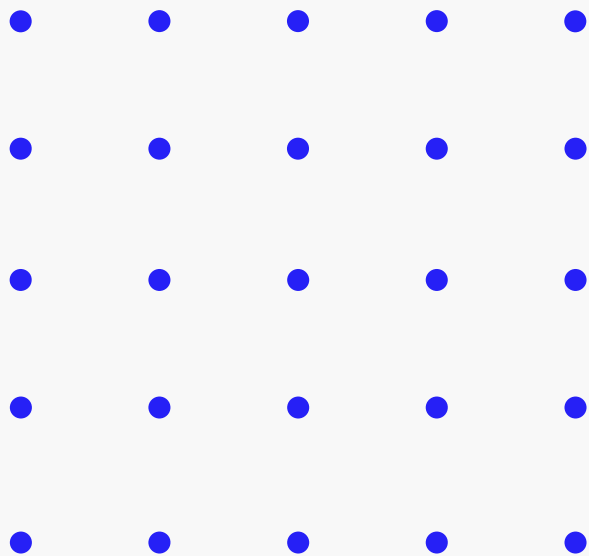
SWV (Sisters With Voices) debut album had multiple number 1 hits. This Grammy Nominated trio has amassed a loyal following. They have been a dominant force in R&B for 30 years! SWV has a worldwide fanbase with mass appeal.

ERIC BENET

Eric Benet is known for his sultry vocals. He effortlessly moves across multiple music genres including but not limited to Jazz, R&B, and Neo-Soul. His talent is unmistakable. Eric is also a Grammy Nominated Artist.

Lav Luv

Lav Luv will host the event providing his unique comedic style.



The Homecoming Concert 2021

This concert was designed to capitalize on the increased foot traffic in Pine Bluff due to homecoming activities. However, attendees are not limited to that demographic. Our marketing plan expands to a 200-mile radius of Pine Bluff, Arkansas. We have marketing scheduled for Little Rock, Memphis, NWA, Texarkana, and the Delta. The Pine Bluff Convention Center arena has seating for 7,500!

Target Market

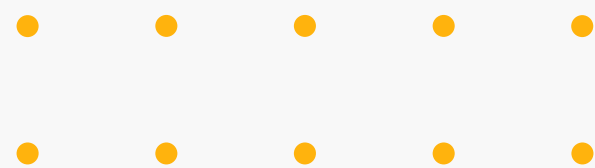
This line-up appeals to the sophisticated concertgoer. SWV and Eric Benet's fans are middle class ranging in age from their early 30s to mid-50s, with disposable income.

Experience

We have cultivated a refined atmosphere. Attendees will have an opportunity to shop curated vendors while they sip adult beverages and snacks.

Marketing Plan

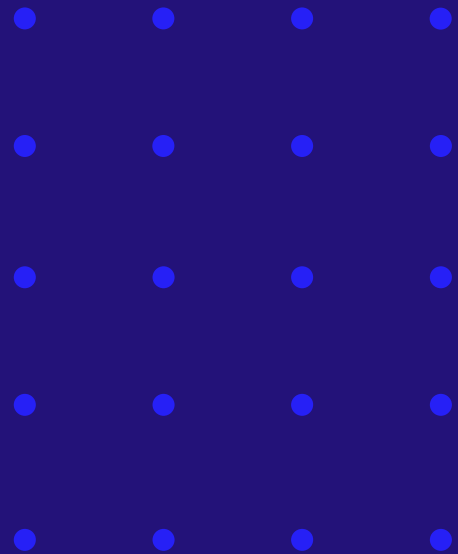
- Social Media
- Radio
- Concert Websites
- Geo Ads
- Email Campaigns
- Billboards
- Arena Banners and Digital Displays
- Brand Ambassadors/Paid Athletes



Combined Social Media reach of all performers 2.7 Million

Sponsorship Levels

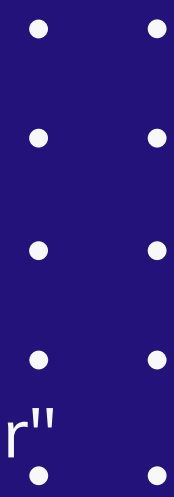
We are pleased to extend these sponsorship opportunities to select businesses.



Diamond \$50,000

This business will be listed as the "Presenting Sponsor" their name will appear on ALL marketing plan materials.

One (1) Diamond Level Sponsorship



Gold \$10,000

These businesses will have their logo displayed on marketing materials

Three (3) Gold Level Sponsorships

Silver \$5,000

These businesses will have the name listed on marketing materials

Ten (10) Silver Level Sponsorships

Start-up \$500

Vendor space in the concert vestibule

Limited to Twenty (20) vendors

Sponsorship Sign-up form

Contact Name: _____

Organization Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

E-mail: _____

Select your sponsorship level

☐ **\$50,000 Diamond**

☐ **\$10,000 Gold**

☐ **\$5,000 Silver**

☐ **\$500 Start-Up**



PAYMENT INFORMATION



Please Charge (circle your card type)

Visa, MasterCard, American Express, Discover

Credit Card Number: _____

Expiration Date: _____

CVC: _____

Signature: _____

Date: _____

2% in-person card processing fee

4% email/telephone card processing fee

Email completed form to bdavis@pinebluff.com

Mail check made payable to:

Pine Bluff Convention Center

Attn: Homecoming Concert Sponsorship

1 Convention Center Dr, Pine Bluff, AR 71601





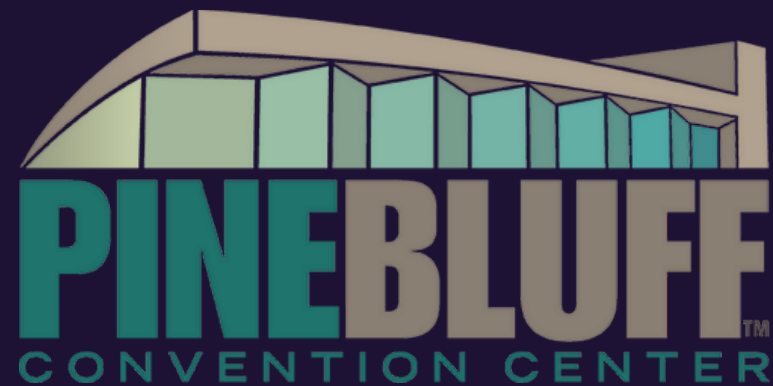
(870) 536-7600



jmccorvey@pinebluff.com



www.pinebluffconventioncenter.com



Contact Us