



GoldCoast Marketing, Inc.

Experiential Marketing & Event Preview Deck.

At GCM, we build bridges with Brands and Consumers via the excitement of Event Marketing.

Our contracted events can provide Direct Engagement, that develops Brand Trust and Long-Term Relationships, that can convert consumers to clients.

WE ARE YOUR “BOOTS ON THE GROUND, for solid event support and execution.

Last year, we introduced various brands and companies to over

Over 100,000 attendees.... Take a Look

www.goldcoastmm.com





DEMOGRAPHICS

Avg. Age: 30-65 yrs. Avg. Income: \$125k-\$225,

Gender 65% female / 35% male

Where Do They Live? Chicago South, Suburbs, N. Indiana

Data sourced from actual Ticket Sales

REACH Over 25,000 Yearly Attendees

Over 150,000 Gross Media Impressions

CONSUMER INTER-ACTION:

You can provide Product Samples, Coupons, Product Giveaways etc...

Full Social Media Suite with Radio & Digital advertising tie-ins.

MARKETING VALUE:

Buyers, users and influencers throughout Chicago, South Suburbs and N. Indiana.

AFRICAN FESTIVAL OF THE ARTS CHICAGO



30+ Year's, 3 Day Event

Held in Southside Chicago's

Diverse Hyde Park Area

Over 25,000 attendees

Audience is Sophisticated,

Educated, Brand Loyal,

Social Media Savvy.

DEMO:

65% Female, 35% Male

87% College Educated

Target Age Range 25—65

Income—\$95k—145k

Lots of creative On-Site

Activation Opportunities



Over 50,000 Attendees

FAMILY 8-80

**Educated, Brand Loyal and
Social Media involved.**

DEMO:

70% Female, 30% Male

70% College Educated

Founded by the [*Chicago Defender*](#) in **1929**, the parade focuses on giving underprivileged children a day to be in the spotlight. Billiken is a mythical guardian angel of children, hence the name “Bud Billiken.”

The event features Dance & Drill Teams, Marching Bands, and a host of Corporate Sponsors supporting a solid legacy of Community Engagement. After the Parade, families enjoy activities throughout the afternoon.

Contracted brands can host Activations for a successful engagement that will foster Community Support, Brand Awareness and solid relationships.



Atlanta's Sophisticated Sundress Festival

A true “Destination Event”, that attracts an solid upscale African-American audience of over 25,000 attendees from around the USA.

- **Age: 35–65 , Active, fashionable, brand loyal and engaged in live music and nightlife.**
- **Race/Ethnicity: Upscale African American, urban and suburban, live event centric.**
- **Socioeconomic Status: Affluent, (\$200k plus), Professionals, Homeowners, Luxury Buyers, Fashion Forward, Connoisseurs, Investors and buyers of various upscale items.**

Chicago Summertime Music Series



Afterwork mixer, where guests will enjoy live DJ's, and Bands performing a variety of music at various Lakefront venues...

DEMOS: 30-65 yrs., \$125k-\$225k.—65% female / 35% male

REACH: (3) Venues, (6) Events—Potential 10,000, approx. 50,000 G.M.I.

INTER-ACTION: Product Sampling, Coupons, Product Giveaways etc...

Social Media Influencer Package w/ Radio & Digital Ads.

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You're in Good Company...

GoldCoast Marketing and our partners bring attendees to directly engage with Sponsors, leaders in government, business, culture, media and social influencers, to create opportunities for social and economic growth.



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TITLE SPONSORSHIP - Deliverables

NOTE: ...WE CAN CUSTOMIZE THE DELIVERABLES TO MATCH YOU NEEDS.

PROMINENT SPACE incl: (20 by 20-ft space) for your activation.

BANNER PLACEMENT @ Main Entry Gates (provided by Sponsor)

CORPORATE LOGO in ALL Contracted Media Relations and Publicity.

PRODUCT PLACEMENT Premium placement opportunities in HIGH TRAFFIC AREAS.

SOCIAL MEDIA SUITE (FACEBOOK, INSTAGRAM, X, TikTok) for Ads, & website.

VIDEO ADS (your footage) @ Main Music Stage Jumbotrons with full rotation.

CORPORATE LOGOS Displayed prominently throughout events banners.

FULL INSIDE OR BACK COVER Ad in any Printed & Digital tabloids.

QR CODE PLACEMENT throughout the event space, for giveaways & info capture.

VIP HOSPITALTY Full Event Access, Wrist Bands, Daily passes, Sponsor Badges

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Let's craft a sponsorship activation that fits your goals, and to provide you with maximum exposure and effectiveness.

Contact Goldcoast Marketing @ (630) 426-1439

