

**CE** CONGLOM ENTERTAINMENT

**FOOD & MUSIC FESTIVAL**  
**TASTE OF SOUL**  
*Houston*



**SEPTEMBER 7<sup>TH</sup> - 8<sup>TH</sup> 2024**

**SPONSORSHIP GUIDE**



# **TASTE** of *Soul* **HOUSTON**

## **All Things Soulful**

**Thank you for your interest in becoming a proud partner in the 2024 Houston Taste of Soul.**

The Conglom Entertainment Group the creators of the The 2024 Tastes of Soul-Houston , created this event as a way to provide a platforms to help the minority owned food industry business to promote and grow their business during the day event

The Taste of Soul-Houston Food & Music Festival will feature hundreds of food vendors, and non-food vendors that will bring out the essences of all things "soulful," from local and international cuisine, to your favorite quick-eats that reflect a Black cultural experience, fused with diverse cultures and traditions

**The 2024 Houston Taste of Soul Food will be held on Sept 7<sup>th</sup> and 8<sup>th</sup> in downtown Houston across from Minute Maid Park.**







## TASTE OF SOUL COMPONENTS

The 2024 Houston Taste of Soul Food & Music Festival is a celebration of rich southern soul cuisine. The Houston Taste of Soul will showcase over one hundred food and non-food business. We are proud to introduce The Southern Cook-off Challenge that will name crown Texas the best in soul in five different divisions. Fun, food and music will be on hand with over twenty musical performers ranging from local and national recording artists.

The 2024 Houston Taste of Soul Food & Music Festival will host a number of community resource programs such as voter registration, job placement programs, healthcare referral programs and many more programs to help build a better community.



# Southern Soul Cook Off

\$5000.00 CASH PRIZE

WHO WILL BE CROWNED THE BEST IN TEXAS!

- Best Soul Food
- Pit Master's BBQ
- Best is Sweets ( Cakes, Pies, or Cookies)
- Best Sundays Brunch
- Best on the Block ( Food trucks, Food Stands, BBQ Pit, Street Tacos, Street vendors)



# 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 band 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 CAMPAIGN

## Urban Internet Radio

### National Campaign:

- Ricky Smiley Morning Show : Broadcasting in 105 US markets | 8 million listeners
- The Breakfast Club Morning Show : Broadcasting in 31 US markets | 2.7 Million listeners
- SWAC HBCU Alumni email blast 1.5 million emails | 70,000 undergrad emails

### Local Campaign:

- 20,000 Flyers
- 60,000 Email Blast

- Power Hits 281 (Houston)

- Smack 92.5 Local Media Coverage (Houston)

93.7  
THE BEAT

Majic  
102.1

97.9  
THE BOX

K104  
Hip Hop and R&B

103.3  
THE BEAT

KPRC  
2

KCON  
105.1



# AUDIENCE - DEMOGRAPHICS - IMPRESSIONS



**80 Million - News & Media**



**10 Million - Social Media Reach**

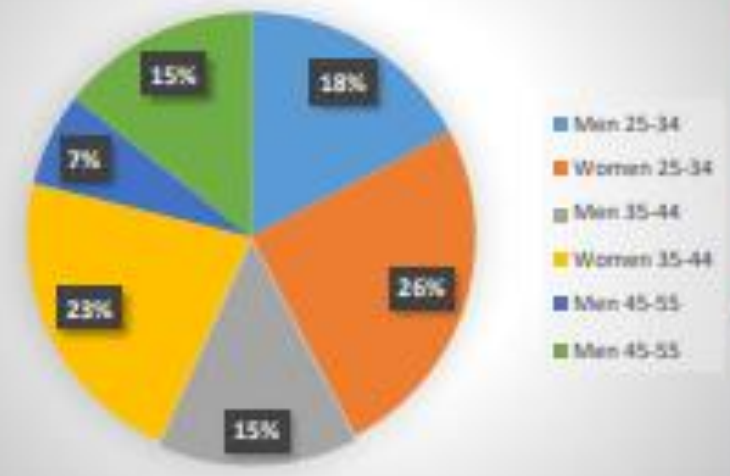
## DEMOGRAPHICS BREAKDOWN

**65% - WOMEN ATTENDEES**

**60% - COLLEGE EDUCATED ATTENDEES**

**HOUSEHOLD INCOME MEDIAN \$62K**

### ATTENDEE AGE BREAKDOWN



ATTENDEE  
*MEDIAN*  
*AGE*

**26**



# The Benefit



- As a sponsor of Taste of Soul Houston, 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 Based on Music Festival Industry reports from 2015- 2017, we project that the 2023 Taste of Soul-Houston Food & Music Festival will be one of the largest music festivals in the state of Texas By 2028 the Taste of Soul-Houston Food & Music Festival will be one of the Top 5 music festivals in the United States
- Sponsorship opportunities with the Taste of Soul-Houston Food & Music Festival start at the \$1,000 level with benefits increasing as the level of sponsorship increases Regardless of the sponsorship level you select, the Conglomerate staff will be pleased to work with you in creating an integrated sponsorship program designed to meet your organization's unique marketing objectives We are here to customize options and experiences to your needs

Our intimate environment 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 Taste of Soul-Houston Food & Music Festival 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

- By becoming a sponsor, your company will enhance it's brand image within its loyal consumer base as well as create new relationships with a new generation of loyal customers
- Have a direct interaction with over 20,000 concert attendees who make up the top three your company's consumer groups in the United States
- Your company will be able to increase its brand awareness among the second largest African American consumer group in the United States with a buying power of over 86 billion dollars
- Publicity / Media coverage with extended exposure and visibility will increase your company's market shares from a new untapped consumer group



# Marketing Campaign

## NATIONAL CAMPAIGN

- SWAC HBCU ALUMNI: EMAIL BLAST **75 THOUSAND EMAILS** | **70,000 UNDERGRAD EMAILS**



### LOCAL CAMPAIGN

- 200,000 FACEBOOK AD IMPRESSIONS
- 800,000 IG IMPRESSIONS

### LOCAL MEDIA COVERAGE



### HBCU RADIO STATIONS

- TEXAS SOUTHERN - KTSU 909 FM
- PRAIRIE VIEW - KPVO 913 FM

### URBAN INTERNET RADIO

- POWER HITS 281 (HOUSTON)
- 1025 (LAKE CHARLES)
- 600 WVOG (NEW ORLEANS)
- SMASH 925 (HOUSTON)

### PRINT MEDIA

- HBCU CONNECT
- BLACK ENTERPRISE



## 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 TASTE OF SOUL-HOUSTON FOOD & MUSIC FESTIVAL
- INFOMERCIAL DISPLAYED PM 2 MONITORS (10X 30) - ONSTAGE INTERVIEW -ALL 3 DAYS
- 10 VIP ALL ACCESS BACK STAGE PASSES- CABANA SET UP 5 TOP SHELF BOTTLES - BOTTLE SERVICE LIAISON- ALL 3 DAYS
- 10 PARKING PASSES - ALL 3 DAYS
- 10 VIP SPECIAL GIFT BAGS
- COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE TOSH AND REMAINING OF THE 2020 YEAR
- YOUR COMPANY'S WILL HAVE (10X20) OUTDOOR BOOTHS TO SELL / PROMOTE YOUR PRODUCTS OR SERVICES
- 30 SECOND COMMERCIAL WILL BE BROADCAST DURING THE TOSH- ALL 3 DAYS
- 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 TASTE OF SOUL-HOUSTON FOOD & MUSIC 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 TOSH GIFT BAGS
- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE TOSH AND REMAINING OF THE 2023 YEAR.
- YOUR COMPANY'S WILL HAVE (10X20) OUTDOOR BOOTHS TO SELL / PROMOTE YOUR PRODUCTS OR SERVICES.
- 30 SECOND COMMERCIAL WILL BE BROADCAST DURING THE TOSH.
- WE ARE ABLE TO CUSTOMIZE A PLAN TO FIT YOUR ORGANIZATION NEEDS



# Silver Sponsorship Level

\$20,000 Investment

## Exclusive Features

SILVER  
SPONSOR

- YOUR COMPANY WILL BE RECOGNIZED AS AN OFFICIAL SPONSOR OF THE SIN CITY RIOT 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 CHMF SWAG BAGS
- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE SCRF AND REMAINING OF THE 2023 YEAR
- YOUR COMPANY'S WILL HAVE (10X20) OUTDOOR BOOTHS TO SELL / PROMOTE YOUR PRODUCTS OR SERVICES
- 30 SECOND COMMERCIAL WILL BE BROADCAST DURING THE SCRF.



# Name Drink Sponsor Limited

**\$15,000 INVESTMENT**

## **STANDARD FEATURES**



- YOUR COMPANY WILL BE RECOGNIZED AS AN OFFICIAL SPONSOR OF THE TASTE OF SOUL MUSIC & FOOD FESTIVAL
- YOUR COMPANY'S NAME AND LOGO WILL BE INCLUDED ON ALL MARKETING MATERIALS, PRESS RELEASE, RADIO AND PRINT PROMOTION
- 6 VIP ALL ACCESS BACK STAGE PASSES- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE TOSH AND REMAINING OF THE 2023.
- YOUR COMPANY'S WILL HAVE (10X20 ) OUTDOOR BOOTHS TO SELL / PROMOTE YOUR PRODUCTS OR SERVICES
- 30 SECOND COMMERCIAL WILL BE BROADCAST DURING THE TOSH-
- 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 Taste of Soul-Houston Food & 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.**







## **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 TASTE OF SOUL - HOUSTON FOOD & MUSIC FESTIVAL
- 4 VIP ALL ACCESS BACK STAGE PASSES- CABANA SET UP 2 TOP SHELF BOTTLES - BOTTLE SERVICE LIAISON-
- 2 PARKING PASSES
- YOUR COMPANY'S NAME AND LOGO HYPERLINK ON COMPANY WEBSITE 30 DAYS BEFORE THE TOSH AND REMAINING OF THE 2020 YEAR
- YOUR COMPANY'S WILL HAVE (10X20) OUTDOOR BOOTHS TO SELL / PROMOTE YOUR PRODUCTS OR SERVICES
- 30 SECOND COMMERCIAL WILL BE BROADCAST DURING THE TOSH-
- WE ARE ABLE TO CUSTOMIZE A PLAN TO FIT YOUR ORGANIZATION NEEDS





## Official Merchandise Sponsor

Investment \$2,000

Want to ensure that the maximum number of concert attendees encounter your brand or logo being a Taste of Soul-Houston Food & Music 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, gift bags and HBCU Expo bags. Thousands of concert goers will be wearing your company's logo while walking around the HUMF. 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-ent.com](mailto:info@conglom-ent.com) and allow us to custom tailor an opportunity for you.





## 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 a untapped market Produce new sales or encourage trail with the opportunity to sell or distribute sample on site .

### Small Business Premier

#### **\$3,000 Investment**

- 5 General admission tickets
- On stage advertisement announcements
- Your company's hyperlink on the HUMF website
- Signage within the Festival venue and night location
- Exhibition space (10 x 10) in the HUMF
- 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 HUMF website
- Exhibition space (10 x 10) in the HUMF
- Signage within the Festival venue
- We are able to customize a plan to fit your organizations needs







CONGLOM ENTERTAINMENT

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## CONTACT

**Sales & Marketing**

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**Email**

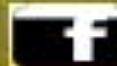
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**Conglomerate Entertainment US**



**@CONGLOMERATEE**