

CE CONGLOM ENTERTAINMENT

FOOD & MUSIC FESTIVAL
TASTE OF SOUL
Houston



SEPTEMBER 7TH - 8TH 2024

SPONSORSHIP GUIDE

ABOUT US



Conglom Entertainment is an American events promotion company based in Houston TX. Founded in 2002 as part of the Southern Division of Conglomerate Entertainment Inc.

Our Mission is to create a unique live stage event experience. Our core business is producing, marketing and selling live stage production on a national platform . Our mission comprises of three key elements.

Integrity, Respect, and Responsibility

HOUSTON TASTE OF SOUL FOOD & MUSIC FESTIVAL



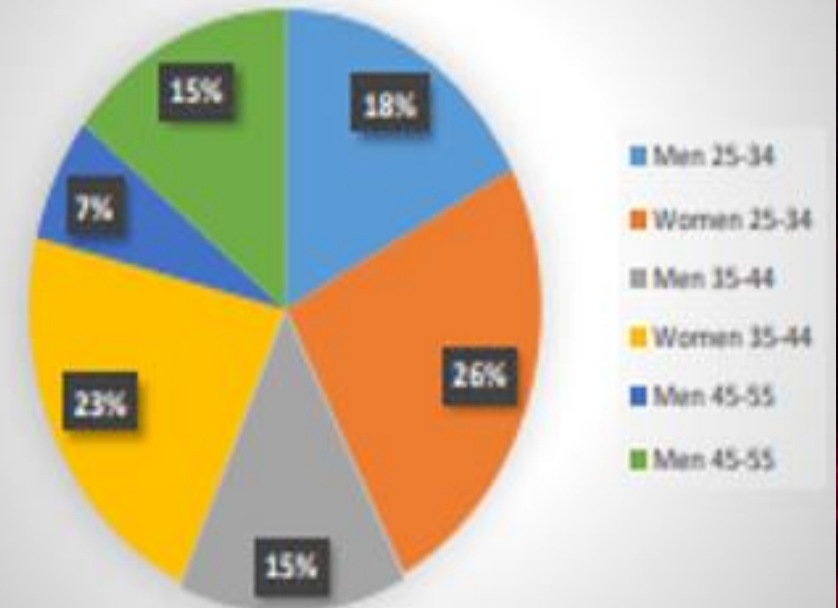
Thank you for your interest in the 2024 Houston Taste of Soul Food & Music Festival. The festival will be held at Crown Festival Park will in Sugarland Texas on Sept 7th - 8th 2024. We are projecting 40,000 people in total attendance . The Houston Taste of Soul will showcase over one hundred food and 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.

ABOUT OUR AUDIENCE

- 47% OF ATTENDEES ARE WOMEN AGES 25-55
- 24 % OF ATTENDEES ARE MALES AGES 25-55
- 20% OF ATTENDEES ARE WOMEN AGES 20-24
- 9% OF ATTENDEES ARE MEN AGES 20-24

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- ADVERAGE HOUSEHOLD INCOME IS \$62,000
 - 23% OF ATTENDEES MAKE OVER \$85,000
 - 48% OF ATTENDEES HAVE PARTICPATED IN OUR EVENTS IN THE PAST TWO YEARS.
 - 60% OF ATTENDEES ARE COLLEGE EDUCATED.
 - 65% OF ATTENDEES ARE WOMEN
 - 76% HAVE 2 OR MORE CHILDREN LIVING AT HOME
 - 65% OF ATTENDEES OWN IPHONE SMART PHONE

ATTENDEE AGE BREAKDOWN



IN THE NEXT 18 MONTHS



● 26% PLAN ON OWNING / STARTING A NEW BUSINESS

● 22% WILL APPLY FOR A NEW CREDIT CARD

● 82% WILL TAKE A VACATION

● 37 % WILL TRAVEL OUTSIDE OF THE US

● 39 % WILL BUY A NEW HOME

● 65% PLAN TO CHANGE HEALTH INSURANCE PLANS

● 79% WILL SWITCH THEIR CELL PHONE PROVIDERS

● 62% PLAN TO PURSUE CONTINUING EDUCATION

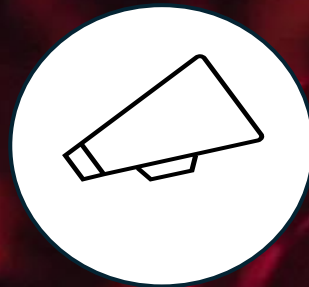
● 24% WILL ABUY NEW OR USED CAR

● 37% WILL CHANGE JOBS

OUR AUDIENCE IS RESPONSIVE



Our open rate on emails sent to our database is typically 34% with a click through rate of 15%.



When asked if our attendees would change a purchase based on sponsorship of the event, 87% of them said they would.



Not only does our audience want to hear from us but they want to know who we are working with (companies just like yours).

LET'S GET SOCIAL & DIGITAL

NEWS MEDIA
IMPRESSIONS

200

MILLION

SOCIAL MEDIA
REACH

40

MILLION

ATTENDANCE
2 DAYS

40K

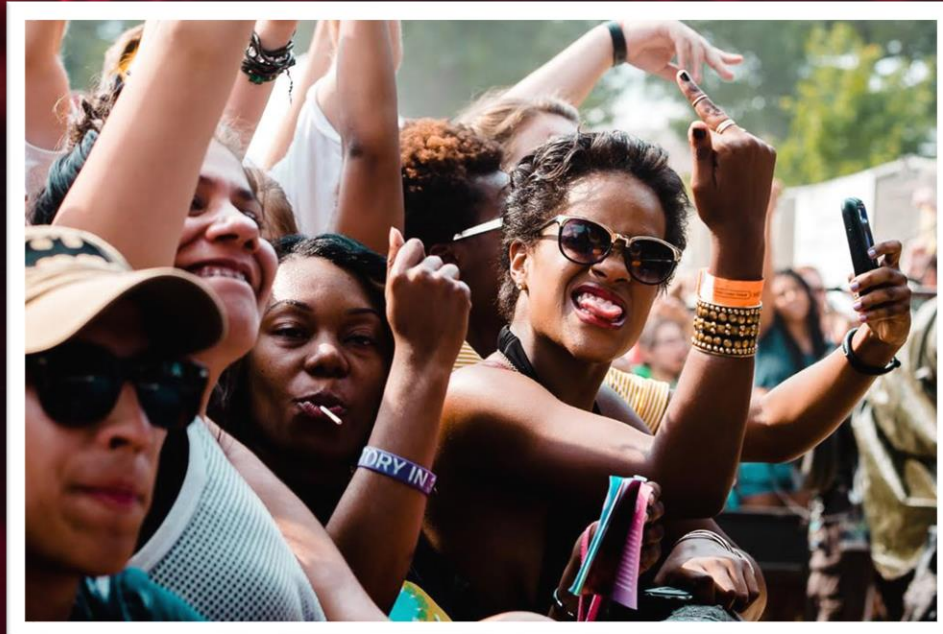
MEDIA PARTNERS

Majic
102.1

FOX 26
HOUSTON

Comcast
xfinity

97.9
THE BOY



CONGLOM LIVE EVENT

STRATEGY & CREATIVITY

We take a nontraditional role in developing 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

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BRAND CONTENT

Be part of the story that Conglom Live experience are among the most highly anticipated events in customers lives, creating countless possibilities to tell stories your client base will seek out. Let us place your brand at the center of every story

STATEGIC FITS

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ACTIVITIES



There's an incredible halo effect for brands that include live music benefits in their loyalty programs. With live music, brands can create compelling and shareable storytelling opportunities, which can help them attract new audiences while demonstrating their relevance to fans.

2024 fan experience activities:

- Beer House
- Massage / Tatoo tents
- Silent Party
- New Music Experience
- VIP Lunch Day Party
- Vibe Lounge
- Gbar Apparel merchant shop
- Vibe Playground
- Fan Zone
- Charging Zone

TESTIMONIALS

“We were elated to be part of the Hartford City Limits Festival For a small business the Hartford City Limits provided an extraordinary platform to meet new clients and reach the community. We are certainly looking for to the 2024”

James L. Jones President- TKT Financial Group LLC

“Fantastic event where vendors was able to meet and with engaged buyer.”

Vanda Cross Owner - Tuesday Treats

“M. John & Associates has been a partner of Conglom Entertainment’s Live events for the three years. Conglom Entertainment outdoor events is a vital resource in generating custom leads.”

Shaughn John –Owner M. John Associates LLC



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 outlets can.

Our marketing team harnesses the power of the live experience to help more than 100 brands 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. Enhancing the fan experience while moving the music culture forward.

Everything we do is customize. Tell us more about your sales and marketing goals.

Get in touch and let's talk about ways we can work together.

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