



July 17-19
MIAMI FL

ABOUT US



Conglom Entertainment serves as the official Southern entertainment division of **Barber Group Enterprises**, with a mission to create corporate networking and social opportunities for urban professionals in the Greater Houston, Philadelphia, and Connecticut regions.

By 2009, shifts in the professional networking landscape—particularly the oversaturation of the First Friday marketing space—prompted Conglom Entertainment to pivot. To maintain its relevance and continue delivering value to its loyal audience, the company transitioned toward offering more exclusive, content-driven experiences.

Integrity, Respect, and Responsibility

CARIBBEAN RIDDEMS MUSIC FESTIVAL



Conglom Entertainment is proud to introduce the Florida edition of 2026 Caribbean Riddems Music Festival as part of its summer festival series!

The festival will take place from July 17th -19th, at the Maimi Dade County Fair Grounds.

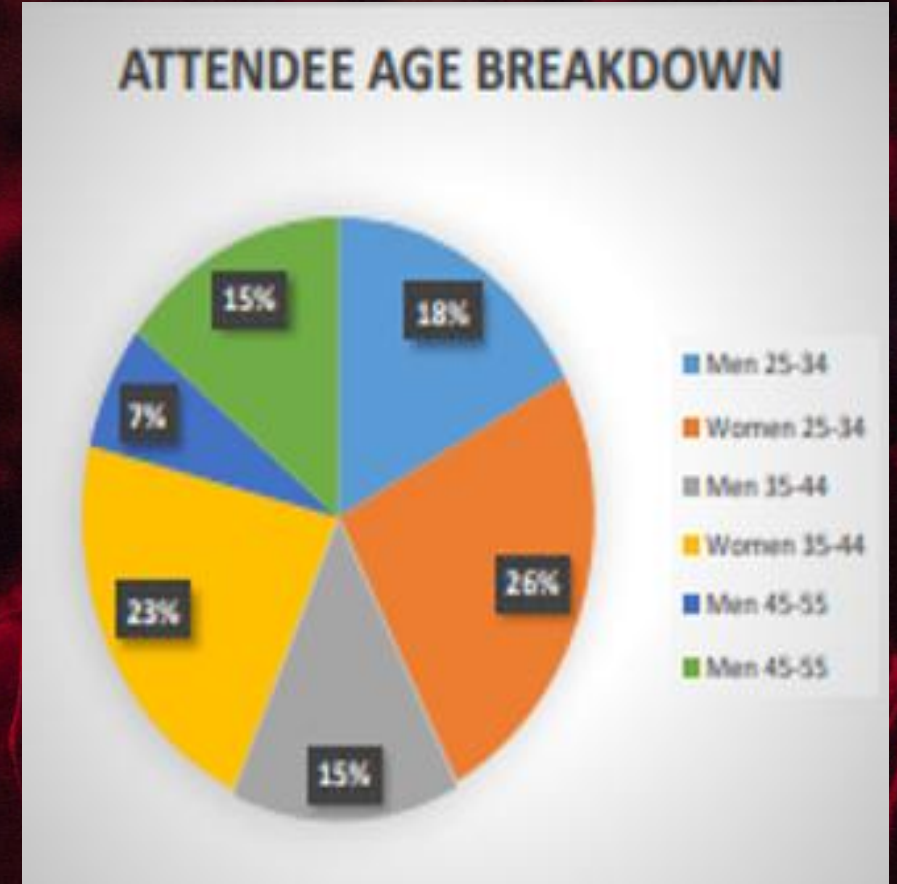
We are expecting 40,000 attendees per day, totaling 120,000 people over the three-day event.

The Caribbean Riddems Music Festival will showcase vibrant Caribbean culture through unique treasures, delicious cuisine, and live performances by a diverse lineup of artists in reggae, soca, and dancehall **music**.

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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- AVERAGE HOUSEHOLD INCOME IS \$62,000
 - 23% OF ATTENDEES MAKE OVER \$85,000
 - 48% OF ATTENDEES HAVE PARTICIPATED 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



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

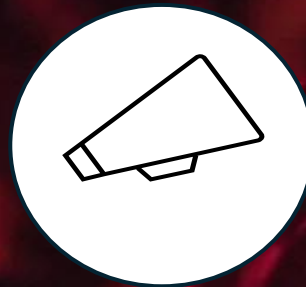
- 24% WILL A BUY NEW OR USED CAR

- 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

SOCIAL MEDIA CAMPAIGN WILL FOCUS ON MIAMI, TAMPA AND ORLANDO MARKETS

NEWS MEDIA
IMPRESSIONS

200⁰⁰

MILLION

SOCIAL MEDIA
REACH

40

MILLION

ATTENDANCE
3 DAYS

75K



MEDIA PARTNERS

comcast
xfinity

MIAMI-DADE
COUNTY



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

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.

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

STRATEGIC FITS

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

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

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TESTIMONIALS

“We were elated to be part of the Houston Heart & Soul Festival For a small business the Heart & Soul Festival provided an extraordinary platform to meet new clients and reach the community. We are certainly looking forward to the 2025”

James L. Jones President- TKT Financial Group LLC

“Fantastic event where vendors were 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 custom. Tell us more about your sales and marketing goals”

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

Corporate Partnership
info@conglom-ent.com
346.333.0284
www.conglom-ent.com

