



BEACH BASH CONCERTS

**JULY 18TH – 20TH
GALVESTON, TX**

We are Conglom Entertainment

Conglom Entertainment is an American events promotion company based in Houston TX. created in 2002 by Guy Barber as part of the Southern Division of Conglomerate Entertainment Group Enterprise Inc. The company was formed to address an under served and highly ignored market for urban professional. In 2008 Conglom Entertainment was rebranded to provide live concerts events on a national bases.

Mission

Conglom Entertainment's mission is to create a unique live stage event experience. Our core business is producing, marketing, and selling live stage productions on a national platform. Conglomerate's mission is comprised of three key elements

– Integrity , Respect, and Responsibility.



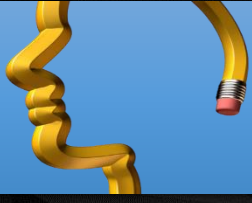
WELCOME

THE 2024 CONGLOM FEST BEACH BASH CONCERTS



Thank you for taking the time to review this sponsorship proposal for the 2024 The first annual ConglomFest Beach Bash will be focus on creating opportunities for small area business to connected to concert attendees. The new concert venue will be located at East Beach Galveston TX. ConglomFest will be held on July 18th -20th . ConglomFest is a two - day event that will attract thousands of attendees from all over the Gulf Coast area and throughout all regions of the United States. The festival will include a line up of R&B, Hp Hbp, and Dance Hall performers

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 brand 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 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.





AUDIENCE - DEMOGRAPHICS - IMPRESSIONS



80 Million - News & Media

10 Million - Social Media Reach



DEMOGRAPHICS BREAKDOWN

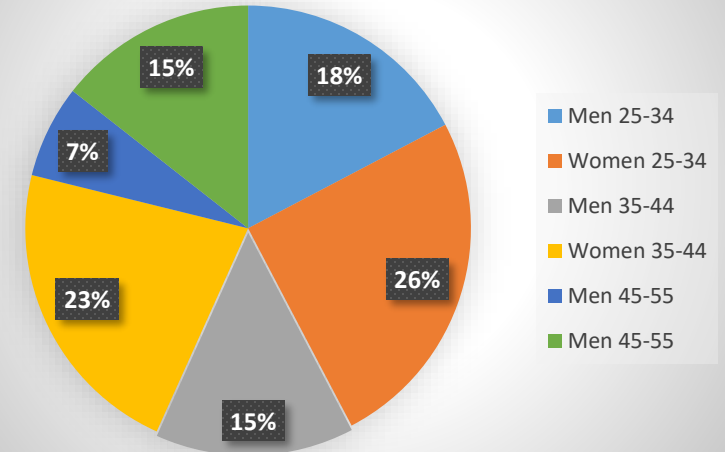
65% - WOMEN ATTENDEES

60% - COLLEGE EDUCATED ATTENDEES

OVER 30,000 HIGH SCHOOL STUDENTS

HOUSEHOLD INCOME MEDIAN \$62K

ATTENDEE AGE BREAKDOWN



ATTENDEE
MEDIAN
AGE

26

2022 FESTIVAL PROJECTIONS

Demographic

Audience & Impressions

Median HHI \$62,000

Median Age Range 20-55

60% of attendees are college educated

65 % of attendees are women

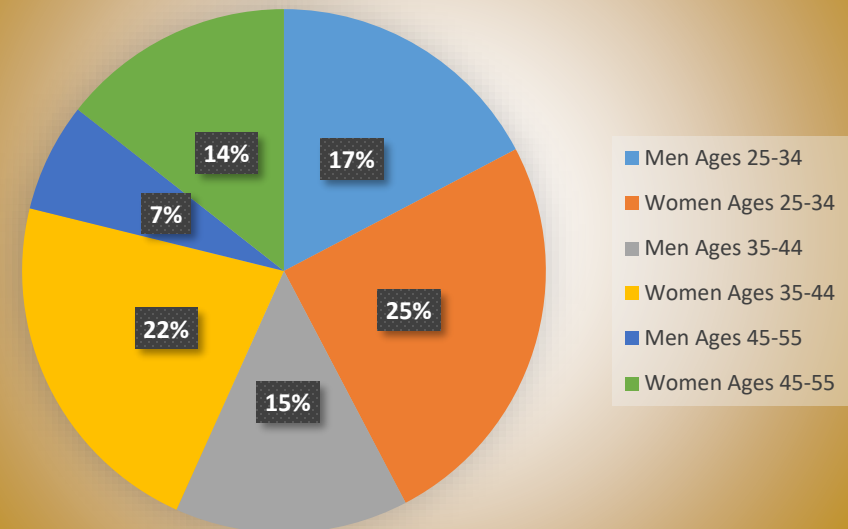


**70 Million
News & Media**



**100 Million
Social Media**

By Gender/ Age



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MARKETING CAMPAIGN

Urban Internet Radio

- Power Hits 281 (Houston)

- Smash 92.5 Local Media Coverage (Houston)



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



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 outlet can.

Our marketing team harnesses the power of the live experience to help more than 100 brand 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 enhance the fan experience and move music culture forward.



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