



CE CONGLOM
ENTERTAINMENT

SPONSORSHIP GUIDE



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.



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.

LIVE EVENT SPONSORSHIPS OFFERS

Live music is one of the last remaining advertising elements that can encompass a receptive audience and your company's brand.

1. Our commitment to brand placement 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 Hartford City Limits 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.
2. Have a direct interaction with over 50,000 concert attendees who make up the top five consumer base groups in the United States.
3. As a sponsor of Hartford City Limits Music Festival 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. .

A 2019 survey done by AEG & Mimentum World Wide states: 93% of festival goers surveyed said that they liked the brands that sponsored such events and that 80% said they are likely to purchase a product after having had the music experience. This survey also found that 37% of the festival attendees had a better overall perception of a company as a result of its brand integration in the festival.

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.

CONGLOM *LIVE* EFFECT



DIGITAL & SOCIAL MEDIA

Conglomerate Entertainment offers standard and custom ad opportunities across screens for both displays and video, across our operates sites. From direct buys to programmatic our offering is strategically deployed on behalf of brands to reach the right audience at the right time making an impact where and when it matters most.



PUBLIC RELATIONS

From messaging and positioning, to media relations and measurement, Conglomerate's marketing team designs compelling communication strategies to help brands build reputation around the unforgettable experiences they create for live music fans.



IMPACT MEASUREMENTS

Online tools allow for the analysis of larger quantities of data and therefore constitute an appropriate method with all of these metrics. It is essential to track changes before and after a Conglomerate sponsored event for a particular promotion.

Marketing Benefits



Our music festival offers numerous benefits other than serving as a means to display social responsibility. A sponsorship partnership with Conglomerate 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.

KEY FACTS



1. Brand sponsorship would allow smaller company's who on the norm are outspent by their competitor a way of leveling out the field
2. Event sponsorship provides an opportunity to let potential customers experience what your business has to offer.
3. Positive publicity from print and electronic media helps increase the visibility of your company's products and services. Your brand will benefit from media coverage that otherwise could be prohibitively expensive.
4. By supporting events that are likely to attract your target market, you improve your company's image and standing in the community. You have the opportunity to engage with a larger segment of your target market and interact with business and community leaders. Event sponsorships are an excellent way to network and form relationships.

2024 FESTIVAL PROJECTIONS

Demographic

Audience & Impressions



**70 Million
News & Media**



**100 Million
Social Media**

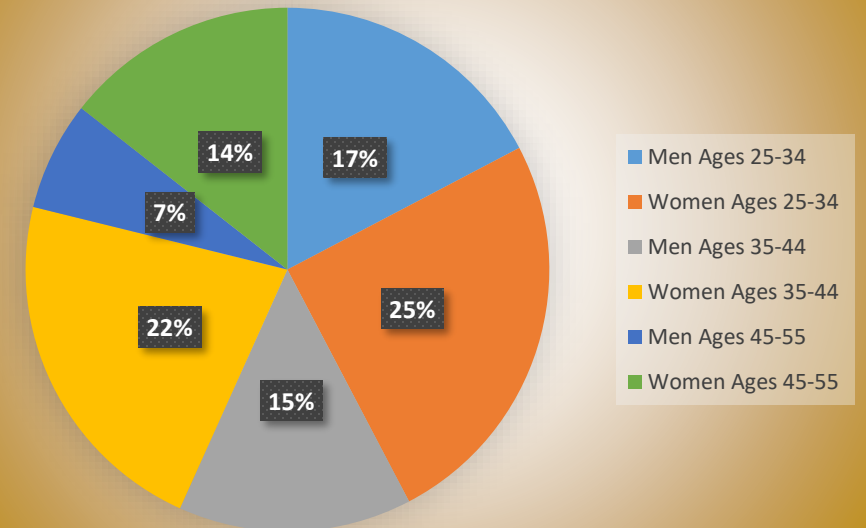
Median HHI \$62,000

Median Age Range 20-55

60% of attendees are college educated

65 % of attendees are women

By Gender/ Age





FESTIVALS & VENUE

- HARTFORD CITY LIMITS FESTIVAL
- HOUSTON RENAISSANCE FEST
- OUR BLOCK MUSIC FEST – DALLAS
- OUR BLOCK MUSIC FEST – DC
- HOUSTON TASTE OF SOUL
- CONGLOM FEST
- CARIBBEAN RIDDEMS MUSIC FEST
- SIN CITY RIOT FEST

860 JAZZ CAFÉ CONCERT HALL

THE CONGLOM EFFECT

2024 Markets

Texas – Houston, Dallas, Austin
Washington, DC
Connecticut – Hartford, Bridgeport
Nevada- Las Vegas

2026 Markets

NC- Raleigh
WA- Seattle
IL- Chicago
LA-New Orleans
TN- Nashville, Memphis
MI-Detroit
AZ-Glendale
OK – Oklahoma
OH- Cincinnati,
Columbus
TX-San Antonio
CA –Inglewood

2025 Markets

MA - Boston
FL - Tampa, Miami, Jacksonville
LA-New Orleans
GA - Atlanta
NY - NYC, Buffalo
DC - District of Columbia
PA - Philadelphia, Pittsburgh
NJ - Meadowlands
CA - Oakland, San Diego
NC - Charlotte

International
CN - Toronto
BS - Nassau

CE



SPONSORSHIP LEVELS

The National Sponsorship Investment is customed crafted to meet our partners goals, and target markets.



LOCAL:

Small businesses that want to target their local city, and states.

TRI STATE:

The Tri-state investment level allows partners who target markets share a connected economy and geography: NY Metropolitan -NY, NJ, CT • Phila Metropolitan -PA ,NJ, DE• Boston Metropolitan MA,RI,CT• Pittsburgh tri state- PA,OH,WV• Minisink tri state – NY, Sussex County, New Jersey, Pike County • Cincinnati metropolitan –OH,KY, IN • Chicago tri state- Chicagoland, Northwest Indiana and southeast Wisconsin • DMV- DC, MD, VA

REGIONAL:

The regional marketing investment level allows partners to target states in the five regions of the United States: Northeast • Southwest • Southeast • Midwest • West

NATIONAL:

Marketing that will target major markets across the United States.

CE CONGLOM ENTERTAINMENT

Create your Own Sponsorship Opportunity

Do you have a great idea that will help promote your business but you don't see it listed?
Contact us at info@conglom-ent.com and allow us to custom tailor an opportunity for you.