



THE BRANDED COLLEGE FIELD HOUSE

CONCERT TOUR

*The Ultimate
Gen-Z
&
Millennial
Engagement & Loyalty
Activation Platform*





THE BRANDED COLLEGE FIELD HOUSE

CONCERT TOUR

200 Million
Consumer
Impressions

- *Omni-Channel Messaging*
- *Tent-Pole Events*
- *Tech Integration*



THE BRANDED COLLEGE FIELD HOUSE

CONCERT TOUR

A Relationship With The College Field House Concert Tour Provides

Enhanced Brand Relevance

On-Campus Involvement

Sales Channel Support

Major Account Management

Enhanced Social Media Presence

Unparalleled CRM Integration



THE BRANDED COLLEGE FIELD HOUSE

CONCERT TOUR

The College Field House Concert Tour Customized Brand Platforms Include

On-Campus Activations

Unique VIP Hospitality Opportunities

Tagging Of All Social Media & Signage

Omni-Channel Mobile Marketing

Consumer Activation at Retail & Online

Traditional PR & Advertising

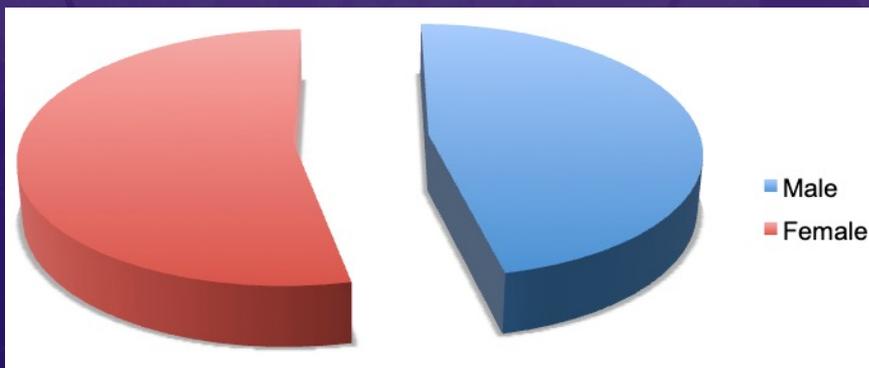


THE BRANDED COLLEGE FIELD HOUSE

CONCERT TOUR

Demographics

- 54% Female
- 46% Male



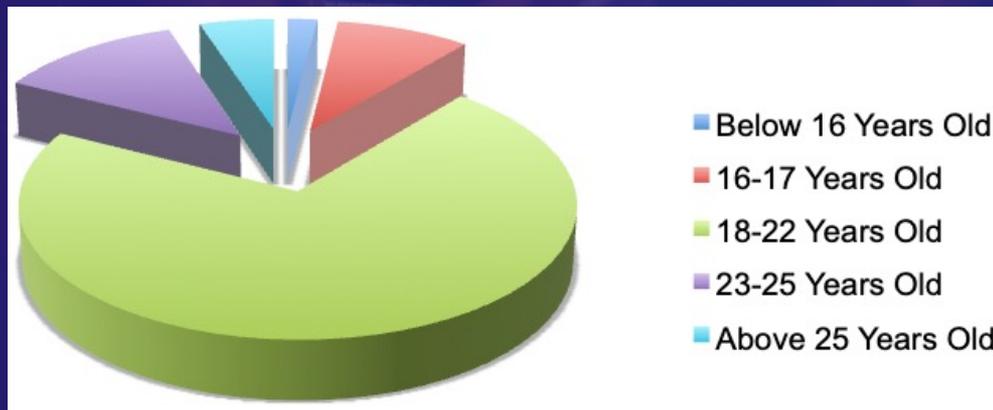


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Demographics

- 2.0% < 16 Years Old
- 9.0% : 16-17 Years Old
- 71.5% : 18-22 Years Old
- 12.5% : 23-25 Years Old
- 5.0% > 25 Years Old



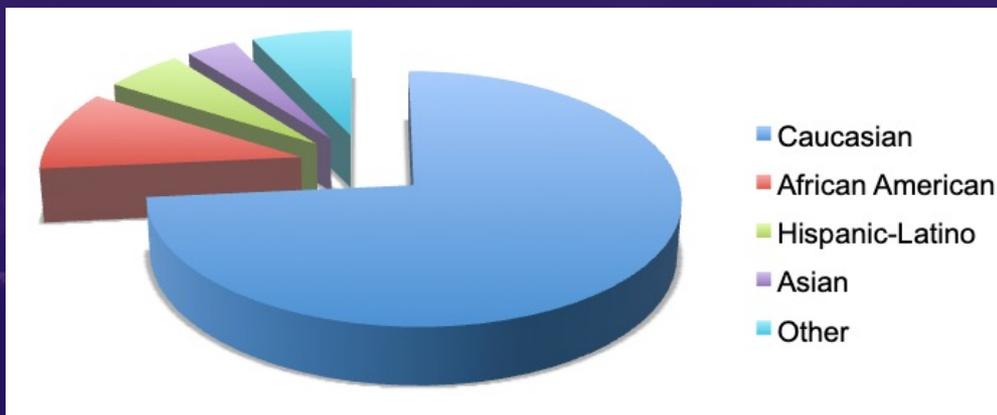


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Demographics

- 73.5% Caucasian
- 10.5% African American
- 5.5% Hispanic-Latino
- 3.5% Asian
- 7.0% Other



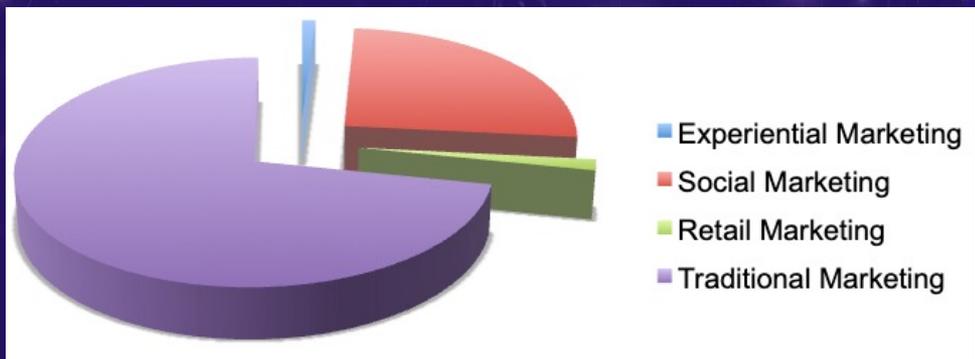


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CONCERT TOUR

Gen-Z & Millennial Impressions

- Experiential : 742,000
- Social : 18,564,000
- Retail : 1,134,000
- Traditional : 52,024,000





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CONCERT TOUR

Activation Opportunities

- Stage-Signage
- Vehicle Wraps
- Fraternity/Sorority Engagement
- Posters Throughout-Campus
- Social Media Initiatives & Apps
- Retailtainment On & Near Campus
- Radio Participation : Remotes, Drops, & Online
- Local Cable Television & Radio Media Buy
- Traditional Print & Online PR

ACTIVATION OPPORTUNITIES

ACTIVATION OPPORTUNITIES



THE BRANDED COLLEGE FIELD HOUSE

CONCERT TOUR

Experiential Marketing

- 1 Million Consumer Impressions
- 28 College Concert Events
- Branded Vehicles On-Campus & On-Highway
- On-Campus Activations
- Branded Vehicles
- Poster & Signage
- Fraternity & Sorority Engagement
- Creative On-Campus Initiatives





THE BRANDED COLLEGE FIELD HOUSE

CONCERT TOUR

Social Media Engagement

- 30 Million Consumer Impressions
- 28 College Concert Events
- Customized Social Media Campaigns
- Artists, Record Labels, & Street Team Support
- Technology Acceleration
- Venue, Campus, Radio, & Community Support
 - Social Media FB/TW/Inst Imps.
 - Radio Posts & Banners
 - Fraternities/Sororities



THE BRANDED COLLEGE FIELD HOUSE

CONCERT TOUR

Consumer Retail Activation

- 3 Million Consumer Impressions
- 28 College Concert Events
- Opening Act In-Store Performance/Retailtainment
- Opening Act In-Store Meet & Greets
- Radio Participation With Remote Broadcasts
- Exclusive Merch & Online Content from Openers
- 210,000 Retail Venue Impressions
- 168,000 Branded Vehicle Impressions
- 756,000 Impressions via Radio Promos



THE BRANDED COLLEGE FIELD HOUSE

CONCERT TOUR

Traditional Marketing & PR

- 170 Million Consumer Impressions
- 28 College Concert Events
- Local Radio & Cable Television
- Print, FSI, Community, & Regional Promotion
- PR via Print, Media, & Online
- College Print & Online Publications
- Radio Spots
- PR Pick-Ups
- School PR



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200 Million Consumer Impressions

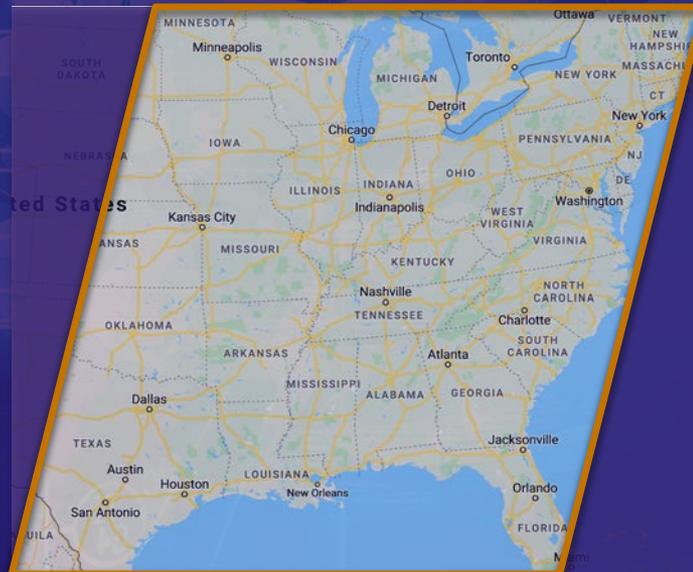
- Seminal Student Memories
- Student Recruitment & Retention
- The Disruptive Improvement Of On-Campus Entertainment



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CONCERT TOUR

Customizable Footprint





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CONCERT TOUR

Concert Production Experience

*We've Booked & Produced
Hundreds Of Concerts Featuring*

- Taylor Swift
- 3OH!3
- Rae Sremmurd
- The Band Perry
- We The Kings
- Big & Rich
- 3 Doors Down
- Ludacris
- Sugarland
- BOYZ II Men
- Monica
- Robert Randolph
- Train
- TobyMac
- Big Sean
- Tyler Farr
- MercyMe
- Vince Neil

... among others ...



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LET'S ROCK!!!

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