



# ***Branded College Field House Concert Tour™***



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



# 225 Million Consumer Impressions

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

*Projected CPM = \$3.<sup>10</sup>*



# 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 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**

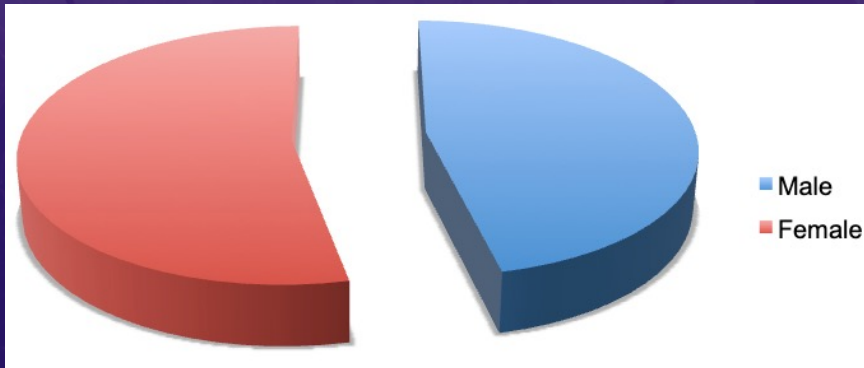
**Consumer Activation at Retail & Online**

**Traditional PR & Advertising**



# Demographics

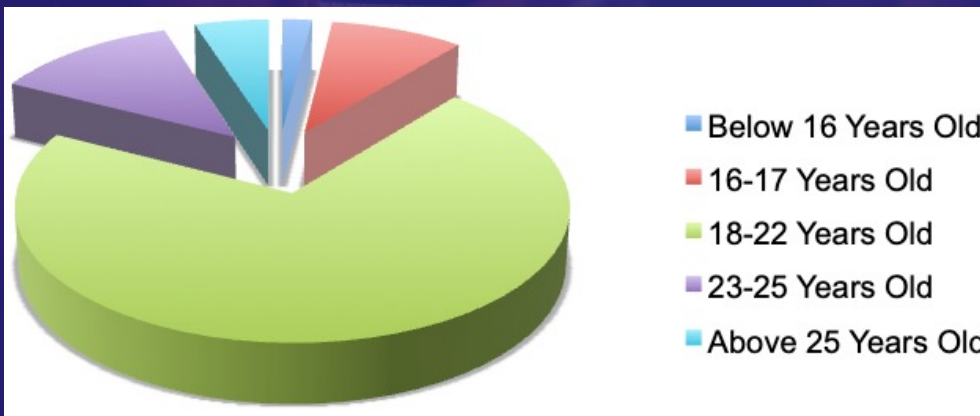
- 54% Female
- 46% Male





# Demographics

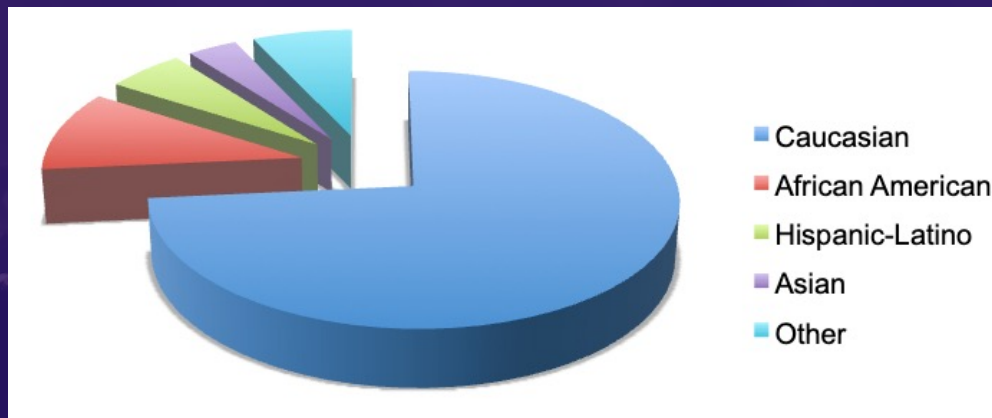
- 2.0% < 16 Years Old
- 71.5% : 18-22 Years Old
- 5.0% > 25 Years Old
- 9.0% : 16-17 Years Old
- 12.5% : 23-25 Years Old





# Demographics

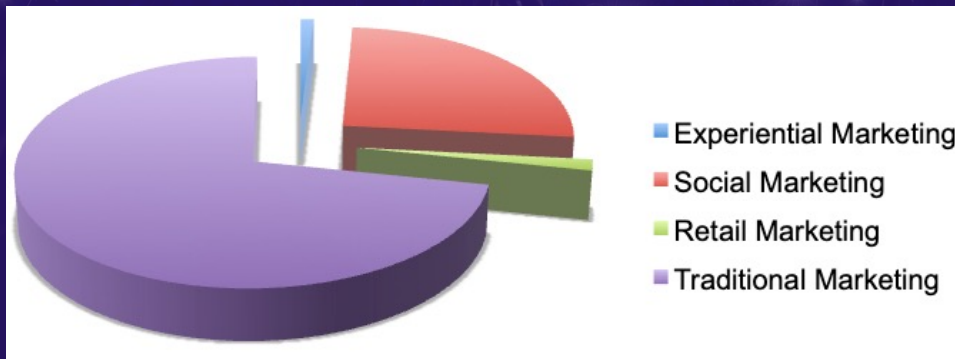
- 73.5% Caucasian
- 10.5% African American
- 5.5% Hispanic-Latino
- 3.5% Asian
- 7.0% Other





# Gen-Z & Millennial Impressions

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







# 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



# Experiential Marketing

- 752,000 Consumer Impressions
- 12 College Concert Events
- Branded Vehicles On-Campus & On-Highway
- On-Campus Activations
- Branded Vehicles
- Poster & Signage
- Fraternity & Sorority Engagement
- Creative On-Campus Initiatives





# Social Media Engagement

- 158 Million Consumer Impressions
- 12 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



# Consumer Retail Activation

- 864,000 Consumer Impressions
- 12 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
- 576,000 Retail Venue Impressions
- 72,000 Branded Vehicle Impressions
- 216,000 Impressions via Radio Promos



# Traditional Marketing & PR

- 65 Million Consumer Impressions
- 12 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



# 225 Million Consumer Impressions

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





# Customizable Footprint





# 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 ...





# *Branded College Field House Concert Tour™*



## *The Ultimate 18 – 24 Year-Old University Student Engagement & Loyalty Campaign*

Contact Pat O'Connor

(m) 610-636-5805

(e) [Pat.OConnor@POCMedia.com](mailto:Pat.OConnor@POCMedia.com)