



Mario Mason

ENTERTAINMENT

CONCERTS THAT PROVIDE MARKETING FOR YOUR BRAND



CONNECT YOUR BRAND TO

HIP-HOP AND R&B FANS WITH PURCHASING POWER

\$10 BILLION

HIP-HOP AND R&B FANS ARE A \$10 BILLION MARKET

MULTIMEDIA CAMPAIGNS

INCLUDING TELEVISION, RADIO, PRINT, AND DIGITAL PLATFORMS

EXTENDED REACH

MARKETING THROUGH A WIDE RANGE OF TRADITIONAL AND DIGITAL MEDIA PLATFORMS WILL REACH HIP-HOP AND R&B FANS WORLDWIDE

ACCESS-TO-AUDIENCE

EMAIL MARKETING, SOCIAL MEDIA, BLOGGING, VIDEO MARKETING AND PRESS RELEASES

DRIVE SALES AND TRAFFIC

GROW YOUR CUSTOMER BASE, INCREASE BRAND AWARENESS AND LOYALTY AMONG HIP-HOP AND R&B FANS TO GENERATE MORE ENGAGEMENT



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: Info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283

CONNECT YOUR BRAND TO
HIP-HOP AND R&B FANS WITH PURCHASING POWER

PROMOTING COMMUNITY AND GREAT MUSIC

MARLO MASON ENTERTAINMENT AND UNITY FEST



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: Info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283

○ **Marlo Mason Entertainment** began as an idea that founder Marlo Mason first had while hosting concerts to support homecoming activities in school. After two decades of military service, Marlo was ready to found the company and start hosting concerts.

○ Marlo hosted his **first concert** as an independent promoter in December of 2017, and it was an **instant success**.

○ The concert was **headlined** by superstar crooner and heartthrob **Keith Sweat**. During his performance, he had the sole attention of every lady in the audience of 5,000.

○ Other performers at the show included **Dru Hill** and **Doug E. Fresh**.

○ A very **strong bond** was formed from that show because of the **high-quality** support service that was provided to all of the artists and the professional sound crew.

○ The concert received **rave reviews**, and people **continue** to talk and ask about it in the Fayetteville areas and surrounding cities.

○ The mission of Marlo Mason Entertainment's **Unity Fest** is to **heal communities** in an age of division, and bring people back together again through the art of music and entertainment.

○ Invited talent to Unity Fest includes Sade and John Legend



CONCERTS THAT PROVIDE MARKETING FOR YOUR BRAND



- **Marlo Mason** is a retired Air Force Colonel with 24 years of service. He has wartime experience, and was complimented on his leadership abilities throughout his career.
- Throughout his career, Marlo always dreamt about the opportunity to host **major music concerts** and other forms of entertainment, a desire that began when he was in college assisting with homecoming concerts.
- **Marlo grew up loving music**, learning taste from his father, the late Edward R. Mason. He remembers many weekends spent listening to **music** with his father, including such artists as The Commodores, The Bar-Kays, The Jackson Five, Michael Jackson, Otis Redding, The Delfonics, Smokey Robinson, Jeffrey Osborne, and The Dells, among others.

- In today's **polarizing** and highly sensitive environment, Marlo Mason wants to use the art of **music** and entertainment as a way to bring communities back **together** and promote **unity** and **healing**.
- For Marlo, music is the **international language**: it matters not what language a song is sung in, so long as **everyone** can get up and **dance**.



GOALS FOR SPONSORS

- Educate people and organizations about your products and services
- Increase your brand awareness and loyalty
- Grow your customer base
- Drive your traffic and sales



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: Info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283

WHY PARTNER WITH MARLO MASON & THE UNITY FEST?

MEASURABLE ENGAGEMENT

Marlo Mason measures engagement and activation, creates customized campaigns, and offers on-site opportunities at live events

Reach your market: Access the \$10 billion market of hip-hop and R&B fans

Brand to the global hip-hop and R&B community

Live Events include Unity Fest

Promotional opportunities include pre-marketing, on-site, and follow-up campaigns

Interactive Contests to promote your brand

MEDIA AND EXTENDED REACH

Multi-media campaign includes television, radio, strategic alliances, videos and blogs

Online marketing campaign through a variety of media outlets

Social media presence on Facebook, Twitter, Instagram, LinkedIn, and other platforms

Email marketing and follow-up

Blogs and podcasts

Press releases and articles

Newspaper and magazine promotions

ONLINE AND DIGITAL MARKETING

Video marketing campaign

Mobile marketing

TOP 10 REASONS TO SPONSOR

1. Unity Fest is a concert that will provide measurable engagement for your brand.
2. Reach the \$10 billion hip-hop and R&B market.
3. Boost Brand Awareness and Loyalty through product placements, signage, company representatives, traditional and digital media.
4. Live Events include Unity Fest with pre-marketing, on-site opportunities and follow-up campaigns to promote your brand.
5. Access-to-Audience through email marketing, social media, videos, blogging, and mobile marketing.
6. Contests and Rewards to Provide Engagement through multimedia campaigns, including a variety of digital media.
7. Expand Your Target Audience, gaining lifelong customers in the mom and educator markets.
8. Marlo Mason as spokesperson for your brand.
9. Cause-Marketing Benefits from charitable partner UNICEF.
10. Award Presentation as you receive the "Making a Difference Award" with media and photo opportunities.



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: Info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283

SPONSOR BENEFITS

- Branding globally to hip-hop and R&B fans with purchasing power.
- Reach your target market through digital and social media marketing.
- Customized contests for maximum engagement.
- Branding to a \$10 billion market of hip-hop and R&B fans.
- Multi-media campaigns including television, radio, print, and digital platforms.
- Social media marketing through Facebook, Twitter, Instagram, and LinkedIn to an audience of thousands.
- Increase brand awareness to hip-hop and R&B fans with tremendous consumer needs.
- Unity Fest, a major concert to bring people and communities together.
- Interactive benefits: Name attached to promotions, articles, and marketing.
- Email marketing to loyal people in the community.
- Enhance your cause-related marketing and humanitarian image through charitable partner UNICEF.
- Advertising includes a variety of highly engaging digital media.
- Hyperlink, logo and message on official website.
- Logo inclusion in signage and posters.
- Dedicated campaigns with pre-marketing and follow-up promotion.
- Option to provide prize giveaways.



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283

ULTIMATE MARKETING PLAN

- Audience age range is 18-44.
- Middle-class education: some have four-year-degrees.
- R&B and hip-hop are responsible for 24.5% of all music consumption in the U.S.
- R&B and hip-hop accounted for 14.6% of total album sales, 20.8% of digital song sales, and 29.1% of total on-demand streams in 2017.
- The audience is slightly more women than men.
- Diverse: 46% African-American, 25% Hispanic, and 29% Caucasian, Biracial, or Asian.



DEMOGRAPHICS OF CHARLOTTE, NORTH CAROLINA

- Population 2.5 million
- 17th largest U.S. city
- 9th fastest growing city in the U.S.
- Largest city in the Carolinas
- 7.8 million people live within a 100-mile radius of Charlotte



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: Info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283

ULTIMATE MARKETING PLAN

- Customized interactive contests.
- Social media marketing through Facebook, Twitter, Instagram, and LinkedIn.
- Email marketing to loyal fans.
- Video marketing.
- Blogs.
- Mobile marketing.
- Webinars.
- Online marketing.
- Newspaper and magazine articles.
- Press releases and articles.
- Radio interviews, advertising and speaking.
- Television appearances.



CHARITABLE PARTNER: UNICEF

UNICEF-The United Nations Children's Fund (UNICEF) is a United Nations program headquartered in New York City that provides humanitarian and developmental assistance to children and mothers in developing countries. It is a member of the United Nations Development Group. UNICEF's commitment is to promote the rights and wellbeing of every child, in everything the organization does. UNICEF and its partners work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283

TESTIMONIALS



"The best concert that I have ever been to or have been a part of, and I have been around music for a long, long time. Job very well-done!"
John Monds, Nationally Syndicated and major award-winning radio host, host of "Love and R&B."



"Keith Sweat, Dru Hill & Doug E Fresh Reminisce Tour was the concert of the year. This show had to be one of the best shows I've ever attended. Dru Hill hit the stage with high energy and proved they were still the real deal. Doug E Fresh, the first original beat-boxing hip-hop artist came out and gave an electrifying performance. The entire show was amazing put on by David Mason of Marlo Mason Entertainment. I give Marlo Mason Entertainment 5 Stars for putting on such a professional, successful and classy event."
Doris McLamb, Raleigh, North Carolina



"This show was hot, hot and HOT!!! Fire baby!!! Great turnout but cool enough you felt like you were a vital part of the show! I loved the way every performer took their time and had plenty of performance time that the fans got to enjoy everyone. Had to be marked a success by Marlo Mason Entertainment and I am a sure follower for the next event!! Thank You!!!"
Joseph McLamb, Goldsboro, North Carolina



All I can say is "Epic" and "memorable". It was the best concert I've attended in a long time. The venue was nice and comfortable. The opening acts were as good as the headliner. It was non-stop fun with my family. We had the most awesome time. I can't wait to attend another show promoted by Dave."
Angela McNeil, Fayetteville, North Carolina



"I have been to a lot of shows in my lifetime and this was one of the most satisfactory shows I have attended. I had a great evening as did the fellows who attended this show with me. Marlo Mason you did your thing and we are proud of you and we all look forward to seeing you the next show!!!"
Ronnie Marable, Clinton, North Carolina



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283

PSYCHOGRAPHICS OF HIP-HOP AND R&B FANS WITH PURCHASING POWER

- They love the music: hip-hop and R&B albums and singles are some of the most in-demand.
- They listen to the radio as well as relying on YouTube, Pandora, and Facebook to find new music.
- They spend 35% more on music than the typical U.S. consumer.
- The difference comes from their higher rate of attendance at festivals and club events
- For them, music is not a solitary endeavor, but rather a social experience best enjoyed with others.



ADVISORY BOARD



Tim Hair has been performing as a Tim McGraw Tribute Artist for the past 10 years. I have had the opportunity to double For Tim at venues in Raleigh NC and Charlotte North Carolina.



John Monds has hosted several nationally-syndicated radio programs, including The U.S.A. Music Magazine and Reflections. He is currently the host of the evening show "Love and R&B."



Linda Hollander has been featured by Inc. and Entrepreneur Magazines as the leading expert on corporate sponsorship. She is the CEO of Sponsor Concierge, founder of the Sponsor Secrets Seminar and the author of Corporate Sponsorship in 3 Easy Steps. She is the winner of the Caught in the Act of Excellence Award.



Erick K. Rogers



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: Info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283

TESTIMONIALS

The Unity Fest gives sponsors a unique opportunity to connect to moms and educators with purchasing power. The following packages are guidelines and a customized program will be created for each sponsor. All sponsors receive a detailed sponsorship report.

Sponsorship Level	Investment	Benefits	Year-Long Multi-Benefits Packages
Presenting Sponsor	\$100,000 per year	Naming Rights Product Placement International Platform Branding to Audience Visibility Exposure Impressions Connections Engagement Contest Media Surveys Spokesperson's Benefits Dedicated Campaigns	All the benefits of the Unity Sponsor plus: <ul style="list-style-type: none"> • Naming rights as official presenting sponsor of Unity Fest • National platform through web branding, speaking, contests, and traditional media • International platforms • Multimedia national and local campaigns include television, radio, print, and digital platforms • Satellite tours • Dedicated press releases promoting your brand • Access to database • Dedicated follow-up campaign • Owned areas
Unity Sponsor	\$50,000 per year	Visibility Exposure Impressions Connections Engagement Contest Media Surveys Spokesperson's Benefits Award Presentation	All the benefits of the Tempo Sponsor plus: <ul style="list-style-type: none"> • Inclusion in marketing campaign which includes email, videos, blogs, mobile, and social media • Dedicated campaigns with pre-marketing and follow-up promotion • "Making a Difference Award" will be presented to sponsor with media and photo opportunities • Name on blogs • Option to provide prize giveaways • Marlo Mason as spokesperson for your brand • Live event sponsor mentions



Marlo Mason
 5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
 Email: Info@marlo-mason-entertainment.com
 Web: marlo-mason-entertainment.com
 (703) 462-0283

SPONSORSHIP: YEAR-LONG MULTI-BENEFITS PACKAGES (CONTINUED)

The Unity Fest gives sponsors a unique opportunity to connect to moms and educators with purchasing power. The following packages are guidelines and a customized program will be created for each sponsor. All sponsors receive a detailed sponsorship report.

Sponsorship Level	Investment	Benefits	Year-Long Multi-Benefits Packages
Tempo Sponsor	\$25,000 per year	Visibility Exposure Impressions Connections Engagement Contest Surveys Speaking Opportunities	All the benefits of the Rhythm Sponsor plus: <ul style="list-style-type: none">• Branding on a national resource list• Customized surveys• Customized contest for your company• Press releases to local and national media• Distribution of marketing materials• On-site sales, sampling, and couponing opportunities
Rhythm Sponsor	\$10,000 per year	Visibility Exposure Impressions	<ul style="list-style-type: none">• Exhibitor opportunities, signage and your company representatives at the events• Promotion in social media campaigns• Logo inclusion in posters and signage• Email blast to proprietary database as well as strategic alliances and joint ventures with organizations• A special commemorative donor plaque in your honor• Twitter and Facebook mentions• Enhance your cause-related marketing through charitable partner UNICEF

CONNECT YOUR BRAND TO THE \$10 BILLION HIP-HOP AND R&B MARKET
CALL NOW (703) 462-0283



Marlo Mason
5142 Lake Terrapin Drive • Woodbridge, Virginia 22193
Email: Info@marlo-mason-entertainment.com
Web: marlo-mason-entertainment.com
(703) 462-0283