

BLACK NOVA ENTERPRISE PRESENTS:  
1ST ANNUAL

# Valentine's Day night OF Love EVENT



ERIC ROBERSON



GLENN LEWIS



9371 Richmond Ave  
Houston, TX 77063

For Tickets and Information Visit [www.LoveInSoul.com](http://www.LoveInSoul.com)

Black Nova Management has partnered with some of the strongest executives and professionals in entertainment to offer a wide range of Live Entertainment Events to Our Patrons, Advertisers and Sponsors alike. We are excited to offer you an opportunity like no other with a joint partnership that has taken place between 3 Influential Brands in the Live Entertainment Industry to showcase talent and partnering sponsor items to consumers. This power house of masterminds will be offering the following services as a Professional Entertainment Agency to Sponsors that wish to expose their brands to our persuasive media outlets and mass network of celebrities, patrons and associate executives. This is an **EXCLUSIVE OPPORTUNITY** to invest your marketing resources towards widespread and successful campaigns that will take place in high profile concerts with a higher than average return of consumers that create awareness for your company. Small to large sized concert based events with mass media marketing are among our specialty. And, branding through entertainment with new products utilizing database and Internet expansion has rapidly become our path into the future. With the many independent and successful events we have implemented our individual Profiles on the many social media platforms such as YouTube, Instagram, Twitter, etc. and note our diversity in entertainment, event planning, management and production. We look forward to building a relationship that exceeds your expectations.



# ARTIST LINE UP

**ERIC ROBERSON**



**INSTAGRAM: @ERRO44**  
**82.6K FOLLOWERS**  
**TWITTER: @IAMERICROBERSON 65.7K FOLLOWERS**

**GLENN LEWIS**



**INSTAGRAM: @BEINGGLENNLEWIS**  
**10.7K FOLLOWERS**  
**TWITTER: @BEINGGLENNLEWIS 9.7K FOLLOWERS**

# 1ST ANNUAL VALENTINE'S DAY EVENT - HOUSTON, TX - 2019

Purpose: To execute an effective marketing campaign that promotes brand awareness to the 23 - 50 year old demographic in a unique branded experience.

We will be offering our patrons a special night of live music while they are served a chef catered dinner, hosted by a local radio personality that they know and love, while being showered with our sponsors products in the form of giveaways and gift bags for all VIP ticket holders.

## Demographics

The diverse Music Culture scene has grown from a small number of people concentrated in the Midwest, East Coast and the South into a worldwide phenomenon. People from all walks of life can appreciate the impact of every genre of music in their lives. However, this year BLACK NOVA MANAGEMENT is expanding its reach to many audiences by introducing many of the genres with our newly redesigned campaigns. The 1ST ANNUAL VALENTINE'S DAY EVENT is an integral part of an initiative that is intended to promote the independent movement of Top 40, Pop, Rock, Hip-Hop, R&B, Jazz and EDM, even Food, Fashion, Arts and Sports Entertainment at its best. This 1st Annual Event for 1st quarter of 2019 will be executed through a multiple city publicity and marketing campaign each quarter, utilizing holiday, big conventions, sporting events and festival dates to ensure maximum positive viewership.

**THIS IS JUST THE BEGINNING**



The core market for The 1ST ANNUAL VALENTINE'S DAY EVENT is food, fashion, arts, entertainment lovers and nightlife goers. We expect them to enjoy the true meet and greet experience and enjoy our Fan Pack, which will be available and passed out to fans and supporters of the movement. The Fan Pack will include: A hard copy of the promotions CDs, flyers, posters, and other freebies from each supporting sponsors. This will allow supporters to walk away from the event with memorabilia. We expect attendees to range in age from 23 - 50 years of age for of our venue selections.

Your Brand will be afforded the opportunity to direct market its products to the people who can grow their brands immediately.



## OVERVIEW

In each of these venues that we host an event, show time will run 2 to 4 hours, with 1 hour for set up and the opening of the doors. The nightly lineup will include a Live Band Session with past and current celebrities that bring ear-gasmic artistry to the any stage they grace, as well as performing acts from up and coming independent acts and many other events in select cities.

The average capacity amongst the 4-5 venues that are secured during the year, is 500 - 800 people. Along with all confirmations of the events immediately following all press releases will be sent to press, media, radio, blogs and magazines for immediate exposure surrounding the event. Interviews will be lined up with each city's radio station before each show for optimal exposure before the event.

With your help, we will execute this marketing campaign through the use of multiple and diverse events with live entertainment along with your brands in the venues. We will also create a lounge in each prospective event to ensure we create a fun environment for the patrons involved in the event. We will capitalize on our established relationships/networks, utilize radio, media outlets, street team promotions, targeted public relations and themed music to create a peaceful environment through live shows and music mixers in the selected areas of the prospective event stops.



# **BENEFITS**

The **1ST ANNUAL VALENTINE'S DAY EVENT** is a ground-breaking cross promotional opportunity. Your Brand will receive promotion on our network of influential blogs, press outlets, radio and televised publications which all have millions of unique views a month.

By utilizing this proposal as a marketing tool, your product will reach a fan base both at live shows as well as on the web. Another additional benefit from the event is that there is no race or gender barrier with the campaign. Your product will reach different age groups, social groups, income groups and working groups. This will reinforce your brand's presence in certain markets, while introducing it to others.



## WHY THE 1ST ANNUAL VALENTINE'S DAY EVENT

- The 1ST ANNUAL VALENTINE'S DAY EVENT is more than just an investment in advertising; it is an investment in the ultimate exclusive, high profile live concert and events experience. Your sponsorship also allows us to offer a safe and fun filled environment.
- You may be asking why your business should present The 1ST ANNUAL VALENTINE'S DAY EVENT? The answer is simple: to help drive new customers to your business. Each event we host will be traveling across the United States in several markets each quarter.
- Music fans, artists and their families represent the coveted demographic groups of young adults still forming purchasing habits.
- The current economic environment is a perfect time to evaluate all of your advertising and marketing opportunities and focus on those providing the best return for your dollars. The combination of exceptional demographics and well branded events makes this an extraordinary opportunity to improve your image and expand your customer base.



# OUR REACH

As the average capacity thus far is 800 at each venue, we expect 5,000 – 7,500 alone in attendance throughout the scheduled event. As we look to expand by utilizing venues that are already established, our total reach regarding attendance is expected to double as we consistently plan and implement our event. Through radio in every city, our reach is estimated at 500,000-750,000 impressions at each stop on the quarterly events. As we add in major blogs, magazines, and newspapers in each city, the expected reach is 5 million people through these media outlets. We will be traveling from each location making market share stops at radio and other venues which adds an estimated 25,000 person reach. Thus, providing a total reach of an estimated 1 Million impressions in each city; 10 Million impressions total throughout the minimum 4-5 set venues. We look to increase exposure with arrangements that are made with our supporting sponsor's storefronts between each show, and attending community functions at various locations in each city to promote a collaborative positive campaign.



# LIST OF CONFIRMED SPONSORS



BECOME A  
**SPONSOR** 

## KEY SPONSORS:

**BLACK NOVA MGMT**  
**MYLYFE PRODUCTIONS**  
**BARRY BURRELL COLLECTION**  
**MAVTONES PRODUCTIONS**

## DIAMOND SPONSORS:

## PLATINUM SPONSORS:

## GOLD SPONSORS:

**DATES: FEBRUARY 14TH, 2019**

**LOCATION: AYVA CENTER - HOUSTON, TX**



## **DIAMOND SPONSORSHIP (4 EXCLUSIVE SPOTS)**

# **\$25K**

- 5 passes for Sponsor representative and executives (please request more via email)
- Official presenting Diamond Sponsor Logo on all displayed event material, the official event flyer, official t-shirts, step and repeat
- Product & Category exclusivity
- Company logo on event signage (3x5 & 5x8 Banner) and promotional materials (5000 Flyers in each city)
- Official presenting sponsor inclusion on media wall w/photo opportunities.
- Item inclusion in gift bags to be given to VIP guests and celebrities in attendance (400-800)
- Dedicated display area for brand presence, product display, signage, including reserved sections for 2-4 brand reps with 2 bottles of champagne and all access to the Press/Media Room
- Company mention in pre-press releases and print advertising
- (1) Mention in 30 second commercial spot on each partnering major radio/television in each city
- Verbal mentions during the evening and post event mentions on social media sites Facebook/Instagram/Twitter
- Branded Photo Booth Experience
- Brand integration within event visual content digital video recap



**PLATINUM SPONSORSHIP  
(5 SPOTS)**

**\$17.5K**

- 3 passes for Sponsor representative and executives (please request more via email)
- Official presenting Platinum Sponsor Logo on all displayed event material, the official event flyer, official t-shirts, step and repeat
- Company logo on event signage (3x5 & 5x8 Banner) and promotional materials (5000 Flyers in each city)
- Official presenting sponsor inclusion on media wall w/photo opportunities.
- Item inclusion in gift bags to be given to VIP guests and celebrities in attendance (400-800)
- Dedicated display area for brand presence, product display, signage, including 1 reserved section for 2 brand reps with 1 bottle of champagne and all access to the Press/Media Room
- Company mention in pre-press release and print advertising
- (1) Mention in 30 second commercial spot on each partnering major radio/television in each city
- Verbal mentions during the evening and post event mentions on social media sites Facebook/Instagram/Twitter
- Brand integration within event visual content digital video recap
- Receive event photos post event
- Brand inclusion in post event recap



**GOLD  
SPONSORSHIP (3 SPOTS)**

**\$12.5K**

- 2 VIP passes for Sponsor representative and/or executives (please request more via email)
- Official presenting Gold Sponsor Logo on all displayed event material, including the official event flyer, official t-shirts, step and repeat
- Company logo on event signage (3x5 & 5x8 Banner) and promotional materials (5000 Flyers in each city)
- Official presenting sponsor inclusion on media wall w/photo opportunities.
- Small Item inclusion in gift bags to be given to VIP guests and celebrities in attendance (400)
- Dedicated display area for brand presence, product display, signage, including all access to the Press/Media Room
- Company mention in pre-press release
- (1) Mention in 15 second commercial spot on each partnering major radio/television station in each city
- Social media mentions post event on social media sites Instagram/Twitter
- Receive event photos post event
- Brand inclusion in post event recap



**VENDOR OPPORTUNITY  
(5-6 EXCLUSIVE SPOTS)**

**\$5K**

- 4 ft table for product showcase space with 2 vendor passes (please refer to Vendor Application for additional pass requests)
- Company logo on event signage and promotional materials (5000 Flyers in each city)
- Official vendor inclusion on media wall w/photo opportunities.
- Item inclusion in gift bags to be given to VIP guests and celebrities in attendance (400)
- Mentions in all press releases and video marketing campaigns
- Social media mentions post event on social media sites Instagram/Twitter
- Receive event photos post event
- Brand inclusion in post event recap



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