



24 ON TOUR

Entertainment & Event Experiences
by ParsonsKellogg





Executive Concert Series

24 on Tour handles corporate talent buying and entertainment management. With a wide variety of contacts throughout the music and merchandising industries, we have the ability to provide custom entertainment and premium event experiences to enhance your brand's image.

Goal: Develop and manage the partnership between corporate sponsors and ticketed concerts to build an event that creates brand awareness, encourages positive brand association, and promotes long term brand recall.





Corporate Involvement

24 on Tour works with corporations to develop and execute public concerts that provide a VIP Experience geared toward the target demographic.

Option 1: Corporation suggests artists and dates, with 24 on Tour's guidance, and acts as a major or exclusive sponsor for the show.

Option 2: Promoters and 24 on Tour add select corporations and businesses as sponsors to the show. Guided by 24 on Tour, these companies are involved in the VIP experience, Press and Marketing, and Merchandising components of the event. Each of these aspects offers a unique opportunity for the brand to break through the usual advertising noise and make a memorable, positive impact on the target consumer.





Marketing & Press

24 on Tour works with the artist, venue, and corporate partner(s) to develop an engaging marketing campaign. Through our exclusive vendor relationships, 24 on Tour can have art and products designed and manufactured inexpensively for grassroots and digital efforts. Corporate sponsors will be listed in the show billing and mentioned in all marketing materials.

24 on Tour partners with corporate sponsors in designing every aspect of the event, bringing the brand's personality front and center for maximum impact on the consumer. Marketing and PR opportunities include:

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- *Social Media Initiatives*
- *Digital and Geo-marketing Campaigns*
- *Traditional Print and Radio Advertising*
- *Grassroots Marketing*
- *Local and National Press Coverage*





VIP Experiences

24 on Tour curates a VIP Experience that fits within artist, venue, and promoter requirements. Typically, the corporate sponsor(s) will pledge to purchase a block of VIP tickets to distribute at will, and works with our team to develop a highly custom VIP Experience. VIP tickets will be available to the public, unless the sponsor requests private access.

VIP Experiences will be unique but may include:

- *VIP Gift Bag*
- *Artist Experience (2-3 song stripped set live streamed on corporate's socials)*
- *Custom luxury merchandise for purchase*
- *Private cash bar with custom cocktail*
- *Amenities and activities within VIP*



Products & Merchandise

24 on Tour will work with corporate sponsors to develop merchandise and source products for the event that fit the desired vibe. Through our vendor relationships, 24 on Tour is able to provide high-end products that can be sold at a slight discount as apart of the VIP Experience. Performing artists will be given the opportunity to customize merchandise prior to the event to wear on stage.

Examples include:

- Customizable merch table in VIP section
- Branded merch & premium products in general admission section
- Discounted products for VIPs/attendees





Elite Experiences

To better reach corporate clients and attract VIP patrons, 24 on Tour works with sponsors, artists, and local businesses to make every show a destination event. Depending on the corporation's goals and the location.

Executive Level Experiences Include:

- *Golf rounds at exclusive clubs*
- *Intimate artist performances*
- *Collegiate and professional sport outings*
- *Fishing and sailing trips*
- *Exclusive gifting activities*





Featured Premium Brands

Need gift ideas that will wow your guests at your next event? 24 on Tour is here to help. Make a lasting impression with high-end items from our premium brands.



SOUTHERN TIDE



ParsonsKellogg is the industry's go-to-partners for premium and emerging sporting goods and lifestyle brands



24 ON TOUR

THANK YOU

WWW.24ONTOUR.COM

