



**AUGUST 15 - 16, 2024**

# **THE AUDITORIUM**

## **A Music Industry Conference**

[www.auditoriumco.info](http://www.auditoriumco.info)

# ABOUT US



## WHAT IS THE AUDITORIUM?

Auditorium brings performers, songwriters, producers, DJs, agents, and other music business professionals together for a thoughtful composition of discovery, development, and art in Denver, CO. From content marketing to sync licensing, experts share knowledge and best practices for building sustainable careers in the **independent music industry**. Featuring educational workshops, panel discussions, musical guests, structured networking opportunities, and more.

Join our vibrant community and be part of an event that transcends boundaries, fosters creativity, and propels your music career forward. Follow us on social media for real-time updates.



**CREATIVE BUSINESS  
DEVELOPMENT**

**MARKETING STRATEGY**

**PUBLIC RELATIONS**

## COLOR CODED MUSIC

Color Coded Music is the music arm of Color Coded Media Group. CCMG is a multimedia company that harnesses converging media to amplify the voices of diverse cultural identities. We build community around our differences and use the arts in media to inspire civic engagement. Our clients take risks and stretch the imagination to enlighten their audiences with fresh perspectives. We work to bring a convergence of quality entertainment and information in multimedia formats and we aim to share a world view that includes every hue. Increase brand awareness for your business, build internal systems that support your success.

Our experience in diverse creative industries is unique. We've worked with international brands, small businesses, non-profit organizations, and independent creators as they built brand awareness and grew their footprint through market infiltration.

Visit us at [www.colorcodedmusic.com](http://www.colorcodedmusic.com)!

# TABLE OF CONTENTS



About Us	page 2
Who Attends	page 4
The Colorado Music Industry	page 5
Colorado Music Industry Employment	page 6
Last Year	page 7
Our 2023 Partners	page 8
2023 Case Studies	page 9
Past Speakers	page 10
Keynote Topics	page 12
Breakout Session Topics	page 13
What We Plan to Improve	page 14
This Year's Theme	page 15
Marketing and Promotions	page 16
Promotional Strategies	page 17
The Audience Journey	page 18
Our Media Presence	page 19
About Our Audience	page 20
Audience Data Insights	page 22
Where Does Our Audience Live?	page 24
Gender, Age, & Income	page 25
Social Media Preferences	page 26
Meet Our Audience Members	page 27
Activation Ideas	page 32
Partnership Guarantees	page 43
Get In Touch	page 44



# WHO ATTENDS?

The target audience for Auditorium 2024 is a diverse group of professionals deeply embedded in the music industry in this region. These individuals share a common goal: to innovate, collaborate, and drive the music industry forward. The Auditorium is an event that gives all parts of the music industry a voice and a platform.

**SONGWRITERS  
PRODUCERS  
ARTISTS/BANDS  
STUDIO OWNERS  
AUDIO ENGINEERS  
DJS & PROMOTERS  
VENUE/EVENT MANAGERS  
MEDIA PROFESSIONALS  
MUSIC SUPERVISORS  
TALENT AGENTS  
RECORD LABELS  
DISTRIBUTORS  
PUBLISHERS**





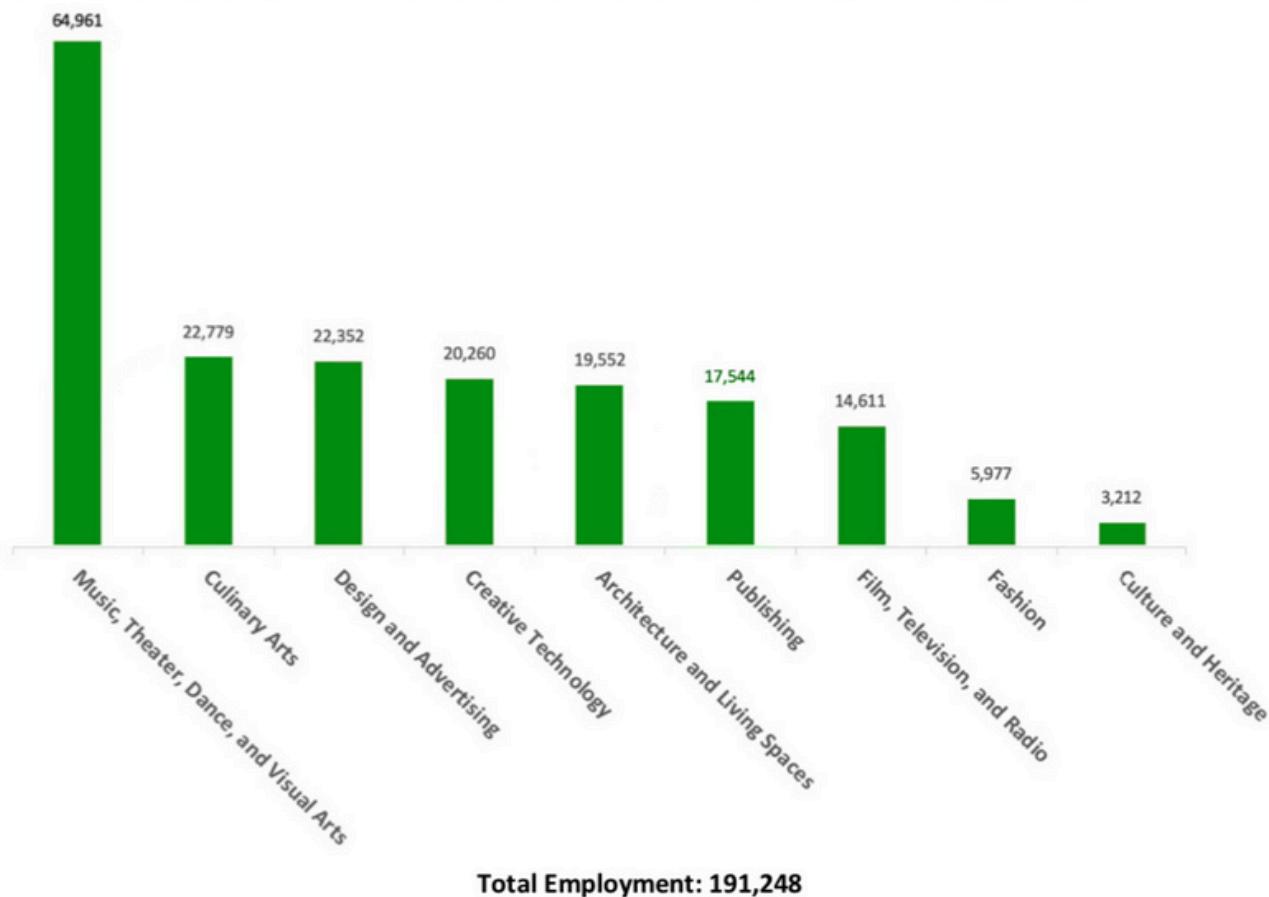
# The Colorado Music Industry

In 2019, according to a study by the Creative Industries Research and Policy department at University of Colorado Denver College of Arts & Media, music, theater, dance, and visual arts made up the largest share of employment in creative industries in Colorado. Our state has a robust and thriving music scene, despite setbacks suffered under the Covid-19 pandemic.

Auditorium 2024 will serve as a pivotal initiative in uniting the diverse and disjointed music business entities across Colorado, cultivating an environment for collaboration among different demographics and industry sectors. By bringing together artists, producers, promoters, and industry professionals, we aim to transform Denver into a major hub in the music industry, enhancing its reputation and driving collective growth and innovation.

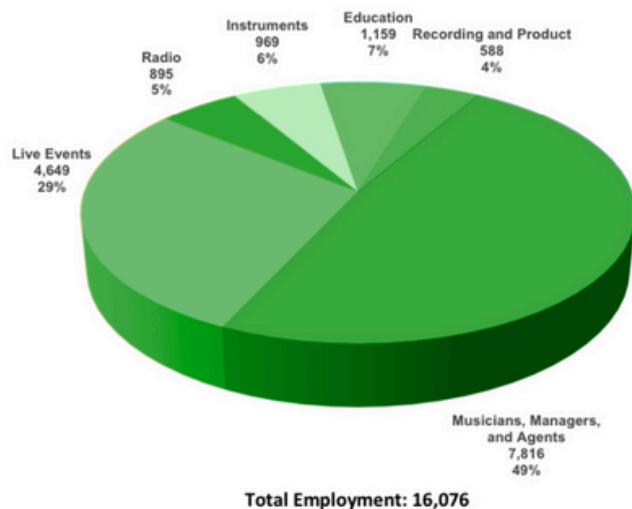
[Click here to read the 2020 Colorado Creative Economy Report by Colorado State University LEAP Institute for the Arts.](#)

**Figure 1. Employment in Colorado's Creative Industries by Industry Cluster: 2019**



Source: EMSI (via Denver Arts & Venues and Denver Economic Development & Opportunity)

Figure 2. Colorado Music Industry Estimated Employment by Subsector



Source: EMSI, Infogroup, U.S. Census, Bureau of Labor Statistics, Pollstar, audited financial statements, media reports, and information gained from industry representatives



# Colorado Music Industry Employment

**Auditorium 2024 will play a pivotal role in boosting Colorado's music industry employment through several initiatives. Through these efforts, Auditorium 2024 can significantly contribute to the growth and diversification of employment within Colorado's music industry:**

- **Networking and Collaboration:** By providing a platform where musicians, industry professionals, and businesses can connect, Auditorium facilitates partnerships that lead to job creation and career opportunities across various music industry sectors.
- **Educational Workshops and Panels:** Our workshops and panels with industry experts equip our attendees with valuable skills and knowledge. This helps aspiring professionals and current workers stay competitive and open up new job opportunities in areas such as production, management, and live events.
- **Support for Emerging Sectors:** Focusing on emerging sectors, such as artificial intelligence and web3 technology can help diversify and expand employment opportunities beyond traditional roles, aligning with the evolving industry landscape.
- **Advocacy and Awareness:** Raising awareness about the challenges and opportunities within Colorado's music industry can drive policy changes and funding initiatives aimed at supporting job growth and sustainability in the sector.

[\*\*Click here to read the full music industry report by Creative Industries Research and Policy department of University of Colorado Denver College of Arts & Media.\*\*](#)



# LAST YEAR...



## IN 2023 WE SHOWED OUR LOVE FOR RADIO

Last year's conference, held at the Buell Public Media Center in Denver, was a pleasant success, with an engaging theme focused on DJs and radio promotion. The entire event resonated with positive energy as attendees immersed themselves in workshops and talks that provided a platform for sharing ideas and forging meaningful connections. Knowledgeable speakers, including Nikki Swarn, General Manager of KUVO JAZZ/THE DROP 104.7 and Theo Romeo, CMO of Auddia (Faidr App), led insightful sessions covering a spectrum of topics. From delving into the state of the music industry in Colorado to exploring best practices in studio recording and strategies for community building, each discussion offered deep insights and valuable advice. The conference was a testament to the power of collaboration and learning, leaving attendees inspired and armed with the tools to navigate the dynamic landscape of the independent music industry.

# OUR 2023 PARTNERS

Last year, our partners found new customers, formed new collaborative projects, and raised capital for charitable initiatives.



## THANK YOU!

TO ALL OF OUR PARTNERS



# faidr

# THE DROP 104.7

2023

FEB 1ST

COLORADO

DENVER

WHEN YOU PARTNER WITH US, YOU'RE IN  
GOOD COMPANY...



# 2023 CASE STUDIES



## THE DROP 104.7

## THE DROP 104.7

As our Presenting Partner, THE DROP 104.7 strategically hosted The Auditorium 2023 to engage listeners, boost local music submissions, and increase brand awareness. Despite facing challenges with a high volume of low-quality submissions, the conference served as a valuable platform for educating their audience on best practices for radio promotion. Attendees gained practical insights, enhancing the quality of submissions and mutually benefiting both THE DROP 104.7 and the local music community. The station continues to successfully expand its catalog and strengthened its community connection through The Auditorium by actively contributing to the development of local talent.

## FAIDR APP by AUDDIA

## faidr

Auddia's Faidr App, our Platinum Partner from last year, aimed to increase brand awareness and establish partnerships with local independent musicians. Leveraging a branded stage at The Auditorium Day 2 Concert as a strategic activation and a keynote presentation by Auddia's CMO, Theo Romeo, the app was introduced to new users. The presentation highlighted Faidr App's cutting-edge AI technology addressing challenges in terrestrial radio listenership. The company integrated their music discovery program, Discovr, months before the conference, and this partnership allowed Faidr App to successfully collaborate with local artists to enrich the app's programming with original music, fostering genuine connections in the local music community. Furthermore, a partnership with THE DROP 104.7 was formed, enabling listeners to stream the FM radio station commercial-free on the Faidr App, successfully broadening Faidr App's listenership by diversifying the available radio formats.

## NERVE DJS

## NERVEDJS

By partnering with us, Nerve DJs aimed to boost brand awareness and promote their services in the Denver market. As the Auditorium's Gold Partner, Nerve DJs strategically empowered local independent musicians, offering them a global platform to service their music directly to DJs worldwide for terrestrial radio, internet radio, live mix shows and more. This initiative laid the foundation for market expansion in Colorado. The collaboration with The Auditorium effectively established Nerve DJs as a crucial resource for local musicians. Through an engaging activation called "The Silent Sessions", the organization not only attracted potential customers but also forged connections with DJs from Colorado, Arizona, and Utah, expanding its membership across multiple regions simultaneously.

# PAST SPEAKERS

## 2023



Aaron Saye  
Founder  
Seventh Circle Music Collective



Adiel Mitchell  
Singer-Songwriter,  
Choreographer,  
Commercial Actor



Adrian Swish  
Founder  
Digital Currensy



DJ Alisha Sweeney  
Colorado Music Director  
Indie 102.3



Anna J. Frick  
Founder  
Ally Sound



Arielle Rubin Dunn  
Marketing Director  
Nettwerk



Ave Emi  
Songwriter, Producer, and  
Recording Artist



Bonny Dolan  
Executive Producer  
Comma Music



Sean "King Tef" Garris  
Brian "Hypnautic" Godeaux  
Co-Founders  
Qoncert & Top Flite Empire



Callum Bair  
Producer, Songwriter,  
and Instrumentalist



Chris Kresge  
Founder  
Colorado Playlist



Chris Zacher  
Director of Partnerships  
Music & Comedy  
Goldstar Events



# @ccmg.music

[www.colorcodedmusic.com/theauditorium](http://www.colorcodedmusic.com/theauditorium)



Clark Hagan  
Founder  
Clark Hagan Productions



Corey "CL" Llewellyn  
Founder  
DigiWaxx



Dave Ratner  
Entertainment Lawyer  
Creative Law Network



Jason Van Aken  
Volunteer Operations  
Seventh Circle Music Collective



DJ John Blaze  
Founder  
iKON Radio



DJ Johnny O  
Founder  
Nerve DJs



Jordan Alston  
Head of Artist Partnerships  
STYNGR



Justus Samuel  
Founder  
Respect the Underground



DJ Ktone  
Founder  
Ktone Cares Foundation



King F.O.E.  
Founder  
4 Kings



Mic Coats  
Producer and A&R



Nikki Swarn  
General Manager  
KUVO JAZZ and THE DROP 104.7



Theo Romeo  
Chief Marketing Officer  
Auddia (Faidr)



Willobee Carlan  
Program Director  
Indie 102.3



# Music Business Conference 2024

Presented by Color Coded Music

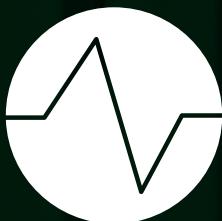
## KEYNOTE TOPICS

Speakers to be announced

Discover new business opportunities in music and learn new ways to grow.

**DENVER, CO**

**AUGUST 15-16, 2024**



Industry Trends  
and Why You  
Should Ride the  
Wave



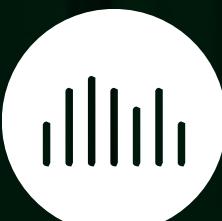
Strategies in  
Community Building



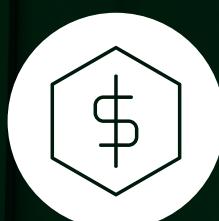
Partnering with  
DJs to Promote  
Your Record



Business  
Administration  
Strategies for  
Musicians



Genre-  
Lead  
Business  
Approaches



Conquering the Web3  
and Metaverse  
Landscape



Your Publishing  
Rights



Strategies in  
Music Marketing



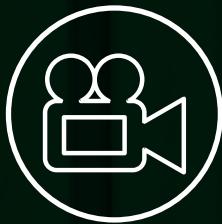
# Music Business Conference 2024

Presented by Color Coded Music

## BREAKOUT SESSION TOPICS

Speakers to be announced

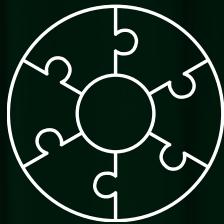
**DENVER, CO    AUGUST 15-16, 2024**



Visual Arts in Music



Music Publishing for Independent Songwriters



Branding for Musicians



Radio Promotion and Playlisting



Developing as an Artist



Funding Your Marketing Budget



How to Get Booked



Best Practices in Studio Recording



# WHAT WE PLAN TO IMPROVE

Are you ready to **connect** with artists, small business owners, independent contractors, agents and consultants in the Denver, CO music industry? We listened to attendee and partner feedback from 2023 and integrated those concepts into our vision for 2024.

- **Business Expo**
- **More Accessible Venue**
- **More Breakout Sessions**
- **More Networking Opportunities**
- **1-on-1 Consultations**
- **Open Mic**



**AUGUST 15 - 16, 2024**



# THIS YEAR'S THEME



## Building Leverage: Running Your Music Business

This year, our theme is "Building Leverage" which embodies a spirit of empowerment, self-reliance, and creative autonomy within the independent music industry. We believe in using what you have and doing what you can to optimize your resources and create a powerful toolkit for success. This theme encourages participants to leverage their existing skills to take control of their journey, from production and promotion to navigating the business aspects of the industry. We're committed to helping our attendees break traditional barriers and forge unique paths in the landscape of music and entrepreneurship. Join us at Auditorium 2024 and let's build leverage together!

# BOX OFFICE



## MARKETING & PROMOTIONS





# Marketing & Promotions

Presented by Color Coded Music

## Promotional Strategies

*Learn about how we reach our audience and integrate your messaging to help you capture new customers.*

### COMMUNITY PARTNERSHIPS

We've partnered with several community organizations and businesses that drive the music industry in our region to create conference content that brings our audience value.

### LOCAL MEDIA COLLABORATIONS

We reach out to local newspapers, radio stations, podcasts, and online publications to secure interviews, guest appearances, or feature articles about Auditorium 2024. Offer exclusive insights, behind-the-scenes access, or VIP experiences to media partners to incentivize coverage and generate buzz in the community.

### EARLY BIRD REGISTRATION INCENTIVES

We offer early bird discounts for badge add-ons, special offers, and other exclusive perks for community members who register for Auditorium 2024 before a certain deadline.

### INFLUENCER PARTNERSHIPS

We collaborate with local influencers and thought leaders known for their expertise in the topics covered at Auditorium to amplify our message and reach a wider audience.

### PAID ADVERTISING

We allocate a portion of our budget to targeted paid advertising campaigns via Google Ads and Meta Ads to reach a broader audience and drive registrations.





# Marketing & Promotions

Presented by Color Coded Music

## The Audience Journey

*A summary of all the touch-points where our attendees will come into contact with your branding and messaging.*

### PRE-EVENT

In this critical stage, we work to keep the event at top of mind for potential attendees to drive registrations and build excitement.

- Color Coded Music Website Event Page
- Collaborative Social Media Campaign
- Event Reminder Newsletter Campaign
- Digital Ad Campaign
- Earned Media Campaign
- Ambassador Partnerships
- Early Bird Pricing
- Speaker Spotlights
- Partner Spotlights
- Promotional Video



### DURING THE EVENT

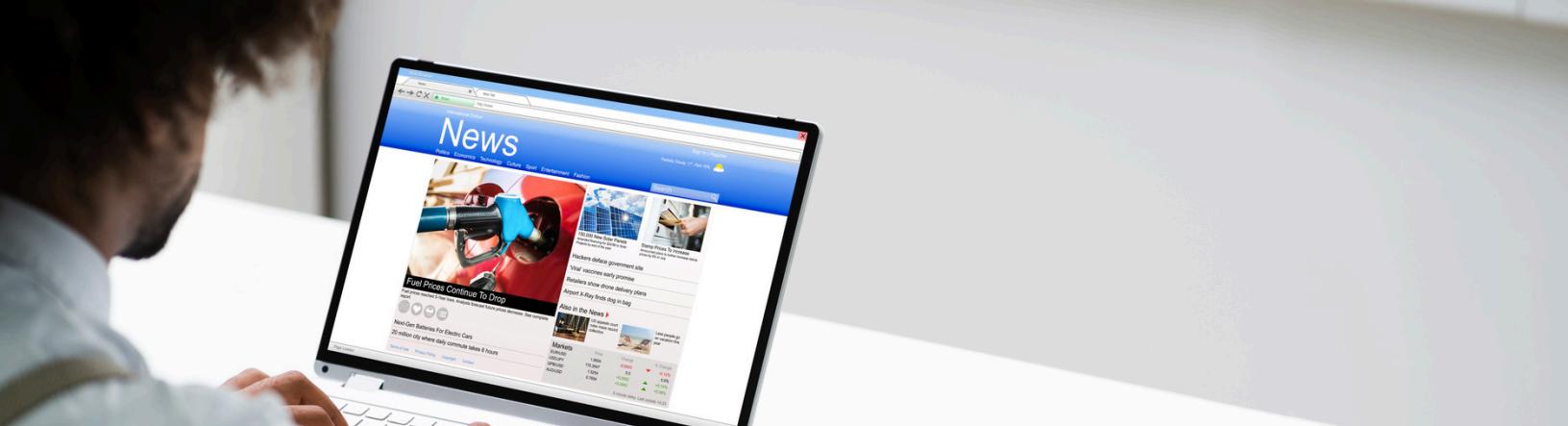
On the day of the event, our attendees have the opportunity to engage directly with partners and accept your call to action.

- Mobile App Content
- On-site Event Signage
- Live Social Media Coverage
- Step & Repeat Photo Backdrop
- Branded Attendee Badges
- Attendee Booklet
- On-Demand Content Distribution
- Event Staff Tshirts
- Verbal recognition of partners
- Gift Bags

### POST-EVENT

After the event ends, we continue to engage our audience for 6 weeks to summarize insights and drive collaborative action.

- Post-Event Email Marketing
- Post-Event Thank You Advertisement
- Access To Attendee Data & Data Analysis Report
- On-Demand Content Distribution



# OUR MEDIA PRESENCE

We own multiple digital properties that reach across all major social media platforms. We have a strong digital footprint and an engaged audience. Combined, our properties consistently earn **an average of over 200K impressions**.

## Combined Audience Reach

 **170K+**    **3.6K+**  
 **82K+**    **500+**



THE DENVER POST

**Westword**

**303 MAGAZINE**

**Denverite**

**IIthissongissick**

## OUR 2024 MEDIA STRATEGY

We're a communications agency, so earning media attention is what we do best. Our events have been consistently featured in news media such as The Denver Post, Westword, 303 Magazine, and more. We've developed a strategic communications plan for The Auditorium Music Business Conference 2024 that includes Tier 1 media and independent media platforms, incorporating PESO Model components such as:

**Paid Media:**

Digital, print, and broadcast advertising

**Earned Media:**

Digital, print, and broadcast press coverage

**Shared Media:**

Social media, community and influencer programs

**Owned Media:**

Content marketing, blogs, and SEO



# ABOUT OUR AUDIENCE

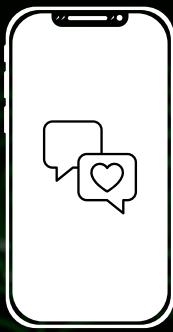




# OUR AUDIENCE IS RESPONSIVE



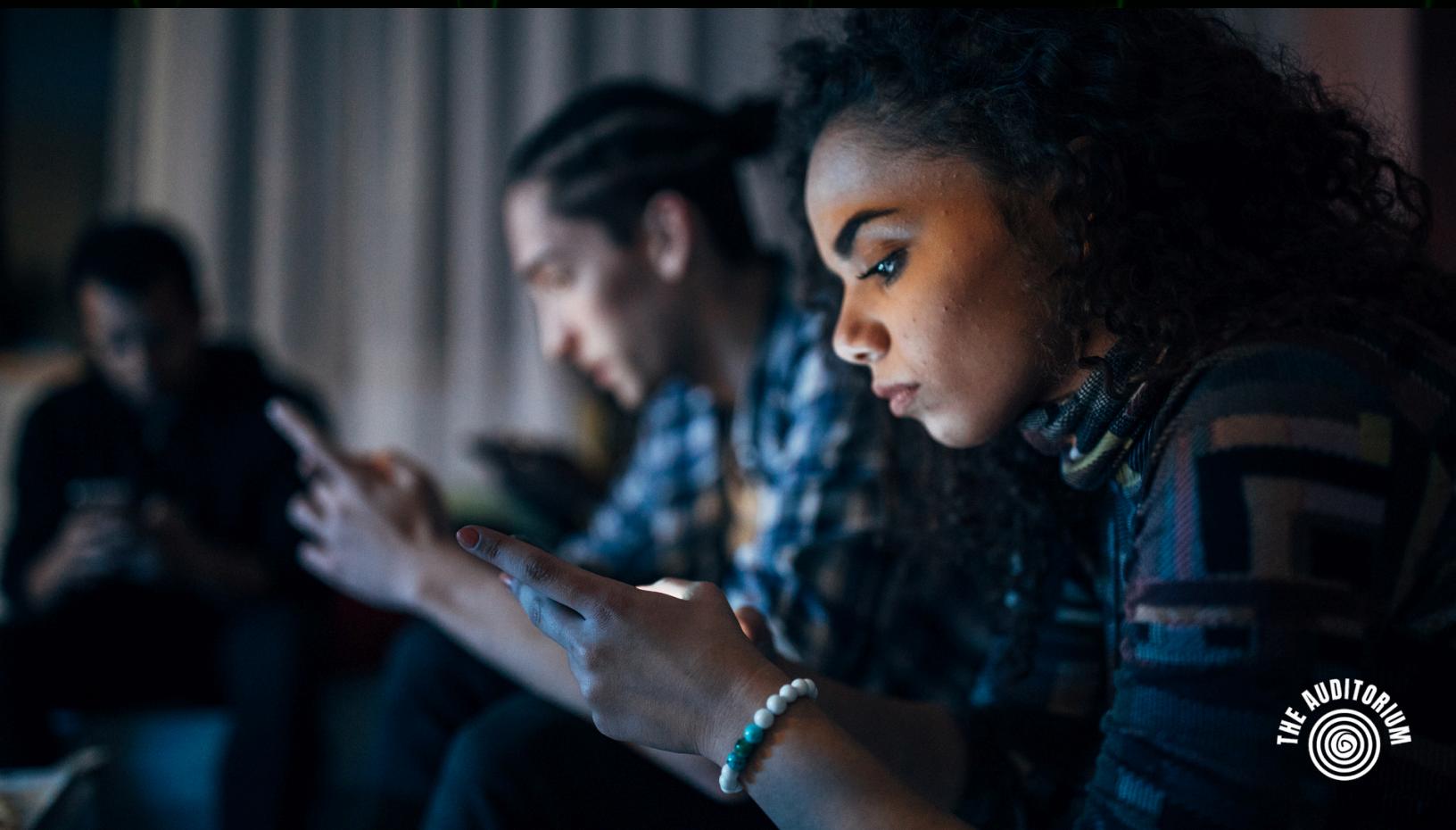
Emails sent to our database typically have a **60% open rate** with a **20% click-through rate**.



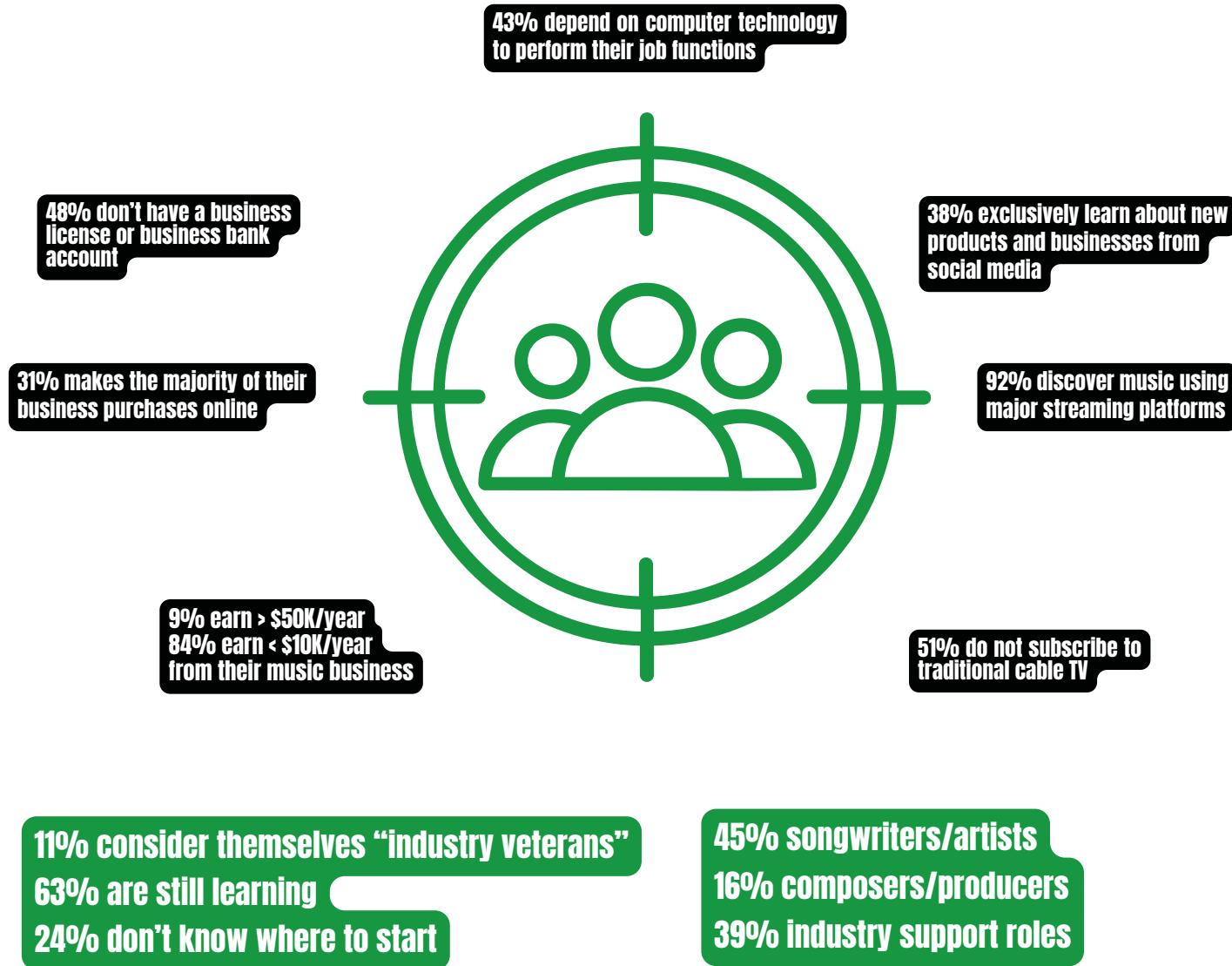
We **constantly filter** our audience to make sure our followers actually **WANT** to hear from us and **want to know who we're working with** (companies just like yours!)



When asked if they would **change a purchase based on our recommendation**, 77% of our audience said they would.

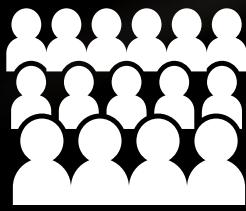


# ABOUT OUR AUDIENCE



## Audience Data Insights

Data representing the demographics and behaviors of our audience were obtained through a number of source properties such as social media polls, engagement surveys, and third-party collections of data. Our approach offers a fair consideration of what makes up our audience, as it is not limited to attendees of past events, but also includes newsletter subscribers, social media followers, customers, partners, and those who may work for organizations who are not directly involved in the production or consumption of music.



## MORE AUDIENCE INSIGHTS

Within the next 12 months...

**89%** Plan to move or relocate semi-permanently

**18%** Plan to make a large equipment purchase

**22%** Plan to invest in further research and education in their field

**71%** Plan to eat healthier and exercise consistently

**79%** Plan to attend an event at Red Rocks Amphitheater

**34%** Plan to purchase at least one luxury fashion item

**48%** Plan to travel within the US





# ABOUT OUR AUDIENCE



## WHERE DOES OUR AUDIENCE LIVE?

Our attendees are mostly from the Denver Metro area but many travel from a vibrant mix of cities across the United States which offer regional influences and perspectives. A significant majority, 53.8%, come from Denver, CO. 30.7% travel from Phoenix, AZ, bringing the energy and creativity of the Southwest. Smaller, yet equally passionate groups come from Salt Lake City, UT, and Houston, TX, each contributing 5.2% of our attendees, while 2.5% join us from both Ft. Meyers, FL, and Atlanta, GA. This diverse geographical representation equips our event with a broad exchange of ideas and experiences.

**53.8% Denver, CO**

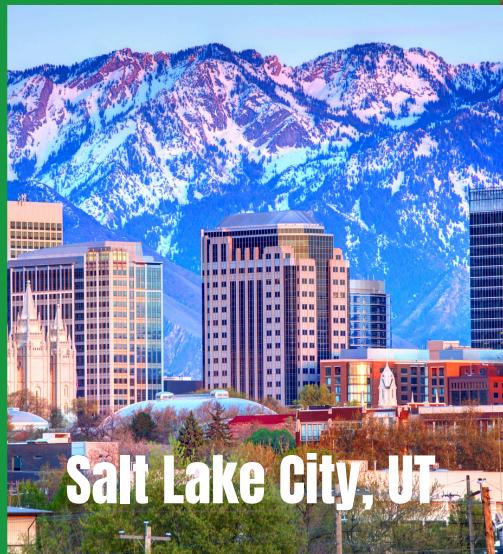
**30.7% Phoenix, AZ**

**5.2% Salt Lake City, UT**

**5.2% Houston, TX**

**2.5% Ft. Meyers, FL**

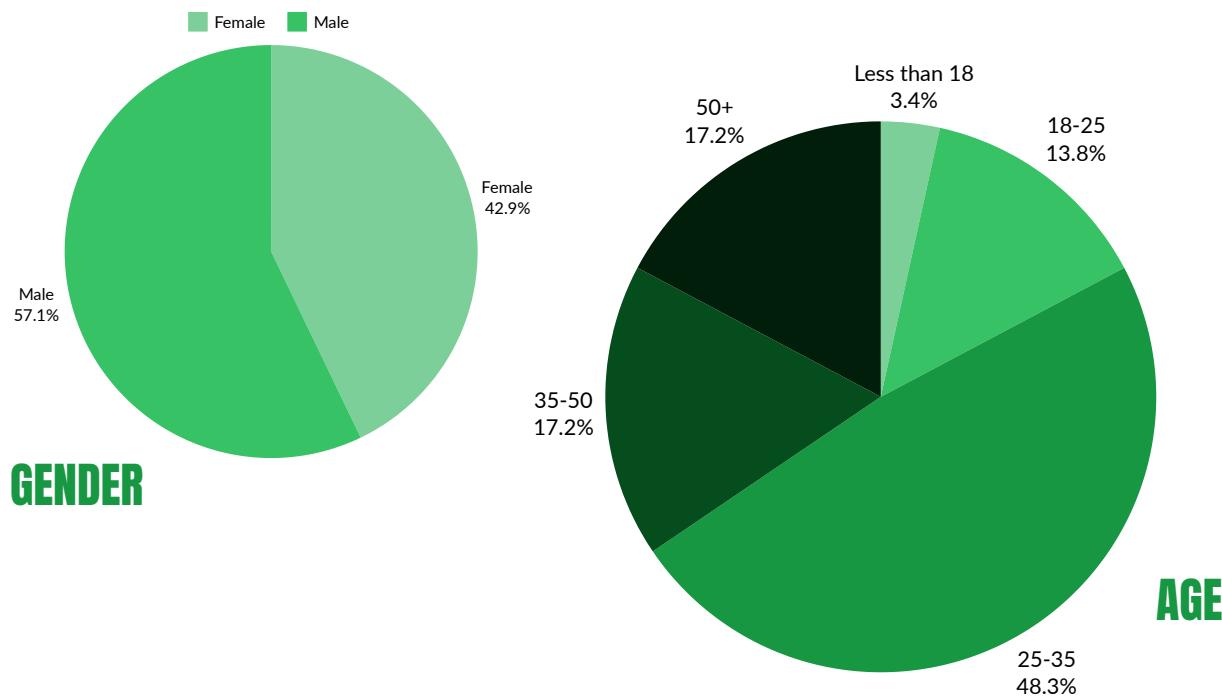
**2.5% Atlanta, GA**





## GENDER, AGE, & INCOME

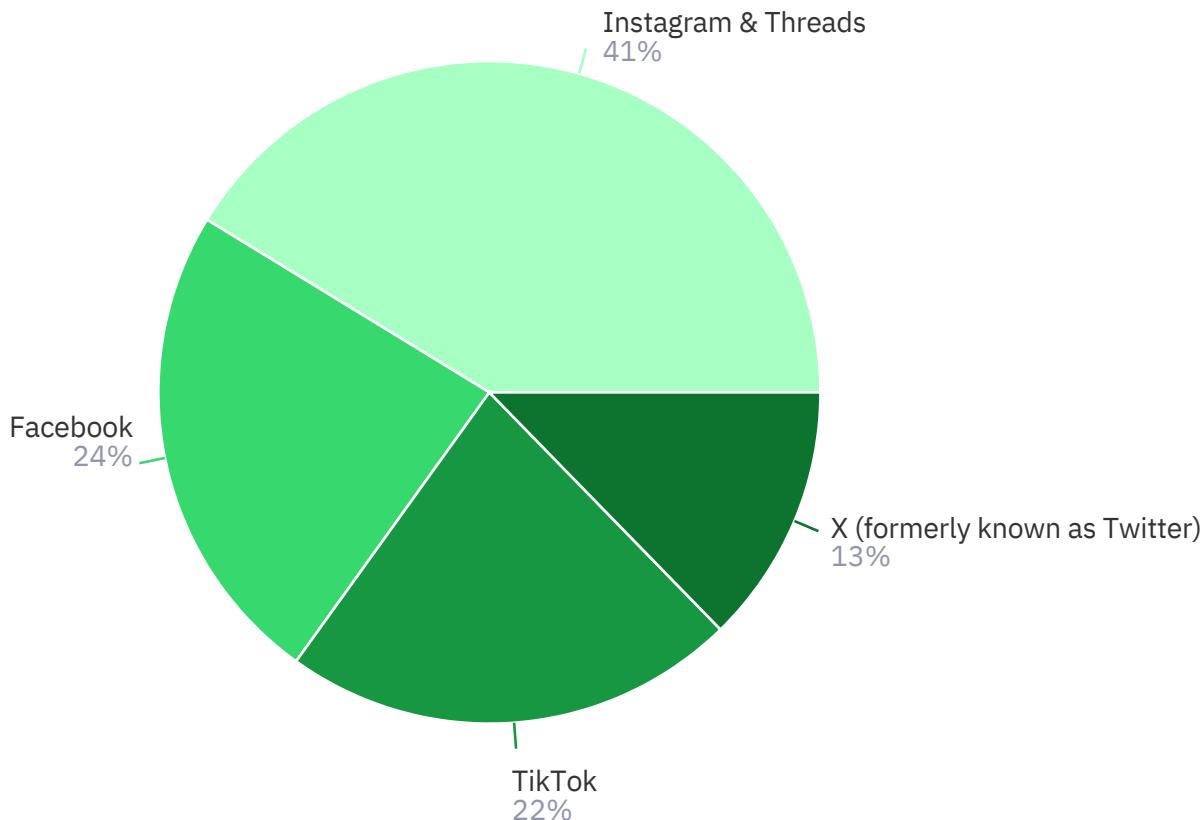
Our audience is 57% male and 43% female, with the majority aged between 25 and 35 (48.3%), followed by those aged 35 to 50 (17.2%) tied with those aged 50+ (17.2%) and 18 to 25 comes in last as the smallest age demographic (13.8%). This diverse age range highlights the importance of crafting age-appropriate and inclusive messaging. Understanding the different income levels of different age ranges of our attendees allows us to tailor our promotional strategy effectively. For instance, younger attendees might be more attracted to cost-effective opportunities and networking events, while older professionals may value premium experiences and industry insights. By incorporating this demographic information, our promotional strategy for Auditorium 2024 will feature targeted content that appeals to each segment, including affordable ticket options for younger participants and exclusive access perks for more established industry professionals. This ensures we cater to the needs and preferences of our diverse audience, expanding modes of engagement and driving event participation.





## SOCIAL MEDIA PREFERENCES

Our audience's social media preferences reveal a clear inclination towards visual and engaging platforms, with 41% favoring Instagram and Threads, 24% preferring Facebook, 22% active on TikTok, and 13% who use X (formerly Twitter). To capitalize on these preferences, our promotional strategy for Auditorium 2024 will prioritize content tailored for these platforms. We will create visually compelling posts and stories on Instagram and Threads, leveraging their interactive features to engage with our audience. On Facebook, we will share detailed event updates, community discussions, and targeted ads. For TikTok, we'll develop short, dynamic videos highlighting event teasers, speaker insights, and attendee testimonials. On X, we will maintain a steady stream of updates, engaging in industry-relevant conversations, and using hashtags to expand our reach. This multi-platform approach ensures we meet our audience where they are most active and engaged, driving awareness and registrations for the event.





**Let's meet some of our  
audience members!**

# RASHAD

College Student, Content Creator

Rashad is a music producer and student at the Metropolitan State University of Denver. He works part-time at the Apple store in his local mall and creates how-to videos about music production for YouTube. He used his YouTube following to help himself create a business out of licensing original beats to musicians around the world.



- Age 24
- Single
- No Children
- Household Income: \$65,000
- Denver, Colorado
- Preferred brands: Apple, Nike, Nissan, Gucci, Amazon, Meta

## WANTS:

- Finish undergrad degree
- Grow social media following
- Work with well-known music artists

## FRUSTRATIONS:

Growing his business is hard when he gets caught up in daily production tasks. Most of his business is spread out across emails and several other apps. He's mentally taxed and needs to bring in help so he can be free to create.

## PURCHASE MOTIVATORS:

- Attractiveness
- Wellness
- Simplicity
- Security
- A sense of freedom
- A sense of belonging
- Confidence in the future
- To feel connected

- Self-improvement
- Esteem

*"I'm always busy with school, but I'm working toward making my side hustle a full time gig. I'm self-reliant and I value hard work."*

# MEERA

## Professional, Sound Engineer

Meera graduated from the Rocky Mountain College of Art & Design with a Bachelor of Fine Arts in Music Production. She owns a well-known recording studio in Denver and works with some of the region's most well-known bands. Meera is passionate about her business and has often slept at the studio to get a project perfectly recorded or mixed.



- Age 31
- Single
- No Children
- Household Income: \$80,000
- Denver, Colorado
- Preferred brands: Microsoft, Topshop, Volkswagen, Dolls Kill, Target, TikTok

### WANTS:

- Increase the studio's year over year revenue
- Work on a Grammy-winning project
- Establish herself as a trusted thought leader

### FRUSTRATIONS:

- Gets a lot of repeat business but is having trouble attracting new customers.
- Has a hard time getting clients to listen to recommendations and heed practical advice .
- Wants be more accessible to the community but can't afford to lower rates.

### PURCHASE MOTIVATORS:

- Simplicity
- Community
- To stand out
- A sense of accomplishment
- Cost effectiveness
- Self-improvement
- Esteem
- Choice

*“As a small business owner, I want my clients to know that they’re in good hands. I want to be involved in my community and I’m willing to sacrifice my comfort zone to make a deeper impact.”*

# JERRY

## Industry Veteran, Concert Venue Owner

Jerry was appointed as a prominent local venue's managing director 15 years ago. He's helped several popular bands get their first big national break and he's always on the hunt for fresh new talent. The venue is known for catering to popular subcultures. Jerry wants to rebrand and find creative ways of exploring new markets without sacrificing the brand's edge.

- Age 56
- Married
- 1 Teenage Child
- Household Income: \$260,000
- Golden, Colorado
- Preferred brands include: Microsoft, Tom Ford, Audi, Vans, American Express, Sony



### WANTS:

- Balance work and home life to be a better dad
- Change venue reputation
- Cut operational costs and increase profits

### FRUSTRATIONS:

Doesn't want to run venue day-to-day. Staff is under-skilled and needs daily guidance. Bands don't promote their shows and undersell. Doesn't understand Gen Z and is afraid to target them.

### PURCHASE MOTIVATORS:

- |              |                      |                      |
|--------------|----------------------|----------------------|
| • Esteem     | • Cost effectiveness | • Control            |
| • Simplicity | • Compatibility      | • A sense of freedom |
| • Choice     | • Self-improvement   | • A sense of thrill  |

*"After 30 years in the industry, I have firsthand experience with the work it takes behind the scenes to build an audience and sell tickets. I'm interested in learning more about breakthrough technologies, but I don't trust options that cost more when familiar methods are still accessible and equally effective."*

# CAMILLE

Artist, Lead Singer/Songwriter

Camille writes most of the songs for and is the lead singer of an indie funk/soul band. The band performs at least twice a month in the Denver Metro area, but hasn't been able to translate their in-person listeners into streams. Tamara has other ideas about bringing the band's dreams into focus, but has been unimpressed by the lack of attention their past managers have given them. At first, singing in the band was just a hobby, but now she's taking the work more seriously. Her roommates are encouraging and she's ready to make the leap into a career in music.



- Age 20
- Single
- No Children
- Household Income: \$42,000
- Denver, Colorado
- Preferred brands include: Apple, Zara, Honda, Cider, TikTok, Starbucks

## WANTS:

- Be taken seriously
- Learn the ins and outs of a career in music
- Write songs for other bands/singers

## FRUSTRATIONS:

- People don't take her seriously and she feels dismissed.
- Is dissatisfied with her job as a barista.
- Feels like she's meant for something greater but is feeling stuck.

## PURCHASE MOTIVATORS:

- To stand out from the crowd
- Cost effectiveness
- To have confidence in the future
- A sense of thrill
- A sense of freedom
- Self-improvement
- Control
- Wellness
- Compatibility

"I'm an artist at heart and my regular job isn't fulfilling. I have an open mind and I'm ready to take steps toward finding my higher calling. There's nothing holding me back from trying new things and going on adventures."



# ACTIVATION IDEAS

Connect with your target market in meaningful and memorable ways.

Generate piping-hot leads of paying customers.

Grow your subscriber, email, and phone list.

# LIVE IN-PERSON SESSIONS



Present as a speaker in person in the form of a lecture, a workshop, or another dynamic experience.



# LIVE METAVERSE ENGAGEMENT

Interact with your target customers  
directly in a virtual world built to your  
specifications.





# SILENT SESSIONS



Present a speaker's lecture, a special music listening session, or another unique audio experience.



# BRAND-A-STAGE

Position your brand at center stage during one of our musical guest spots to show your support for independent music.



# PRESS PHOTO BOOTH



**Own the naming rights for our free Press Photo  
“Booth” and receive the complete signup sheet with  
full contact details for each participant.**

Facebook  
Instagram

# Instagram

#HOPPERGRAM

**CREATIVE DISPLAYS &  
PRODUCT DEMOS**

AUDITORIUM 2024

Delight your target customers with creative installations that highlight your product's best features.

# FOOD AND BEVERAGE



Brand our coffee/tea bar, breakfast, or lunch  
and make your company a memorable part  
of the attendee experience.



# CHARGING STATIONS



**Fully customize your ideal charging stations to keep potential customers engaged with your brand while they wait for their phones to get some juice.**



AUDITORIUM 2024

# STEP AND REPEAT

Visually associate your brand with high profile attendees in shared content during and after the event.

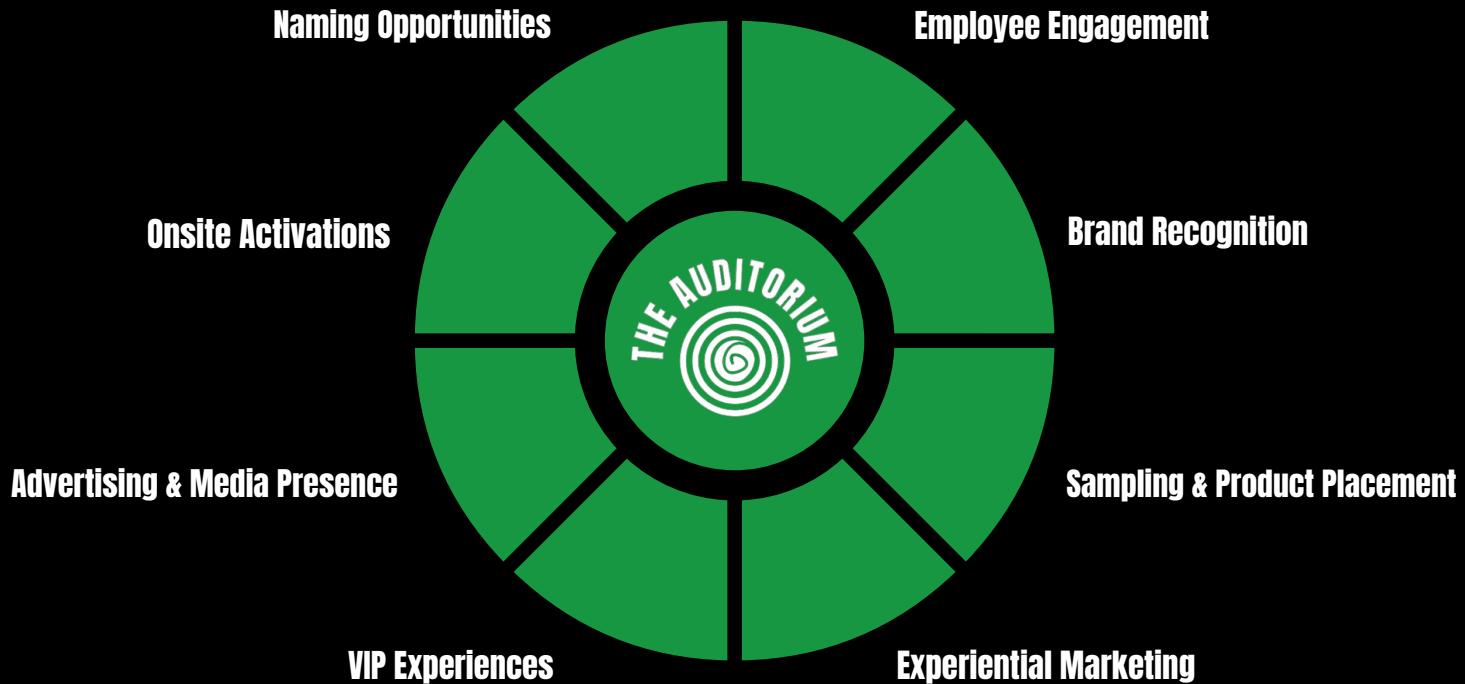


# Everything we do is customized to your specifications!

## TAILOR-MADE STRATEGY

We don't use stock packages because we know they don't work. We want to create something just for you, designed to help you reach your goals. Tell us about what you want to achieve and we'll build something just for you and your budget.

## SOME OF THE WAYS WE CAN WORK TOGETHER INCLUDE:



# GUARANTEES

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	DIAMOND	PLATINUM	GOLD
<b>MINIMUM COMMITMENT</b>	\$1,000	\$500	\$250
<b>EXCLUSIVITY</b>	2	4	Unlimited
<b>TICKETS</b>	4	3	2
<b>POST-EVENT EMAIL MARKETING (Duration: 6 Weeks After Event)</b>	Inclusion on Vendor List & 1x/Week Standalone Email	Inclusion on Vendor List & 2x Standalone Email	Inclusion on Vendor List & 1x Standalone Email
<b>RECOGNITION AND INCLUSION IN MOBILE APP CONTENT</b>	Solo Dedicated Mobile App Page	Linked Logo	Linked Logo
<b>RECOGNITION &amp; DIRECT LINK ON EVENT WEBSITE</b>	Logo	Logo	Logo
<b>PROMOTIONAL MATERIAL IN GIFT BAGS</b>	○	○	○
<b>RECOGNITION ON EVENT SIGNAGE and/or POST-EVENT THANK YOU ADVERTISING</b>	Logo/ Social Handle on Signage & Post Event Thank You	Logo/ Social Handle on Signage & Post Event Thank You	Logo on Signage & Post Event Thank You
<b>RECOGNITION ON EVENT SOCIAL MEDIA POSTS</b>	3x/Week	2x/Week	1x/Week
<b>ACCESS TO ATTENDEE DATA ANALYSIS REPORT</b>	○	○	○
<b>ON-DEMAND CONTENT DISTRIBUTION</b>	Stand-alone Web Page	Opt-In	Opt-In
<b>RECOGNITION IN COMMERCIAL ADS</b>	Presenter	Logo	Logo
<b>RECOGNITION IN ALL PRINT MEDIA ADVERTISEMENTS</b>	Logo	Logo	Logo
<b>COMPANY NAME &amp; LINK INCLUDED IN ALL PRESS RELEASES &amp; PAID BROADCASTED MEDIA</b>	○	○	○
<b>DEDICATED PRE-EVENT SOCIAL MEDIA HIGHLIGHT</b>	○	○	○
<b>ACCESS TO ATTENDEE DATA</b>	○	○	○
<b>RECOGNITION ON EVENT STAFF T-SHIRTS</b>	Logo	Logo	
<b>VERBAL RECOGNITION DURING PRESENTATION</b>	○	○	
<b>QR CODE INCLUSION ON EVENT SITE POSTERS</b>	○	○	
<b>RECOGNITION ON STEP &amp; REPEAT PHOTO BACKDROP</b>	○		
<b>RECOGNITION ON ATTENDEE BADGES</b>	○		

## WE COVER ALL THE BASES

All of our sponsors who meet the minimum contribution requirements will receive guaranteed benefits as a starting point, but we don't stop there. Our goal is to develop an activation opportunity designed to engage your target audience in meaningful ways.

## WHAT ARE WE MISSING?

That's for YOU to decide!



# GET IN TOUCH

**Let's talk about the ways we can work together:**

We're excited to hear about your goals and how we can help you achieve them.

**Bryánne  
Mitchell-Gonzales**

**Head of Corporate Partnerships**

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