

Join us for this...

RED CARPET STAR STUDDED EVENT!

AUGUST 15-17  
2025

It's your chance to...

*Make it happen!*

*Entertainment Industry*

# POWER CONFERENCE

TM

**Meet & Greet top industry...**

**MOVERS, SHAKERS AND DECISION MAKERS!**

Early Bird | Standard | VIP Registration

All attendees are required to PRE-REGISTER

**SHREVEPORT CONVENTION CENTER**

400 CADDO STREET  
SHREVEPORT, LOUISIANA 71101

Presented by:

**Platinum Hits**  
**Entertainment**  
MAGAZINE



**Boss Syndicate**



**FANS' CHOICE**<sup>TM</sup>  
**MUSIC AWARDS**

Advisory Panel from industry Experts  
Motion Pictures Studios & Record Company Executives  
Industry Workshops | Music & Film Showcase Opportunities





# Platinum Hits Entertainment

## ABOUT US

Platinum Hits Entertainment, Inc. is an Atlanta-based entertainment company with satellite offices in five additional U.S. cities, dedicated to helping talented artists navigate the industry and successfully launch their careers.

Inspired by the legendary artist development models of Motown® and Stax™, we take an old-school approach to talent cultivation—focusing on refining raw potential, building strong industry foundations, and guiding artists toward superstar status.

Unlike a traditional record label, we specialize in professional and financial services, empowering new and unsigned artists with the strategic direction, resources, and industry access they need to thrive. As we approach our 10th anniversary, we are excited to expand our impact with the launch of Platinum Hits Entertainment Magazine—a dynamic publication debuting later this spring, dedicated to spotlighting rising talent, industry trends, and entertainment business insights.

Platinum Hits Entertainment, Inc.—Helping Artists Turn Dreams Into Reality.





# EVENT PROPOSAL

Proposal By :

**Our Team**

Proposal For :

**Prospected Sponsors**

Office:

1201 W Peachtree St NW  
Suite 2300  
Atlanta, GA 30309

404 939-2509

info@platinumhitsentertainment.com  
www.platinumhitsentertainment.com





# POWER CONFERENCE

## OVERVIEW

The Make It Happen! Entertainment Industry Power Conference is a premier event designed to connect aspiring and established professionals in music, film, television, and digital media. It serves as a platform for networking, industry insights, business development, and career advancement. The event features expert panels, workshops, keynote speakers, and live showcases to help attendees navigate the evolving entertainment landscape.

The Fans Choice Music Awards is a celebration of independent and mainstream artists, recognizing talent based on audience engagement and fan votes. It gives artists a platform to gain visibility, build their fan base, and receive industry recognition.

## THE VENUE

During the venue selection process, Foundation Events, kept the event purpose and audience at the fore front of any decision making. The venue chosen for Make It Happen! Entertainment Industry Power Conference will be held at the Shreveport Convention Center and the Fan Choice Awards will be held at the historic Shreveport Municipal Auditorium





# CONGRATULATIONS, 2025

Life Time Achievement Award Recipients



Lenny Williams



Rod Stewart



Dolly Parton



Bruce Springsteen



Smokey Robinson



Diana Ross



Stevie Wonder



# SPONSORSHIP OPPORTUNITY

## WHY SPONSOR?

- Gain exposure to thousands of entertainment industry professionals, artists, and media.
- Align your brand with a prestigious event featuring top industry leaders and decision-makers.
- Engage directly with attendees through digital, print, and on-site activations.

To effectively plan and promote the Make It Happen! Entertainment Industry Power Conference & Fans Choice Music Awards in the Shreveport-Bossier area, it's essential to understand the demographics, disposable income, and interests of potential attendees within a 200-mile radius. Below is a comprehensive overview:

### Target Audience Profile

Age Range: 18 and above

### Professions & Interests:

- Musical Artists
- Actors
- Fashion and Print Models
- Entertainment Attorneys
- Managers and Booking Agents
- Music and Film Producers
- Industry Executives
- Fans of the Entertainment Industry

### Geographic Focus

Primary Location: Shreveport-Bossier City, Louisiana

### Surrounding Cities within 200 Miles:

- Marshall, TX
- Longview, TX
- Tyler, TX
- Terrell, TX
- Mesquite, TX
- Dallas-Fort Worth Metropolitan Area, TX



# SPONSORSHIP OPPORTUNITY

Below is a chart summarizing the population and income data for the targeted area:

City/Area	Population	Median Household Income	Per Capita Income
Shreveport-Bossier City, LA	394,706	\$42,157	\$23,026
Marshall, TX	23,392	\$37,446	\$20,662
Longview, TX	81,638	\$44,512	\$24,410
Tyler, TX	106,985	\$47,312	\$26,487
Terrell, TX	19,019	\$63,795	\$25,471
Mesquite, TX	140,937	\$58,247	\$23,317
Dallas-Fort Worth, TX	7,637,387	\$72,265	\$35,753

Note: Data from the US Census Bureau and related demographic reports.

## Disposable Income Insights

Disposable income, which is the amount of money individuals have available for spending and saving after taxes, varies across these regions. Generally, higher median household and per capita incomes indicate greater disposable income, suggesting a higher capacity to spend on events like the Entertainment Industry Conference.

### Interest in Entertainment Events

Residents in these areas have shown interest in entertainment events, as evidenced by the attendance of festivals and industry-related gatherings. For instance, the "Let the Good Times Roll Festival" in Shreveport-Bossier City attracted a significant local audience, with 79% of attendees residing in the area.



# SPONSORSHIP OPPORTUNITY

## *Estimated Reach of the Event's Advertising Campaign*

Considering the population within a 200-mile radius and the targeted demographic's interest in entertainment, the event's advertising campaign could potentially reach approximately 1.5 to 2 million individuals. This estimate accounts for overlapping media markets and the likelihood of interest among the specified professions and enthusiasts.

## *Sponsorship Value Proposition*

Here's why Sponsors Should Invest in the Premier Sponsorship Package:

1. **Extensive Brand Exposure:** With an estimated reach of up to 2 million potential attendees and participants, sponsors will gain significant visibility across multiple markets.
2. **Targeted Audience:** The event attracts professionals and fans deeply engaged in the entertainment industry, aligning with brands seeking to connect with this specific demographic.
3. **Multi-Channel Promotion:** Sponsors will benefit from brand integration across various platforms, including audio/visual materials, print media, and digital channels, ensuring comprehensive coverage.
4. **Enhanced Brand Association:** Aligning with a prestigious event as we celebrate our 10th anniversary enhances the sponsor's reputation and demonstrates a commitment to supporting the arts and entertainment community.
5. **Networking Opportunities:** Sponsors will have direct access to industry professionals, influencers, and potential clients, fostering valuable business relationships.

Investing in the highest-tier sponsorship package offers unparalleled opportunities for brand amplification, audience engagement, and a measurable return on investment.

By leveraging the event's extensive reach and the targeted demographic's enthusiasm, sponsors can achieve significant brand recognition and establish a strong presence within the entertainment industry.