

A BRAND PARTNER RELATIONSHIP WITH

IRON GLOBE

ENTERTAINMENT COMPLEX

Transformational Brand Alignment

2,200 Seats

VIP Luxury Boxes

Restaurants & Bars

Zero Carbon Footprint

Skating Rink

10-Month Event Calendar

- **5-Month Concert Series**
- **1-Month Oktoberfest**
- **2-Month Festival of Lights**
- **1-Month of E-Gaming Competitions**
- **10-Month Drive-In Theater**



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Pottstown's Ultimate Sales & Marketing Platform

- **Unique Experiential Marketing Options**
- **Social Media & Retail Engagement**
- **Omni-Channel Messaging**
- **Traditional PR With Tech Integration**
- **Unparalleled Activation Opportunities**



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450MM
Annual
Consumer
Impressions



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World Class Entertainment Under The Stars





Powered By Green Energy

The ideal entertainment venue, located beside The Schuylkill River Trail, in a most bucolic setting, featuring 360-degree panoramas, a 3,600 square foot “zero-carbon footprint” skating rink, full-menu dining, bars, fire-pits, and the latest in e-gaming & interactive LED screen technology.





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Spacious, Comfortable Concert Premium Seating + Year-Round Access to The Iron Globe Complex



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A Relationship With The Iron Globe Provides

Enhanced Brand Relevance

Community Involvement

Sales Channel Support

Major Account Management

Enhanced Social Media Presence

Tech-Driven CRM Integration



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The Iron Globe Customized Brand Platforms Include

On-Site Activations

Unique VIP Hospitality Opportunities

Tagging Of All Social Media & Billboards

Omni-Channel Mobile Marketing

Consumer Activation at Retail & Online

Traditional PR & Advertising



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Activation Opportunities

- Naming Rights to the Iron Globe
- Stage-Signage
- Vehicle Wraps
- Community Engagement
- Social Media Initiatives & Apps
- Retailtainment In Pottstown & Surrounding Areas
- Radio Participation : Remotes, Drops, & Online
- Local Cable Television & Radio Media Buy
- Traditional Print & Online PR



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Naming Rights Opportunities

- The Iron Globe Entertainment Complex
- The Arts Pavilion and Iron Globe Central Park
- The Summer Concert Series
- The Independence & Memorial Day Fireworks
- 5-Wk Octoberfest Halloween, Hayrides, & Haunts
- 9-Wk Festival of Lights, Christmas, Santa Village and New Year's Eve / New Year's Day
- Restaurant Row & The Food Festivals
- The Iron Globe Drive-In
- The Iron Globe Skating Rink
- The Iron Globe VIP Hospitality Area



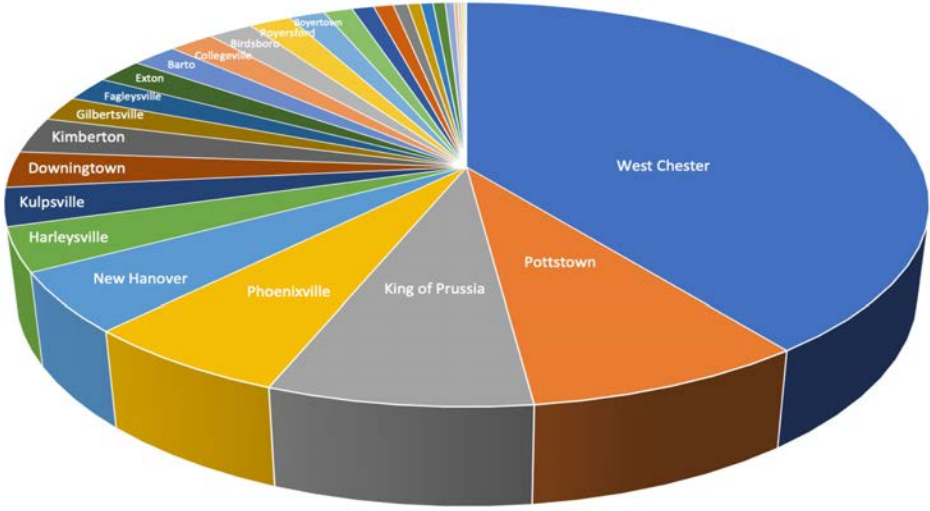


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Population 270,000



- West Chester
- Pottstown
- King of Prussia
- Phoenixville
- New Hanover
- Harleysville
- Kulpville
- Downingtown
- Kimberton
- Gilbertsville
- Fagleyville
- Exton
- Barto
- Collegeville
- Birdsboro
- Royersford
- Boyertown
- Spring City
- Red Hill
- Spring Mount
- New Berlinville
- Mont Clare
- Schwenksville
- Bally
- Bechtelsville
- Dougllassville
- Zieglerville
- Perkiomenville
- Frederick
- Birchrunville



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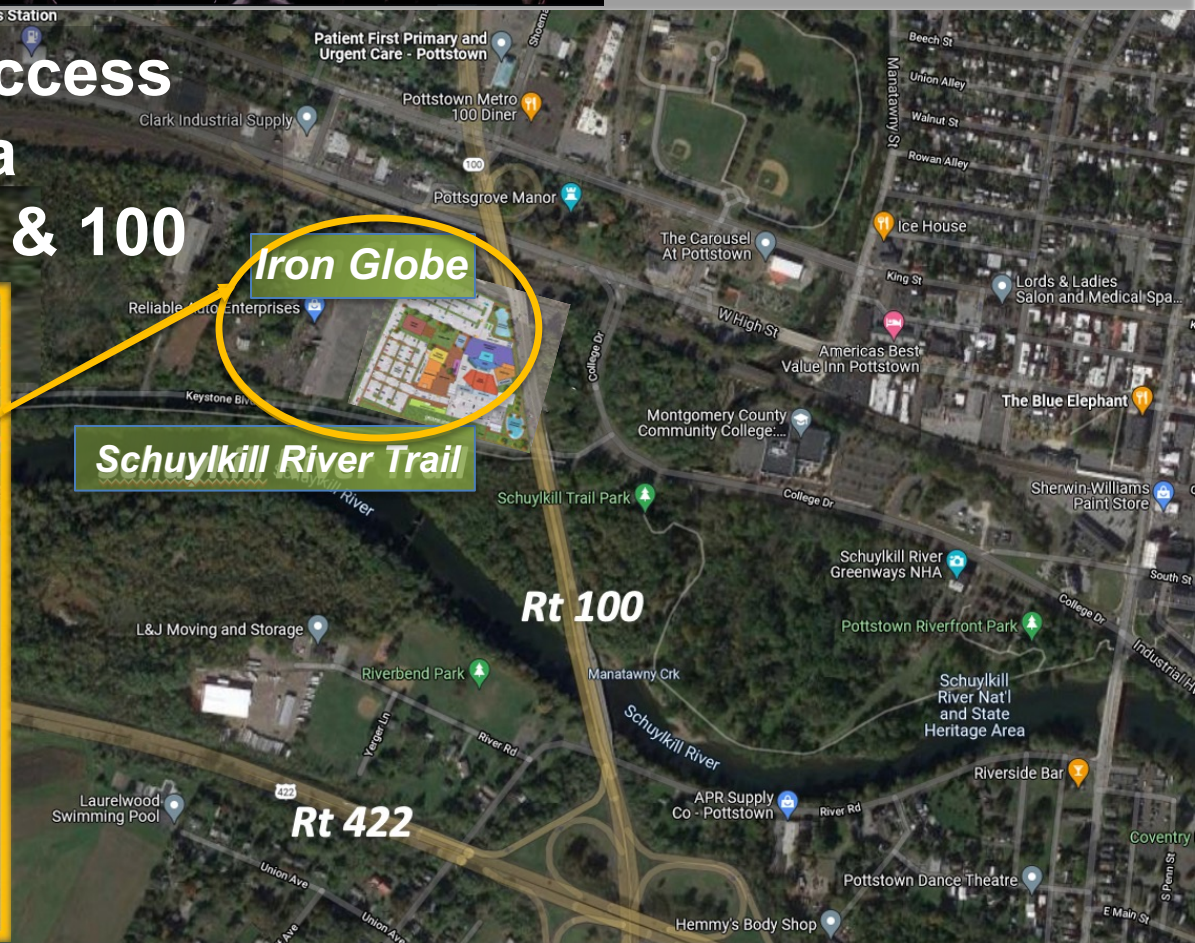
Easy Access
via
Rts 422 & 100

Iron Globe

Schuylkill River Trail

Rt 100

Rt 422





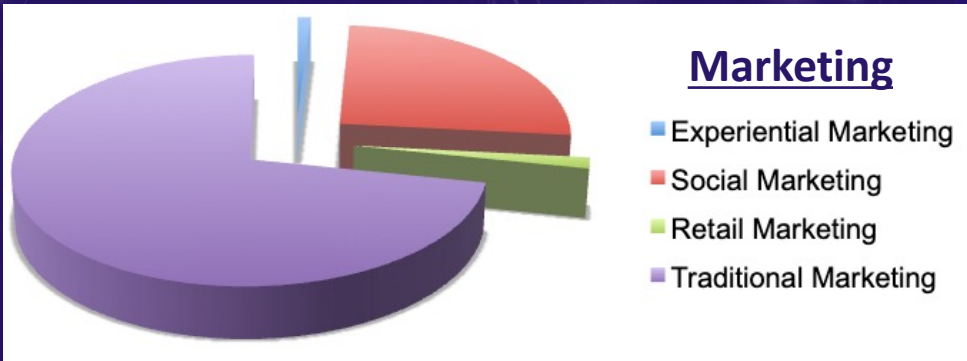
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450 MM Consumer Impressions

- Experiential : 10MM
- Retail : 30MM
- Social : 10MM
- Traditional : 400MM



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Experiential Marketing

- 10 MM Consumer Impressions in 2022
- 20 Concert Events + E-Gaming Tournaments
Holiday & Community Festivals
- Branded Hospitality Areas Both
In-Community and On-Site



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Social Media Engagement

- **10MM Consumer Impressions** in 2022
- 20 Concert Events, E-Gaming Tournaments and Holiday & Community Festivals
- Customized Social Media Campaigns
- Artists, Record Labels, & Street Team Support
- Technology Acceleration
- Facebook | Instagram | YouTube | LinkedIn



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Consumer Retail Activation

- **30MM Consumer Impressions** in 2022
- **20 Concert Events + E-Gaming & Festivals**
- **Opening Act In-Store Retailtainment**
- **In-Store Performances and Meet & Greet**s
- **Radio Participation**
- **Remote Broadcasts**
- **Exclusive Merch & Online Content**



THE IRON GLOBE REALTY CENTER
POWERED BY THE CONCEPT GROUP ARCHITECTURE

A BRAND PARTNER RELATIONSHIP WITH

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Traditional Marketing & PR

- 400MM Consumer Impressions in 2022
- 20 Concert Events, E-Gaming Tournaments and Holiday & Community Festivals
- Local Radio & Cable Television
- Print & FSI, Community
- PR via Print, Media, & Online
- Regional Promotion



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Concert Production Experience

The Iron Globe Team Has Booked & Produced Hundreds Of Concerts Featuring

- Taylor Swift
- 3OH!3
- Rae Sremmurd
- The Band Perry
- We The Kings
- Big & Rich
- 3 Doors Down
- Ludacris
- Sugarland
- BOYZ II Men
- Monica
- Building 429
- Train
- TobyMac
- Big Sean
- Tyler Farr
- MercyMe
- Vince Neil

... among others ...





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