



Pottstown's Transformational Entertainment Complex

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**
- 3-Months of E-Gaming Competitions**
- 10-Month Drive-In Theater**





IRON GLOBE

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***





IRON GLOBE

**450MM
Annual
Consumer
Impressions**





IRON GLOBE



World Class Entertainment Under The Stars





IRON GLOBE

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.





IRON GLOBE

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





IRON GLOBE

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





IRON GLOBE

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





IRON GLOBE

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





IRON GLOBE

Naming Rights Opportunities

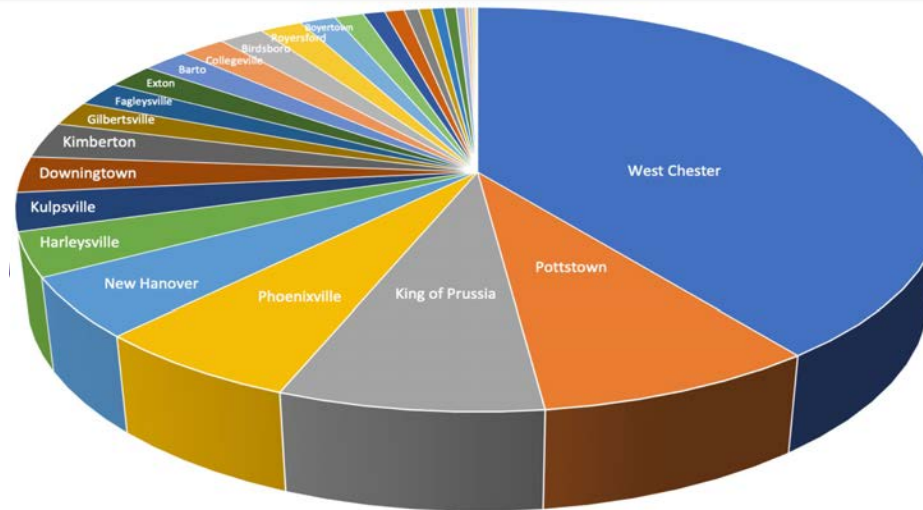
- The Iron Globe Entertainment Complex
- The Arts Pavilion and Iron Globe Central Park
- The Summer Concert Series
- The Independence & Memorial Day Fireworks
- 5-Wk Octoberfest Halloween, Hayrides, & Haunts
- 9-Wk Festival of Lights, Christmas, Santa Village and New Year's Eve / New Year's Day
- Restaurant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





IRON GLOBE

Population 270,000



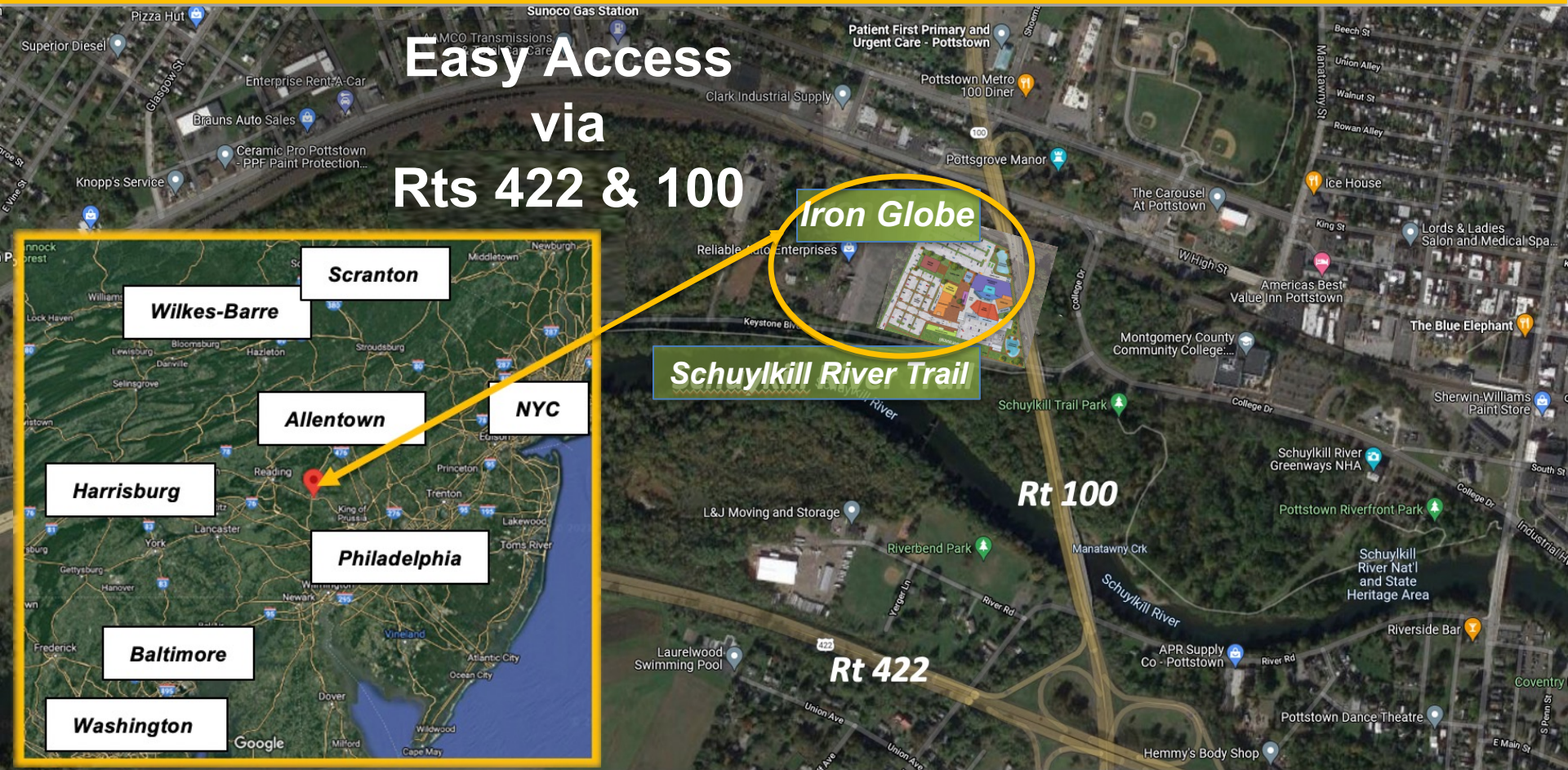
West Chester Pottstown King of Prussia Phoenixville New Hanover Harleysville Kulpville Downingtown
Kimberton Gilbertsville Fagleyville Exton Barto Collegeville Birdsboro Royersford
Boyetown Spring City Red Hill Spring Mount New Berlinville Mont Clare Schwenksville Bally
Bechtelsville Douglassville Zieglerville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





IRON GLOBE

**Easy Access
via
Rts 422 & 100**

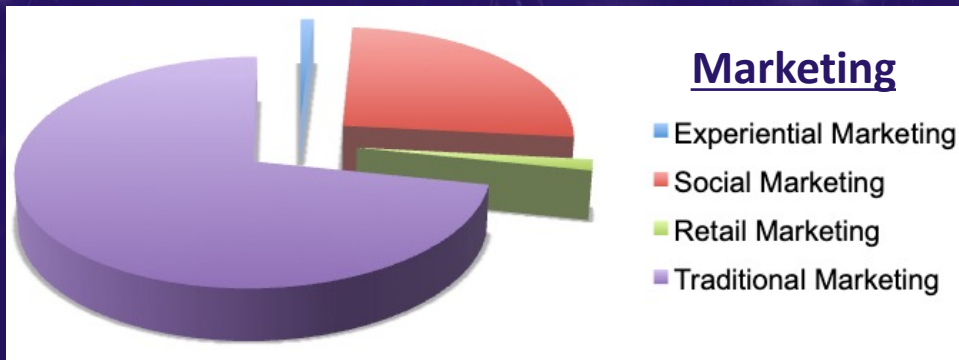




IRON GLOBE

450 MM Consumer Impressions

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





IRON GLOBE

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





IRON GLOBE

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





IRON GLOBE

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
- Radio Participation
- Remote Broadcasts
- Exclusive Merch & Online Content





IRON GLOBE

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

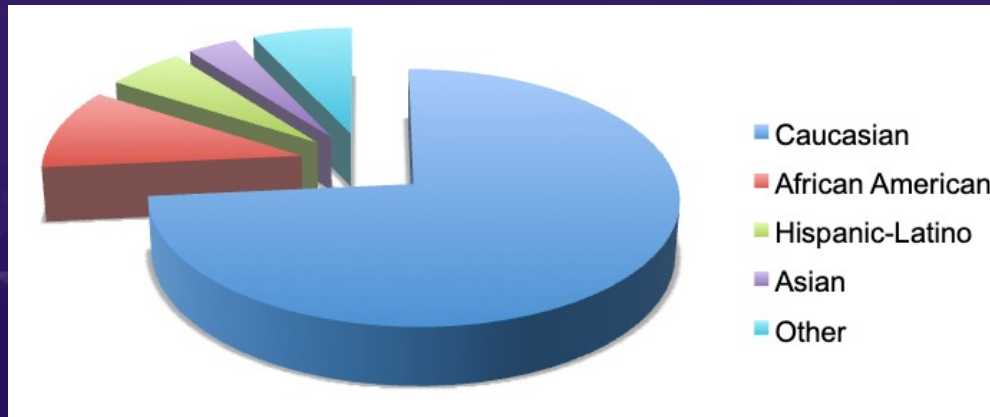




IRON GLOBE

Demographics

- 73.5% Caucasian
- 10.5% African American
- 5.5% Hispanic-Latino
- 3.5% Asian
- 7.0% Other

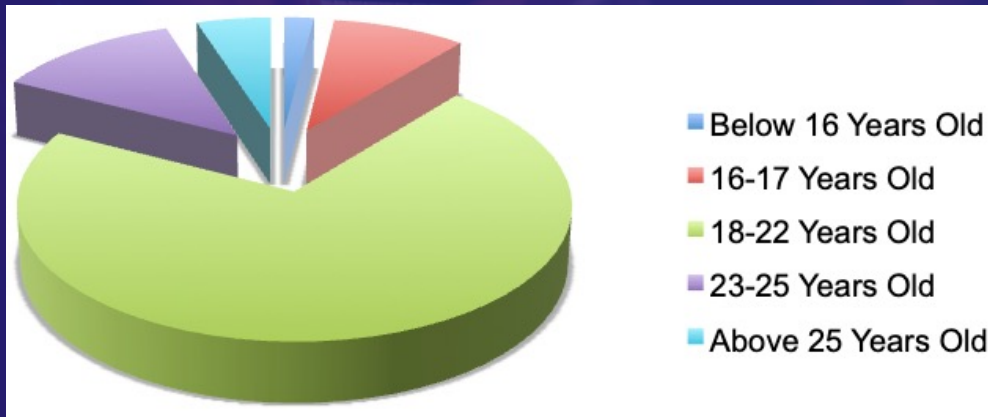




IRON GLOBE

Demographics

- 2.0% < 16 Years Old
- 71.5% : 18-22 Years Old
- 5.0% > 25 Years Old
- 9.0% : 16-17 Years Old
- 12.5% : 23-25 Years Old

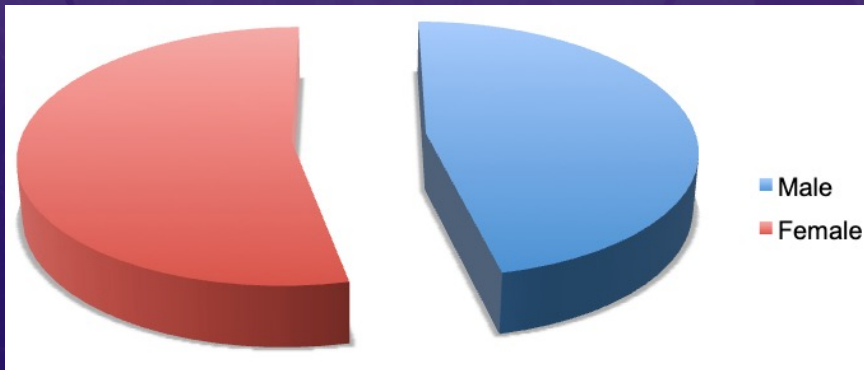




IRON GLOBE

Demographics

- 51.72% Female
- 48.28% Male





IRON GLOBE

Immigration Details

Population



- Male Population 48.28 %
- Female Population 51.72 %

Citizen



- Citizen US Born 93.84 %
- Citizen not US Born 4 %
- Not Citizen 2.16 %

Moved



- Moved from Abroad 0.03 %
- Moved from Same Country 11.63 %
- Moved from Same State 4.22 %
- Moved from Different State 1.21 %
- Same House as Last Year 82.92 %





IRON GLOBE

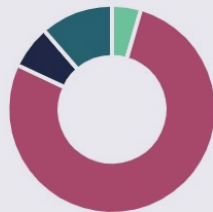
Employment Details

Employment



- White Collar
74.99 %
- Blue Collar
25.01 %

Employment



- Self Employees
4.5 %
- Private Companies
77.48 %
- Governmental Workers
6.73 %
- Not for Profit Companies
11.29 %





IRON GLOBE

Households

Households



- Family Households
61.43 %
- Non-family Households
38.57 %

Households



- Households with Children
32.3 %
- Households without Children
67.7 %





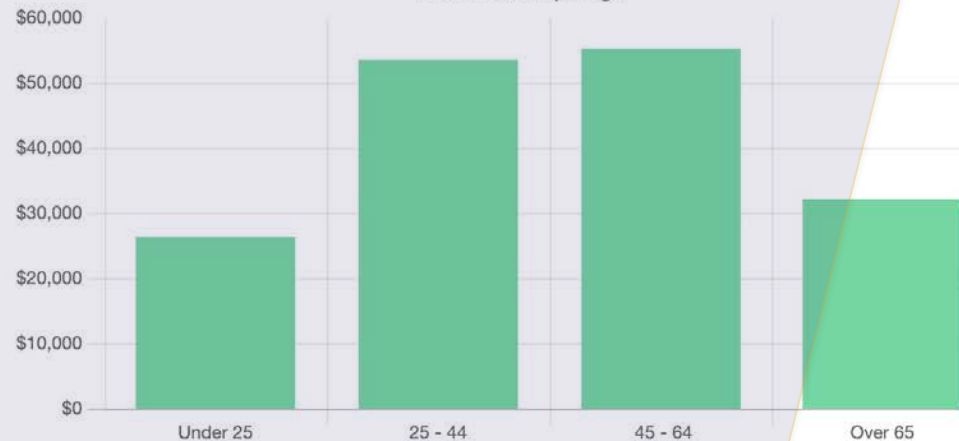
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Median and Average Income

Median and Average income in Pottstown

Average Household Income	\$62,740.00
Median Household Income	\$49,377.00

Median Income per Age





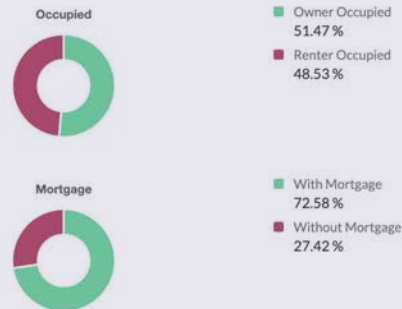
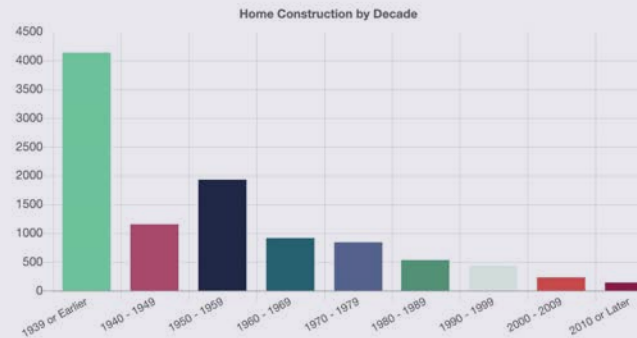
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Housing

Housing Units
Median Year Built
Built in 1939 or Earlier
Built between 1940 and 1949
Built between 1950 and 1959
Built between 1960 and 1969
Built between 1970 and 1979
Built between 1980 and 1989
Built between 1990 and 1999
Built between 2000 and 2009
Built in 2010 or Later

Occupied Housing Units
Owner Occupied
Renter Occupied

With Mortgage
Without Mortgage
Median Value with Mortgage
Median Value without Mortgage
Median Housing Costs per Month





IRON GLOBE

Marital Status



- Never Married
33.35 %
- Married
46.75 %
- Separated
2.71 %
- Widowed
6.11 %
- Divorced
13.79 %

Education



- No High School
3.22 %
- Some High School
47.5 %
- Some College
21.2 %
- Associate Degree
8.83 %
- Bachelor's Degree
6.1 %
- Graduate Degree
%



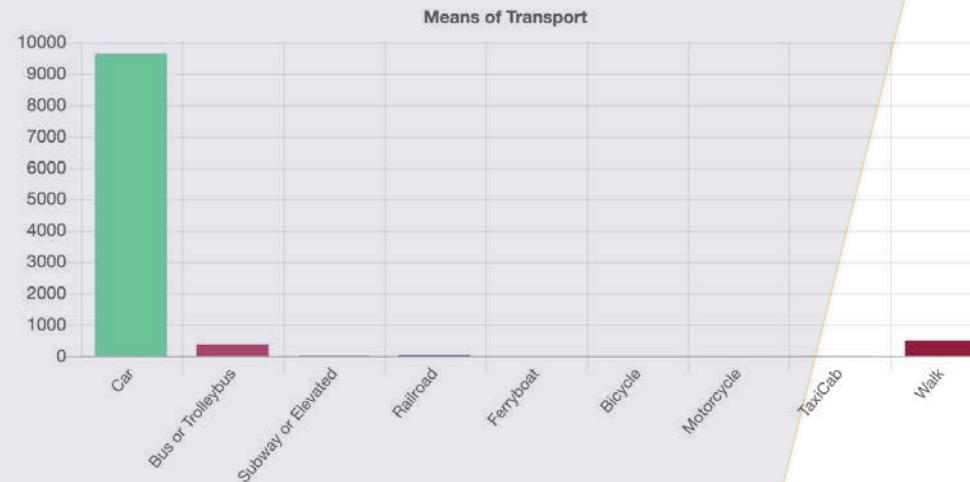


IRON GLOBE

Transportation

Means of Transport to work in Pottstown

Car	9,645
Bus or TrolleyBus	374
Subway or Elevated	12
Railroad	35
Ferryboat	0
Bicycle	4
Motorcycle	6
TaxiCab	8
Walk	492





IRON GLOBE

Concert Production Experience

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

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

... among others ...





IRON GLOBE

***Pottstown's Transformational
Entertainment Complex***

Contact

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