



IRON GLOBE ARENA PARTNERSHIP DECK

The Ultimate Sales & Marketing Platform

Pottstown's Exciting New Entertainment Center



Contact : Pat O'Connor
(m) +1 (610)-636-5805
(e) Pat.OConnor@POCMedia.com

© 2020, Iron Globe Arena, Inc.

THE IRON GLOBE ARENA™
The Ultimate Sales & Marketing Platform
Pottstown's Exciting New Entertainment Center!





IRON GLOBE ARENA PARTNERSHIP DECK



25 Million Consumer Impressions

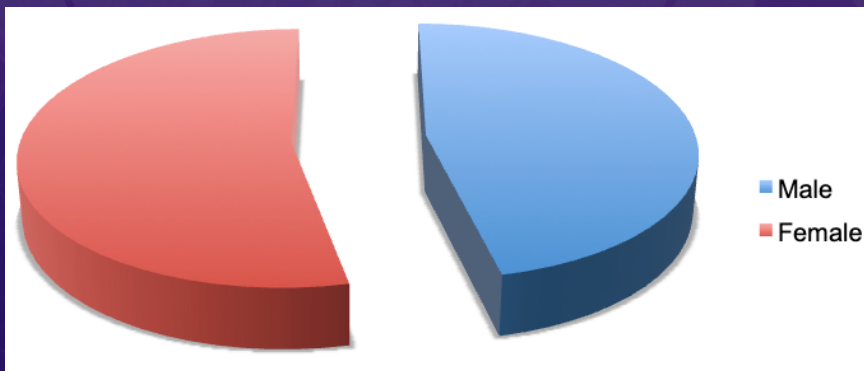
- *Omni-Channel Messaging*
- *The Only Amphitheater in Town*
- *Tech Integration*



IRON GLOBE ARENA PARTNERSHIP DECK

Demographics

- 54% Female
- 46% Male

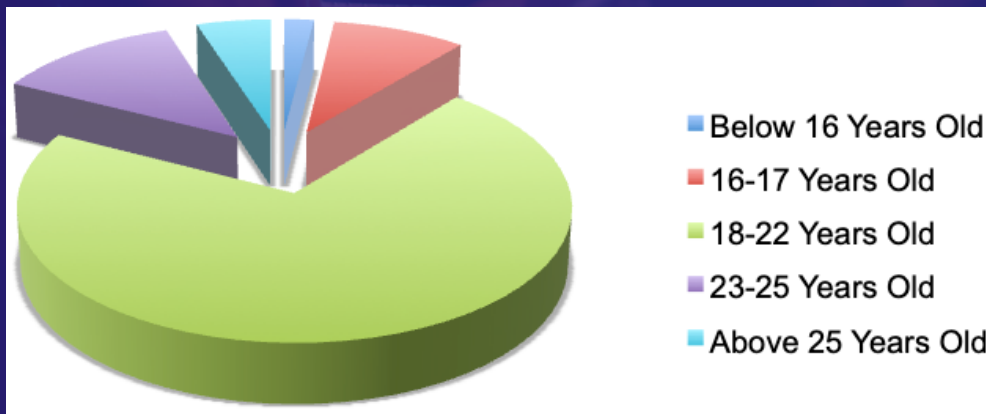




IRON GLOBE ARENA PARTNERSHIP DECK

Demographics

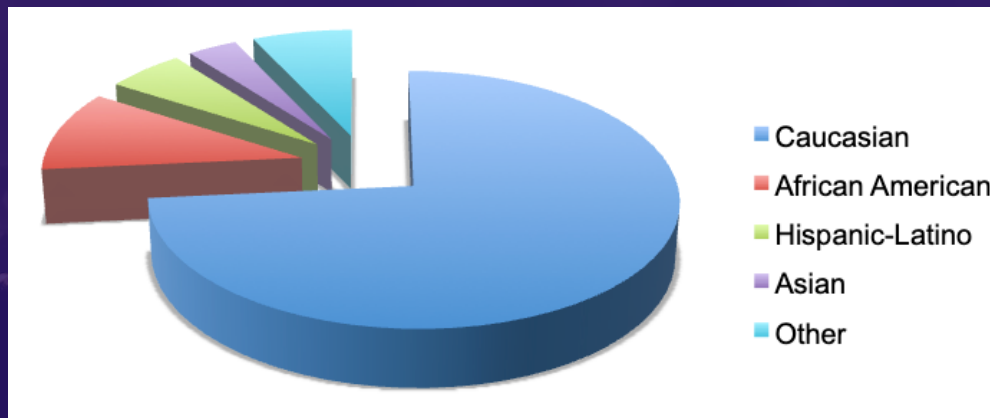
- 2.0% < 16 Years Old
- 9.0% : 16-17 Years Old
- 71.5% : 18-22 Years Old
- 12.5% : 23-25 Years Old
- 5.0% > 25 Years Old



IRON GLOBE ARENA PARTNERSHIP DECK

Demographics

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

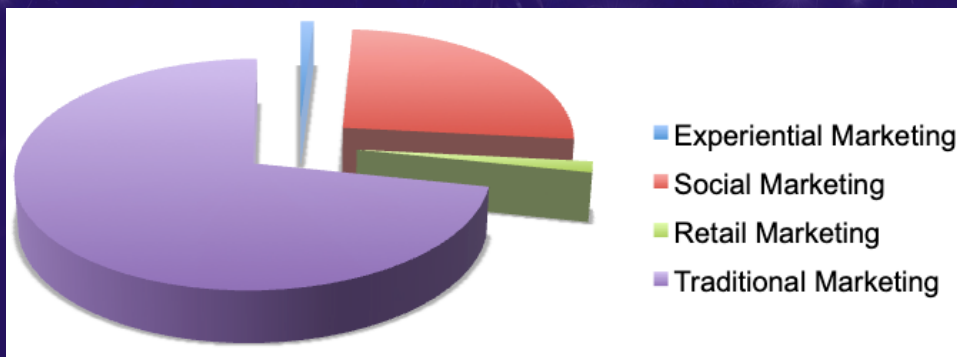




IRON GLOBE ARENA PARTNERSHIP DECK

25 MM Consumer Impressions

- Experiential : 742,500
- Social : 900,500
- Retail : 1,592,000
- Traditional : 22,886,500





IRON GLOBE ARENA PARTNERSHIP DECK



Experiential Marketing

- **742,500 Consumer Impressions in 2022**
- **20 Concert Events + Holiday & Community Nights**
- **Branded Hospitality Areas In-Community and On-Site**



Contact : Pat O'Connor
(m) +1 (610)-636-5805
(e) Pat.OConnor@POCMedia.com

© 2020, Iron Globe Arena, Inc.

THE IRON GLOBE ARENA™
The Ultimate Sales & Marketing Platform
Pottstown's Exciting New Entertainment Center!





IRON GLOBE ARENA PARTNERSHIP DECK

Social Media Engagement

- **900,500 Consumer Impressions** in 2022
- **20 Concert Events + Holiday & Community Nights**
- **Customized Social Media Campaigns**
- **Artists, Record Labels, & Street Team Support**
- **Technology Acceleration**
- **Facebook | Instagram | YouTube | LinkedIn**



IRON GLOBE ARENA PARTNERSHIP DECK

Consumer Retail Activation

- **1,592,000 Consumer Impressions** in 2022
- 20 Concert Events
- Opening Act In-Store Performance/Retailtainment
- Opening Act In-Store Meet & Greets
- Radio Participation With Remote Broadcasts
- Exclusive Merch & Online Content from Openers
 - 682,500 Retail Venue Impressions
 - 227,500 Branded Vehicle Impressions
 - 682,500 Impressions via Radio Promos



IRON GLOBE ARENA PARTNERSHIP DECK

Traditional Marketing & PR

- 22,886,500 Consumer Impressions in 2022
- 20 Concert Events
- Local Radio & Cable Television
- Print, FSI, Community, & Regional Promotion
- PR via Print, Media, & Online



Contact : Pat O'Connor
(m) +1 (610)-636-5805
(e) Pat.OConnor@POCMedia.com

© 2020, Iron Globe Arena, Inc.

THE IRON GLOBE ARENA™
The Ultimate Sales & Marketing Platform
Pottstown's Exciting New Entertainment Center!





IRON GLOBE ARENA PARTNERSHIP DECK

Activation Opportunities

- Naming Rights to the Iron Globe Arena
- 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

Contact : Pat O'Connor
(m) +1 (610)-636-5805
(e) Pat.OConnor@POCMedia.com

© 2020, Iron Globe Arena, Inc.

THE IRON GLOBE ARENA™
The Ultimate Sales & Marketing Platform
Pottstown's Exciting New Entertainment Center!



IRON GLOBE ARENA PARTNERSHIP DECK

Pottstown Population Demographics

Total Population	22,694
Male Population	10,957
Female Population	11,737

Median Age	35.5
Citizen US Born	21,296
Citizen not US Born	907
Not Citizen	491

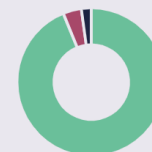
Moved from Abroad	6
Moved from Same Country	2,589
Moved from Same State	939
Moved from Different State	269
Same House as Last Year	18,457

Population



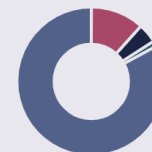
Male Population
48.28 %
Female Population
51.72 %

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 ARENA PARTNERSHIP DECK

Occupational Employment in Pottstown

White Collar	8,538
Blue Collar	2,848

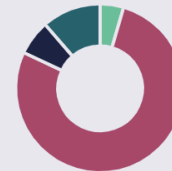
Employment



- White Collar
74.99 %
- Blue Collar
25.01 %

Self Employees	512
Private Companies	8,822
Governmental Workers	766
Not for Profit Companies	1,286

Employment



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

IRON GLOBE ARENA PARTNERSHIP DECK



Number of Households in Pottstown

Total Households	9,076
Average People Per Household	2
Family Households	5,575
Non-family Households	3,501

Households



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

Households with Children	2,931
Households without Children	6,145

Households



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



Contact : Pat O'Connor
(m) +1 (610)-636-5805
(e) Pat.OConnor@POCMedia.com

© 2020, Iron Globe Arena, Inc.

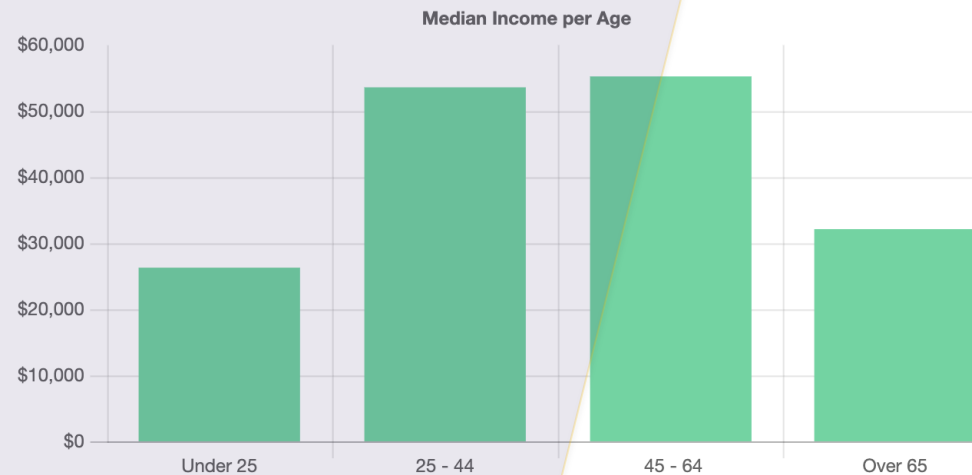
THE IRON GLOBE ARENA™
The Ultimate Sales & Marketing Platform
Pottstown's Exciting New Entertainment Center!



IRON GLOBE ARENA PARTNERSHIP DECK

Median and Average Income in Pottstown

Average Household Income	\$62,740.00
Median Household Income	\$49,377.00
People below Poverty Level	4,153
People above Poverty Level	17,890



Contact : Pat O'Connor
(m) +1 (610)-636-5805
(e) Pat.OConnor@POCMedia.com

© 2020, Iron Globe Arena, Inc.

THE IRON GLOBE ARENA™
The Ultimate Sales & Marketing Platform
Pottstown's Exciting New Entertainment Center!

IRON GLOBE ARENA PARTNERSHIP DECK

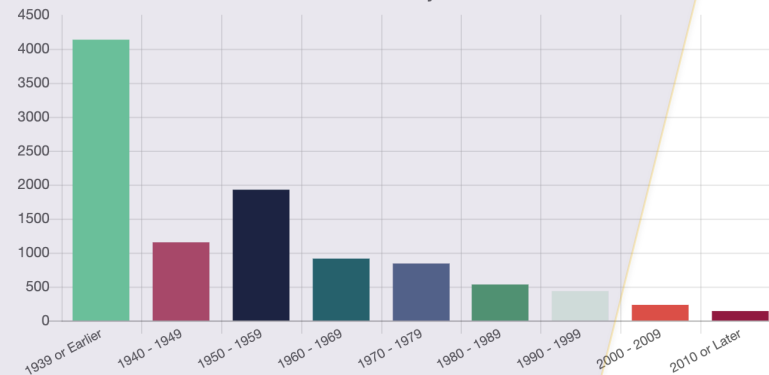
Housing in Pottstown

Housing Units	10,302
Median Year Built	1949
Built in 1939 or Earlier	4,136
Built between 1940 and 1949	1,152
Built between 1950 and 1959	1,927
Built between 1960 and 1969	912
Built between 1970 and 1979	840
Built between 1980 and 1989	531
Built between 1990 and 1999	433
Built between 2000 and 2009	231
Built in 2010 or Later	140

Occupied Housing Units	9,076
Owner Occupied	4,671
Renter Occupied	4,405

With Mortgage	3,390
Without Mortgage	1,281
Median Value with Mortgage	\$131,000.00
Median Value without Mortgage	\$110,700.00
Median Housing Costs per Month	\$1,066.00

Home Construction by Decade



Occupied



Mortgage



Owner Occupied
51.47%

Renter Occupied
48.53%

With Mortgage
72.58%

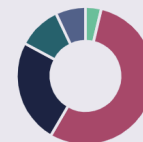
Without Mortgage
27.42%

IRON GLOBE ARENA PARTNERSHIP DECK

Pottstown Education Statistics

No High School	550
Some High School	8,102
Some College	4,533
Associate Degree	1,507
Bachelor's Degree	2,242
Graduate Degree	1,041

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	%

Marital Status in Pottstown

Never Married	5,930
Married	8,312
Separated	481
Widowed	1,087
Divorced	2,452

Marital Status



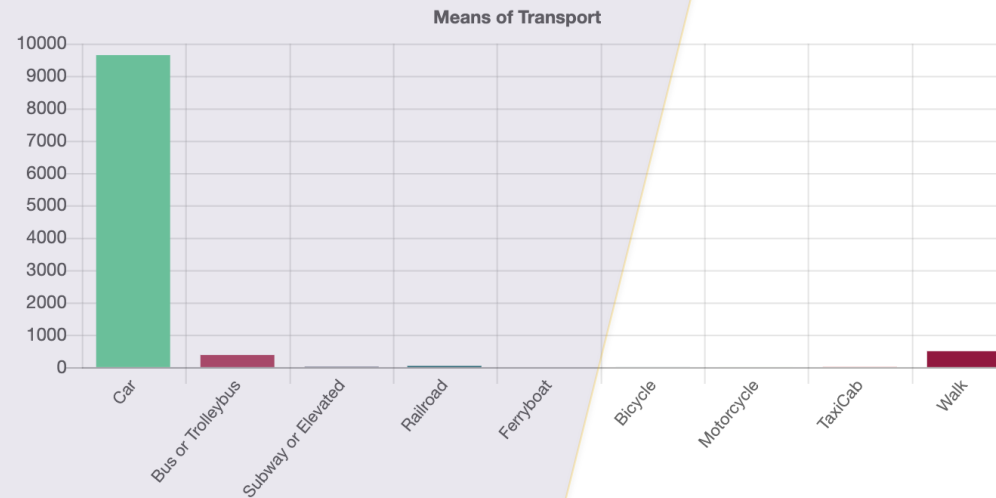
Never Married	33.35 %
Married	46.75 %
Separated	2.71 %
Widowed	6.11 %
Divorced	13.79 %

IRON GLOBE ARENA PARTNERSHIP DECK



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



Contact : Pat O'Connor
(m) +1 (610)-636-5805
(e) Pat.OConnor@POCMedia.com

© 2020, Iron Globe Arena, Inc.

THE IRON GLOBE ARENA™
The Ultimate Sales & Marketing Platform
Pottstown's Exciting New Entertainment Center!





IRON GLOBE ARENA PARTNERSHIP DECK

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 ARENA PARTNERSHIP DECK

LET'S ROCK!!!

Contact Pat O'Connor
(m) +1 (610)-636-5805
(e) Pat.OConnor@POCMedia.com