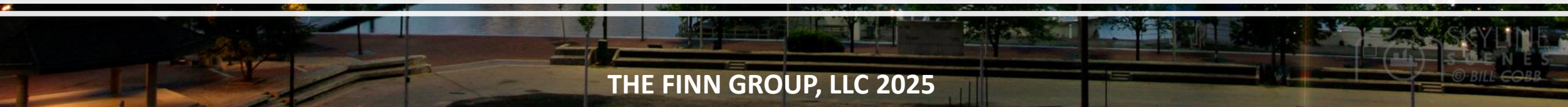




# EVENT SPONSORSHIP 2025



THE FINN GROUP, LLC 2025

B A L T I M O R E

**met.rola**



# OUR HISTORY

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Since 2000, The Finn Group has spearheaded innovative cultural event activations to create brand impact, product sales, community engagement, and highly sought after demographic data and analysis for our partners and collaborators.

Past impact activations include NFL Super Bowl Weekend, NBA All-Star Weekend, African American Heritage Festival, NAACP National Convention, \$2M TBT (The Basketball Tournament), and The Preakness Stakes.

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# TFG

THE FINN GROUP, LLC

CREATORS OF CULTURE

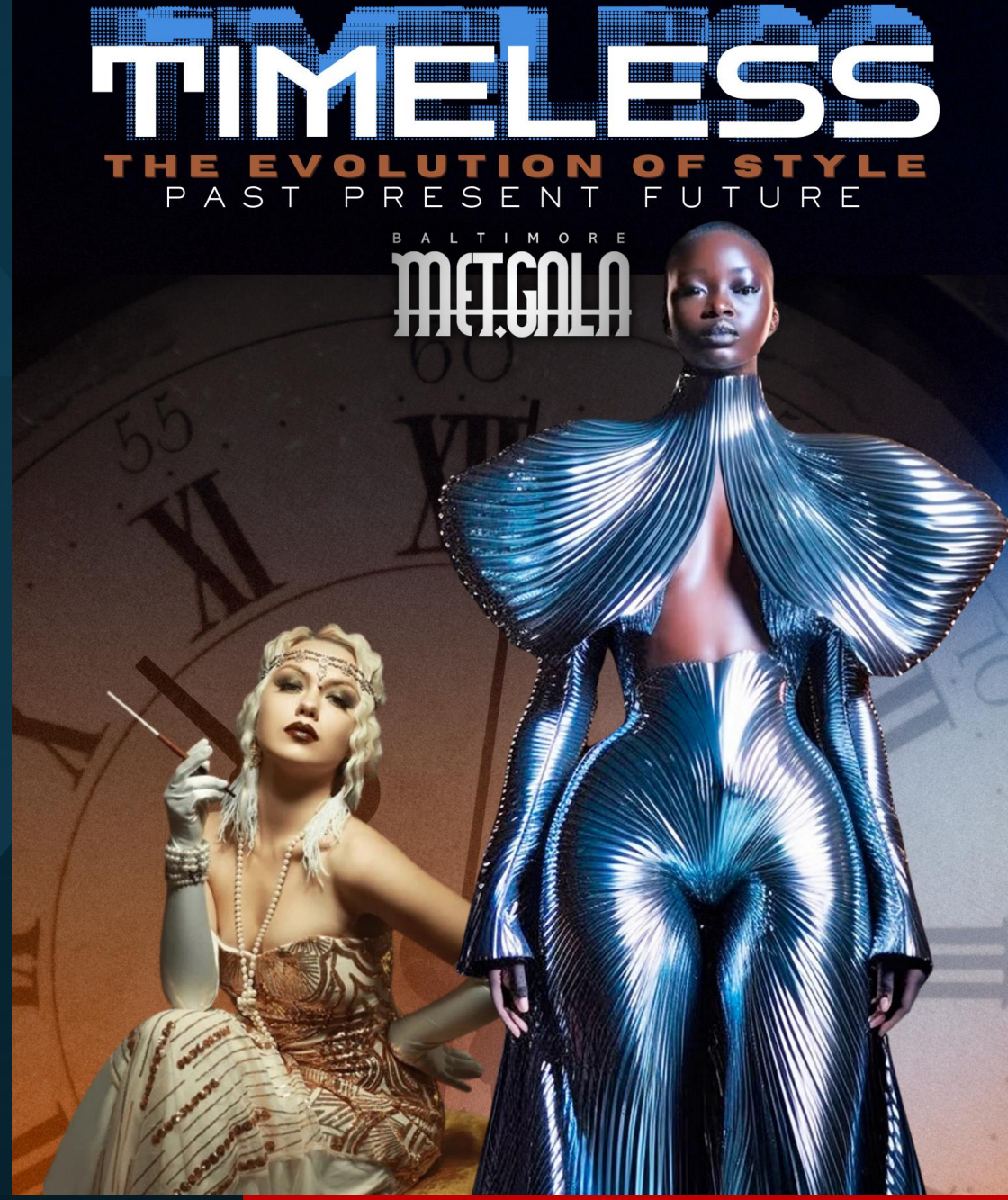


[www.thefinngroup.net](http://www.thefinngroup.net)  
IG and FB: @finngroup

# BALTIMORE MET GALA

SEPTEMBER 13, 2025

LIVE CASINO MARYLAND





# FASHION ROADMAP

## TIMELESS- PAST PRESENT FUTURE

- **American Renaissance**
  - 1900-1940
- **Color and Uninhibited**
  - 1960-1980
- **Fabrics and Florals**
  - 1990-2025
- **Metals Grays and Black**
  - 2025-Beyond



BALTIMORE  
**MET  
GALA**  
2025 - UNINHIBITED

# CUSTOM SPONSOR LEVELS

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**\$10,000**

**\$25,000**

**\$50,000**

**\$75,000**

**\$100,000**

**CUSTOMIZED TO MEET CUSTOMER AND COMPANY OBJECTIVES**

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# DEMOGRAPHICS



ATTENDANCE 2,500

## RESIDENCE

- BALTIMORE 70%
- DELAWARE NORTH 15%
- DMV 15%

## GENDER

- FEMALE 62%
- MALE 38%

## AGE

- 21-55 80%
- 55+ 20%

## INCOME

- \$0-\$85k 60%
- \$85k-\$100k 20%
- \$100k+ 20%



# TRENDSETTER

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## PERFECT COLLABORATOR

- FASHION
- RETAIL
- HOSPITALITY
- AUTOMOTIVE
- FINANCIAL INSTITUTIONS
- ARTS & CULTURE







## WE DELIVER

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- BRAND IMPACT
- PRODUCT SALES
- COMMUNITY ENGAGEMENT
- KEY INFLUENCERS + TRENDSETTERS
- KEY DATA & ANALYTICS



# BRAND IMPACT

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A collaboration with TFG links your company to iconic brands that are culturally sensitive, culturally relevant with community economic impact.

We will work closely with you to create a customized benefit packet that:

- Meets your business goals and objectives
  - Is important to your audience
  - Has a concierge experience with a high likelihood of success as defined by your organization
- 





# PRODUCT SALES IMPACT

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- Customized activation activities
  - Patron engagement
  - Category exclusivity
  - Event Naming Rights
  - On-site signage (Video Screens/Stage Screens)
  - Presence on TFG website, email blasts and TFG/Event socials
  - Co-branded content creation
  - Product sampling
  - Right to promote co-branded products/services
- 



Carmelo Anthony

# COMMUNITY ENGAGEMENT

- ✓ TFG is focused on community engagement and eradicating disparities related to financial literacy, health and wellness, jobs and entrepreneurship, home ownership, and neighborhood environments.
- ✓ TFG will conduct two “Day of Giving” events in 2024 in partnership with our collaborators.
- ✓ TFG’s commitment is to impact residents of Baltimore with solutions, resources, and opportunities in a collaborative effort to move Baltimore forward.







# DATA & ANALYTICS

## How We Capture

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- ✓ Social Media (Facebook, Instagram, YouTube) 150,000+ combined
- ✓ Email Marketing (list size exceeds 25K)
- ✓ Targeted online advertising leading up to and during events
- ✓ On-site interaction
- ✓ Official Program Booklets
- ✓ Traditional advertising including radio, print and television
- ✓ MTA bus signage to promote the designated activations





## SOCIAL ENGAGEMENT

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TFG IS A **TRUSTED BRAND** FOR EVENTS AND ORGANIC SEARCHES

TFG EVENT WEBSITES **+25% YOY SITE TRAFFIC**

**71% LEVERAGE** MOBILE DEVICE TO ENGAGE WITH EVENT MARKETING

AVERAGE GUEST **AGE- 25-58**

CONTENT MARKETING **COLLABORATION** WITH PARTNERS DROVE WEBSITE TRAFFIC



# CONTACT

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@finngroup

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