



momentum
ENTERTAINMENT GROUP

P R E S E N T A T I O N





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Leadership

Strategy

SECTION 1

INTRO

#MOMENTUMENTERTAINMENTGROUP



Momentum Entertainment Group signifies BALANCE

Momentum Entertainment Group: A live music consulting agency

Momentum Entertainment Group is a minority-owned live music consulting agency founded in 2014. It provides tailored production and talent buying services for high-profile events, tours, and festivals.

We partner with radio, entertainment, and lifestyle brands from the arena to the club to produce once-in-a-lifetime music experiences.

Some of our events - past and present - include Hot97's Summer Jam at Met Life Stadium; HOT 97's On The Reggae and Soca Tip; Red Bull Music Academy Festival NYC; Bape 25th Year Anniversary concert at MSG; Fetty Wap's Welcome To The Zoo Tour; Rick Ross's Port of Miami Tour; Walmart Presents "Hero & Headliners" featuring HER, Imagine Dragon, & Chris Stapleton; Nas Time is Illmatic Tour; Nick Cannon's Wild'n Out Tour; One Africa Fest at Barclays Center; "Not So Silent Night" 2019 at Barclays Center, A Night With Sting at Webster Hall; Lady Antebellum for Momentum Worldwide; Private show with Camila Cabello at The Filmore, Miami; Nas & Damian Marley at the Trinidad National Stadium; New Edition Tour; Rock The Bells NYC; Maxwell's "The Night Tour".



SECTION 2

WHY CHOOSE US

#PURPOSE



Choice



We invite partners, (brands, platforms, government agencies, & artists) to join us in revolutionizing the live entertainment space and festival model.

Clients choose us because we can help them stand apart from the norm by developing creative solutions designed specifically for their objectives.

We know where audiences are turning their time and attention next, and every strategic idea is made to help you meet them there.



“It’s not about us.
It’s about our clients’ needs”

Here’s what you can expect. We...

PLAN!

STRATEGY + IDEATION

AUDIENCE TARGETING +
MEDIA CAMPAIGNS

INFLUENCER + RECRUITMENT
MARKETING

PROGRAM!

TALENT ACQUISITION

PREMIER VENUES

TICKET MANAGEMENT

EXECUTE!

DYNAMIC PRODUCTION +
STAFFING

BUILD UP + BREAK DOWN

TECH + ACTIVATIONS



WE'RE BUILT ON A GREAT FOUNDATION

As a team, we have fundamentally earned experience, inspiration, and structure, as the building blocks of Momentum Entertainment Group:

MULTI MEDIA

Cultivated a historical storybook with major media conglomerates in, radio, TV, sport, arenas, and music venues.

MUSIC LABELS & TOURS

Solution-providers for the most celebrated labels like Def Jam (UMG), etc., in collaboration *with touring giants like - Live Nation, AEG, Momentum Worldwide, Summer Jam, Rock The Bells etc. - All contributing to our content & production experience; along with extensive artist relationships.*

TALENT | AGENCIES

Studied and built programs within the best talent/media agencies and film studios (CAA, WME, UTA, Mediacom, OMD, Mindshare, etc.) - all pivotal in *our partnership management education.*

CAUSE MARKETING

This group has been involved in national and global philanthropic efforts, working alongside Live AID, CDC - Dept of Mental Health, St. Jude's, Salvation Army, Writers Guild, NAACP, PAL, Robinhood Foundation, Harlem Capital Prep Academy. - to name a few.





SECTION 4

HOW WE WORK

#PROCESS

THIS WORK IS IN OUR DNA

MOMENTUM TIMELINE & QUARTERLY SUMMARY

PROCESS +
ROLL OUT

STEP 1



CHOOSE US

- Conduct detailed client needs-analysis to understand all goals, KPI metrics and benchmarks.
- Sign partnership agreements & submit deposits.
- Conduct team brainstorm, then generate overall ideas and strategy for approval.



STEP 2



CREATIVE STRATEGY FOR TOUR

Present ideas with action plans and assignments that get to the goal(s).:

- Multi-market Strategy with community outreach/recruitment plans.
- Talent buying
- Secure production partner.
- Create Tour Programming schedule.
- Create PR campaign.



STEP 3



AUDIENCE TARGETING

- Design targeted media & PR plans to roll out ticket marketing w/ artist announcements.
- Full events timeline with activation playbook for uniformed execution.
- Artist & influencer incentive programs for social media posting and engagement.
- Affiliate partnerships secured for streaming & cross marketing to amplify outreach and viewership.
- Secure approved lifestyle brands for any additional prizing.



STEP 4



DATA & RESULTS

All advertising, marketing, PR, streaming and earned media metrics, recruitment data collected and generated for roll up recap and goal matchup.

NEWS

SECTION 5

ONE STOP

#EVENTMARKETING

#RECRUITMENT

#PRESS

...the changes on Earth. We will visit
other things will also discuss new
...on global security. Last time this

NEWS





INFLUENCE LEVERAGE

Marketing to impact change, influenced by artists. Heighten customer loyalty, while inciting change.

IMPACT

Cause and social marketing revenues are increasing tremendously, and we will leverage the biggest names in music to create meaningful action and drive branded (sponsor-able) initiatives.

DRIVE CONSUMER LOYALTY

Artists and Influencers are the driving forces behind action for good. Our philanthropic partners are many - with movements around *Sustainability + Clean Energy, Education, Prison Reform, Health, Generational Wealth and more.*

CAUSE MARKETING

IMPACTING CHANGE

PUBLIC RELATIONS THAT LEAD THE NARRATIVE

MOMENTUM ENTERTAINMENT GROUP has a network of A-list publicity firms and our PR team has worked alongside some of the biggest music artists, corporations, community efforts, fashion, technology, spirits and more; from Ford Motors, to Cîroc (Diageo), Sean “Diddy” Combs, US Army, Essence Music Festival, Lincoln, BAPE clothing and more. Our collective mission is to revitalize public relations amongst the African American community providing a new voice that appropriately underscores the client's message.

REFER A FRIEND

SECTION 6

TEAM BIOS X EXPERIENCE

#LETUSWINFORYOU

WIN

WIN AGAIN
WIN MORE



EVENT OPERATIONS & PROGRAMMING

YALE "LENNY" HANSEN

Founder & CEO | MOMENTUM ENTERTAINMENT GROUP

Lenny Hansen, CEO and founder of Momentum Entertainment Group, has the expertise, connections, and vision to produce memorable events that exceed expectations. The combined knowledge of event operations, project management, concert touring, and event promotions with a resolute approach to executing special events. Curator of the hottest live events from ideation to completion, Lenny has over 20 years of experience as an event professional, spanning several industries across North America. Artists and brands trust Lenny to create the best platform partnerships for them. He has the unique ability to develop, communicate, and execute initiatives that align with the vision of his clients.

Lenny has collaborated with many partners and produced some of the most highly-rated reality shows and concerts with top-billing artists. His clients have included VH-1, iHeart, Universal Music, American Dream, and more. He credits his experiences, keen understanding of the consumer, and **relationships with key connectors for his success. Lenny consistently delivers exceptionally unique guest and client experiences.** His audience consistently supports and endorses his music and entertainment events.

SENIOR EXECUTIVE PRODUCER

GUS HENINGBURG

Gus has been a successful production master for some of the biggest tours, award shows, and events. Producer of dynamic stages and artist sets with a commitment to excellence. His efficient ability to keep track of all moving parts, ensuring participants do not go over their set times and that there is a smooth changeover, enables events to run effortlessly.

Gus has an undisputable ability to produce year after year. **Always finding the best possible ways to advance the show, Gus comes up with the soundest financial and operationally smart solution.** Some events produced include Hot 97's Summer Jam, "On the Reggae Tip," GQ "Men of the Year," Revlon's "Walk Against Breast Cancer," Vibe Magazine special events, and more. Gus brings total production strategies, delivering premier event logistics holistically.



EXECUTIVE PRODUCER

ROBERT “BOBBY” DUCKETT

Robert “Bobby” Duckett has over 30 years of experience in the Entertainment Business as a Tour and Venue Manager, Event Producer, and Music Executive. His expertise in event production has enabled him to develop a vast network of resources that improves production efficiency. He is results-driven and goal-oriented. His experience gives him the ability to solve problems confidently, manage and direct teams, and adhere to budget commitments without sacrificing quality of work.





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THANK YOU

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