

I'll promote **YOUR BRAND** to my gen-x and baby boomer clients with *purchasing power.*



www.jennifergilmoresings.com



CONNECT

your brand to

\$7 TRILLION

Baby boomers \$7 trillion market

\$5.27 TRILLION

Generation Xers are a \$5.27 trillion market

MEDIA

Multimedia campaigns including television, radio, print, and digital platforms.

EXTENDED REACH

Marketing through a wide range of traditional and digital media platforms will reach baby boomers and Generation Xers with purchasing power

ACCESS-TO-AUDIENCE

Email marketing, social media, blogging, and press releases

DRIVE SALES AND TRAFFIC

Grow your customer base, increase brand awareness and loyalty among baby boomers to generate more engagement and drive in-store or on-line traffic

CAUSE MARKETING

Charitable partner: Ronald McDonald House

JENNIFER Gilmore



- Known as “**Golden Note,**” Jennifer Gilmore is a living, breathing testimony to the truth that drives her extraordinary career—her belief that music makes the difference.
 - A dynamic vocal powerhouse, for **over 20 years** she has conquered the hearts of music fans of all ages.
 - **Versatile and dynamic,** Jennifer delights audiences with five memorable concert series: “I Did it... BROADWAY!,” “Dynamic Divas,” “Timeless Hits,” “Holiday Extravaganza,” and “Patriotic Tribute to America.”
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- **She has given thousands of live performances** at corporate events, country clubs, weddings, fundraisers, and networking events.
 - Jennifer **started singing at 7 years old** in a girl group, then as a teenager for corporate events.
 - Her husband, Sean, encouraged her to audition for the **X Factor, and she made 3rd round finalist** in the Florida auditions.
 - Among her **many high-profile performances** are those at the Korean War Veterans’ Annual Conference in Orlando, Florida, the Annual Proton Therapy Fundraiser for Shands Hospital, and singing the National Anthem many times for The Miracles Baseball Team, Boston Red Sox, Minnesota Twins, Tampa Bay Rays, and Everglades Hockey and Championship games.
 - She and her husband, Sean, live in Florida, along with their children, Daniel, Abbey, Tommi, Sara and Seth.



Measurable Engagement



Jennifer “Golden Note” Gilmore will work with sponsors to measure engagement and activation, create customized campaigns, and offer onsite opportunities at live events



Reach your market: Access the \$7 trillion market of Baby Boomers and the \$5.27 trillion market of Generation X



Brand to the global Baby Boomer and Generation X communities

Live Events



Promotional opportunities include premarketing, on-site, and follow-up campaigns.



Interactive Contests to promote your brand

Media and Extended Reach



Multi-media campaign includes television, radio, strategic alliances, videos and blogs



Online marketing campaign through a variety of media outlets



Extensive social media presence on Twitter, Facebook and other platforms



Email marketing and follow-up from calling campaign Blogs and podcasts Press releases and articles



Newspaper and magazine promotions

Online and Digital Marketing



Video marketing campaign

Internet articles

Mobile marketing



REASONS TO SPONSOR

Jennifer “Golden Note” Gilmore

- 1. Jennifer “Golden Note” Gilmore** is a celebrated, versatile singer and entertainer who will provide measurable engagement for your brand.
- 2. Reach the \$7 trillion** market of baby boomers and the \$5.27 trillion market of Generation X
- 3. Boost Brand Awareness and Loyalty** through product placements, signage, company representatives, traditional and digital media
- 4. Live Events** with pre-marketing, on-site opportunities and follow-up campaigns to promote your brand
- 5. Access-to-Audience** through email marketing, social media, videos, blogging, and mobile marketing
- 6. Engagement** through multimedia campaigns, including a variety of digital media
- 7. Expand Your Target Audience** gaining lifelong customers in the Baby Boomer and Generation X markets
- Jennifer “Golden Note” Gilmore as **spokesperson for your brand**
- 9. Cause-Marketing Benefits** from charitable partner Ronald McDonald House
- 10. Award Presentation** as you receive the “Making a Difference Award” with media and photo opportunities

GOALS

for your brand

1. Educate people & organizations about **your** products and services
2. Increase **your** brand awareness and loyalty
3. Grow **your** customer base
4. Drive **your** traffic and sales

What an Awesome performance. Jennifer's entire presentation was spectacular. Her voice was spellbinding, her artistic costumes amazing and the manner in which she engaged the audience's participation was a real treat. A must-see entertainer when visiting SWFL."

— MEGHAN J

"Jennifer Gilmore is an amazing performer. She can really get the crowd up and dancing. I highly recommend her."

— NOELLE K., ISLANDWALK ACTIVITIES COCKTAIL PARTY FL

"I recently hired Jennifer to play at my Club. The members absolutely adored her and I am still receiving comments about how good she was a month later. Jennifer is a professional and has an AMAZING voice. I would highly recommend Jennifer for any event you are looking to book quality entertainment."

— BRIAN PELLETIER, GATEWAY CC F&B MANAGER