



**1<sup>st</sup>**

**ANNUAL  
FESTIVAL**

Can I Live Block Party Chicago Overview

July 16, 2016

20<sup>th</sup> Ward Washington Park/Woodlawn Community

58<sup>th</sup> & Prairie , Chicago, IL





## JODB Productions

Jennifer Toliver  
Sponsorship Coordinator  
P.O Box 378535  
Chicago, IL 60637  
Phone: 773.573.7092  
Email: jinondemboards@gmail.com

To Whom It May Concern:

Did you know the neighborhoods on the South Side of Chicago are lacking a true culture experience? Would you agree with me in saying that most individuals who live with in the urban communities don't know how to truly embrace the arts? I believe I have the cure to help empower those targeted individuals who have put dreams on hold due to lack of encouragement, exposer and inspiration.

My name is Jennifer and I am developing a Hip-Hop influence music festival that will bring more of the arts and culture diversity to the South Side of Chicago on the block of 58th & Prairie. Can I Live Block Party Chicago on 58th street will be used as a community get-together, a way to engage the South Side to build relationships that help maintain safe neighborhoods while experiencing live performances in a hip, encouraging and positive way.

We would be grateful if you helped in sponsoring our event. Along with this letter you will find more details about the project, and details concerning this year's sponsorship levels.

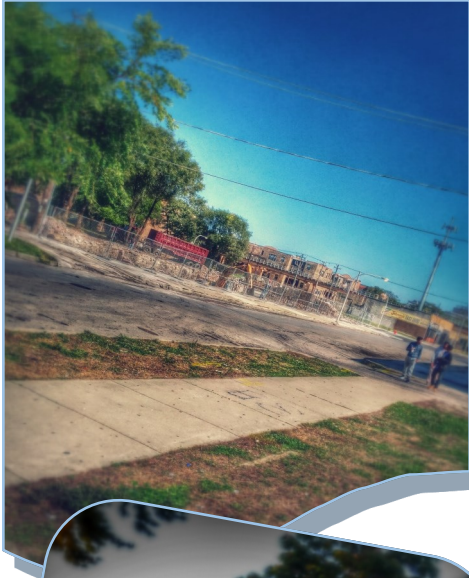
I look forward to hearing from you and the company and I thank you for your time and consideration.

Sincerely,

Jennifer Toliver

Can I Live Block Party Sponsorship/Marketing Coordinator

# FESTIVAL OVERVIEW



**Can I Live Block Party Chicago** is an arts and music festival that will bring mature individuals within the community together to enjoy a day of live performances in one of Chicago's developing communities on the city's Southside. The purpose of this event is to present the hip-hop culture, art & its musical influences to youth and adults in a peaceful and engaging way. This event will promote, support and educate the Chicago-land who lives are influenced by art and music. The fest will feature 7 of Chicago's talented artists that are interested in giving back and exposing the community to various forms of the arts.

**Can I Live Block Party Chicago** vendors will include 20+ with positive, hip, street and environmental friendly products, services, jewelry, arts, crafts and non-for-profit organizations. Food vendors will feature a wide array of food offerings that will reflect the objective and meet the needs of the Soul.

- ◆ **ACCESS:** we anticipate over 200 people will attend this year's festival. We also expect over 10 vendors and sponsors to participate in the festivities .
- ◆ **BRANDING:** bring your brand to the forefront by turning festival ideas into action. CILBP Branding & Media Assets deliver target impressions
- ◆ **CONNECTING TO THE COMMUNITY:** advance your corporate diversity & inclusion initiatives by expanding your engagement with CILBP ( throughout our annual festival and year around).

# UNIQUE AUDIENCE

## Insight

Attending this festival is a reminder of how important it is to connect with the Community by recognizing our accomplishments, trials, tribulations and celebrations. One of the reason we developed this festival because it is our responsibility to expose the next generation to varies forms or art & culture

## Audience Profile (Historical)

- Female/Male: 62% of festivalgoers are women - the influential buyer
- Age: 78% of festivalgoers are between ages 15-40
- HHI: 32% of festivalgoers earn more than \$25,000 annually

## EXCELLENT EXPOSER FOR YOUR BUSINESS AND BRAND

**ONSITE:** As an event sponsor, your business name/logo appeared on numerous banners at the event providing

**Promotional Space:** Your logo/name will appear on a diverse advertising and branding plan for the event, and on the page of

**Can I Live Block Party Chicago** with a link to your website.



# Channels of Engagement

## Education



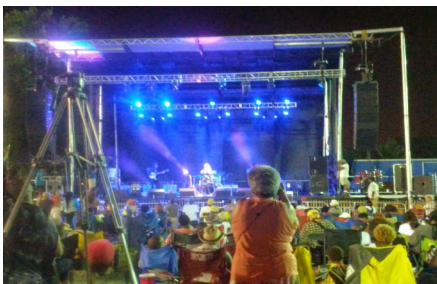
Head Start  
Charter Schools / Public Schools  
College Readiness Programs  
City College of Chicago  
Columbia College  
Music Entertainment Jobs

## Health & Wellness



Community Tips to stay healthy and in shape  
Chicago Park District  
YMCA  
Get Covered Illinois

## Entertainment



Local Celebrity Stage & VIP Lounges

- Hip-Hop/Reggae
- R&B/ Jazz
- Creative Dance

Community Care Linkage

- Social Media/ Website
- Photo booth

## Economic Development



Food / Marketplace Vendors  
Financial Literacy

# Can I Live Block Party Chicago

---

## Festival Opening Ceremony

### Overview:

The Festival Opening Ceremony is the kick of the 2015 block party. We encourage our Corporate Sponsors to bring the world of opportunity to our festival attendees. This event encourages our festivalgoers and the broader community have a well-rounded approach for the day.

**Date:** Saturday, July 16, 2016

**Location:** Festival Entrance

**Attendance:** 300 +

### Activation:

- ✓ Title Rights to the Festival
- ✓ Sponsor Remarks at Opening Ceremony
- ✓ Name/Logo on Festival Website & Brochure
- ✓ Mentions in all Radio/TV Advertisement
- ✓ Signage Opportunities On-site
- ✓ Exhibit Space in Marketplace & Vendor Area

### Benefits:

- ✓ **Premier Brand Building:** Ability to sponsor signature events and extend brand message to festivalgoers and other corporations attending the festival
- ✓ **Strategic Alignment:** Proactive engagement that differentiates your company from your competitive set
- ✓ **Executive Leadership:** Highlight one of your company's key executives



# Can I Live Block Party Chicago

---

## Entertainment Concert Stage

### Event Overview:

Engage with festival attendees in a non-traditional way. Our celebrity sound stages will host the best in R&B, Rap, Neo-Soul, Jazz and Reggae bringing together the consumers and influencers, to build relationships and celebrate with the community. Customize your brand message, promote exclusive programs and products, as the strategic partner for the Festival Signature Event.

**Date:** Saturday, July 16, 2016

**Sound Stage:** 241 E. 58th Street (Corner of 58th & Prairie)

### Activation:

- ✓ Category Exclusivity
- ✓ Speaker Remarks
- ✓ Premier Signage at Concert Stage
- ✓ VIP Lounge and Celebrity Meet and Greet
- ✓ Company Logo in Advertising & Marketing Materials

### Benefits:

- ✓ **Premier Brand Building:** Opportunity to create a unique and exciting brand experience
- ✓ **Executive Leadership:** Opportunity to highlight one of your company's key executives via opening remarks
- ✓ **Strategic Alignment:** Proactive engagement that encapsulates your company's commitment to work, community and lifestyle.

\*\* 2015 National acts include: Lee England Jr, Erthe St. James, Tink, Murph Watkins, Dreezy, and U.F.B



# Can I Live Block Party Chicago

---

## Marketplace Vendors

### Marketplace Overview:

The Marketplace offers a day of exceptional networking and access to festivalgoers and entrepreneurs. We are looking forward to the opportunity to build and increase awareness of our vendor's products, services and consumer engagement opportunities.

### Attendee Profile (Historical):

- ✓ **Ethnicity:** over the past 3-years, more than 80% of registered vendors are Black; approx. 20% are other ethnic minorities
- ✓ **Attendees:** +90% of all festivalgoers visit the marketplace in support of our vendors

### Activation:

- ✓ Marketplace & Vendor Network
- ✓ Interactive Exhibitor Space Branding & Media

### Benefits

- ✓ Consumer Engagement: Direct access to festivalgoers
- ✓ Brand Building: Ability to increase brand presence throughout the festival





# EVENT COLLATERAL & MEDIA

---

## Additional Activation Opportunities

*Bring your brand to the forefront at the 1st Annual Festival by turning ideas into action with CILBPC Media and Marketing Assets!*

### Activation Opportunities:

- ✓ **Interactive Exhibits:** Cars, Healthcare, Sports and Education
- ✓ **Event Collateral:** Can I Live Block Party Chicago Brochures, Lanyards, Tickets, T-Shirts.
- ✓ **Website:** offers digital marketing opportunities to reach festivalgoers.
- ✓ **Social Media:** Facebook, Twitter and Text Subscribers.
- ✓ **Premier Brand Building:** Ability to sponsor signature events and extend brand message to consumers and other corporations.



# Cooperate Donations

## Additional Opportunities to Support

**Corporate Philanthropy: advance your corporate diversity & inclusion initiatives by expanding your engagement with the festival and make a difference with the community we serve.**

- ✓ **Branding:** Company logo and profile listing on our website, festival brochure and press release.
- ✓ **Charitable Donation:** Can I Live Block Party Chicago is a sponsored project of **Fractured Atlas**, a non-profit arts service organization. Contributions for the charitable purposes of the Can I Live Block Party Chicago must be made payable to Fractured Atlas only and are tax-**deductible to the extent permitted by law.**
- ✓ **Complimentary Tickets:** up to ten (10) tickets for use with your company employees or community supporters to attend the Festival.
- ✓ **VIP Events:** up to five (5) complimentary passes to select VIP Events connected to the Festival for use with company employees or community supporters.\*

\*Passes values at \$25.00\*



# 2016 Sponsorship and Branding Options

**\*\*All sponsorship opportunities can be customized\*\***

**CELEBRITY SOUND STAGE SPONSOR** – the highest sponsorship level available. Provides maximum presence at the event with professional mobile stage and sound company & generator for power.

**FESTIVAL SECURITY SPONSOR** – provides the proper security presence for the event.

**FESTIVAL INSURANCE SPONSOR** – provides the event insurance that is needed to secure special events permit through the City of Chicago

**ARTIST FEE’S** – provides the payment for the to secure and book talent.

**HOSPITALITY SPONSOR** – a unique opportunity to entertain clients, customers or employees as they enjoy “front row” programming from the private corporate hospitality area

**MEDIA SPONSOR** – all media partners providing in-kind advertising and promotional trade for event benefits.

**DONATION SPONSOR** – provide in-kind goods/products/services in exchange for event benefits

Sponsorship & Media	Attendees, Reach or Frequency	Sponsorship Amount
<b>Celebrity Sound Stage Sponsors</b>	300+	Presenting Sponsor package begins at \$7,000
<b>Festival Security Sponsor</b>	300+	Presenting Concert Sponsor package begins at \$3,500
<b>Festival Insurance Sponsor</b>	300+	Presenting Artist Fee’s Sponsor package begins at 2,500
<b>Hospitality Sponsor</b>	1x @ year	Presenting Hospitality Sponsor package begins at 4,500
<b>Media Sponsor</b>	300+	Presenting Hospitality Sponsor package begins at 4,500

Closing and.....

## NEXT STEPS

*Today we need you to consider*

- ✓ *Festival Participation as a Corporate Sponsor*
- ✓ *Festival Support as a Corporate Donor*

**For information on becoming a sponsor contact :**

***Jennifer Toliver***

JODB Productions

P.O Box 378583

Chicago, IL, 60637

Phone: 773-573-7092

Email : [Jinndemboards@gmail.com](mailto:Jinndemboards@gmail.com)

