



# *Sponsorship* **PROPOSAL**

Prepared By:  
Shamirah Ross-Gowdy, *Founder/President & CEO*



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Live Nation Entertainment  
9348 Civic Centre Drive  
Beverly Hills, CA 90210  
[emilybender@livenation.com](mailto:emilybender@livenation.com)  
[moniquesowinski@livenation.com](mailto:moniquesowinski@livenation.com)  
800-653-8000



1/17/2021

Dear Live Nation Entertainment,

Thank you for your time on checking our Sponsorship proposal.

We are BrickTwentyTwo Productions, Inc., a non-profit Community Organization aimed at progressing lives of the African-American Community.

We would like to inform you that we are organizing an event for a cause: "BrickFest: *Juneteenth Celebration*". The goal of this event is to raise funds for our project **OPERATION: CIRCULATE BLACK**. We receive to give – 80% of all event revenue goes towards this project:

- Community Development (25%)
- Business Grants (25%)
- Scholarships (25%)
- Educational Impact (5%)

We are requesting your Sponsorship for this event. Being a Sponsor in this event, we'll advertise your company to the media and the audience. This will help you get exposure, increase your revenue, capture new customers, and be part of the community.

We look forward to talking with you. If you have any questions, please do not hesitate to contact us.

Thank you for your consideration.

Warm regards,

Shamirah Ross-Gowdy, MPA  
*Founder/President & CEO*  
[b22park.org](http://b22park.org)



## About Us

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BrickTwentyTwo Productions, Inc. is a non-profit Community Organization aimed at progressing the lives of African-Americans as it pertains to education, mental health, financial literacy, careers/employment, spirituality, civil rights, self-love, black history and behavior. We financially operate on ticket sales from events and donations in order to provide Educational Impact, Business Grants and Scholarships in addition to our Community Development projects. This organization was established as a Nonprofit on May 31, 2019.

## Our Mission

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Our mission is to apply group economics to support, preserve and develop the African-American Community.

## Our Vision

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Our vision is that the African-American Community will grow and strengthen for generations to come.

## Core Values

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- Community
- Integrity
- Empowerment
- Loyalty
- Passion
- Excellence
- Efficiency
- Commitment

**EVENT NAME:**

BRICKFEST: Juneteenth Celebration

**EVENT DATE:**

June 19<sup>th</sup>, 2021

**EVENT LOCATION:**

Atlanta, GA

**EVENT TIME:**

3:00pm – 12:00am EST



We need the following for this event to help get things started:

- Venue
- Production (for Live Streaming, Lights, Audio and Production)
- Musical & Comedic Performers
- Advertising

Please continue to the next page for our **SPONSORSHIP DECK**.

# SPONSORSHIP DECK



**PREMIER PLATINUM - \$10,000 OR MORE**

**PLATINUM - \$5,000 to \$9,999**

**GOLD - \$3,000 to \$4,999**

**SILVER - \$2,000 to \$2,999**

**BRONZE - \$500 to \$1,000**



## PREMIER PLATINUM - \$10,000 OR MORE

- Your company's logo displayed in the concert hall of the main venue
- Your company's logo displayed at the top of [b22park.org](http://b22park.org)
- Your company's logo displayed on the festival posters
- Your company's logo displayed on BrickFest flyers
- Your company's name will be mentioned on all radio ads
- Logo on festival recap video
- Logo on all newspaper ads
- Opportunity to say a few words during the official launch
- 10 all-access passes
- 16 tickets to the concert
- Your company's logo will be displayed at all the festival's official venues (signage at entrance)
- Shout-out on social media upon confirmation of partnership, during the lineup launch, during the week of the festival, and after the festival is complete
- Loads of love and support!
- Your company's logo will be displayed on our T-shirts



## PLATINUM - \$5,000 to \$9,999

- Your company's logo will be displayed
- Opportunity to say a few words during the official launch
- 8 all-access passes
- 10 tickets to the concert
- Your company's logo will appear on b22park.org
- Your company's logo will appear on the festival posters
- Your company's logo will appear on BrickFest flyers
- Your company's name will be mentioned on the official event pages
- We will give you a shout-out on social media when announcing the festival lineup on social media
- Loads of love and support!
- Your company's logo will be displayed on our T-shirts





## **GOLD - \$3,000 to \$4,999**

- Your company's logo will be displayed
- Opportunity to say a few words during the official launch
- 6 all-access passes to the festival
- 8 tickets to the concert
- Your company's logo will appear on b22park.org
- Your company's logo will appear on the festival posters
- Your company's logo will appear on BrickFest flyers
- We will give you a shout-out on social media during the media launch, during the week of the festival, and after the festival
- Loads of love and support!
- Your company's logo will be displayed on our T-shirts



## SILVER - \$2,000 to \$2,999

- Your company's logo will be displayed
- Your company's Donorship will be acknowledged during the official launch
- 2 all-access passes to the festival
- 2 tickets to the concert
- Your company's logo will appear on the festival posters
- Your company's logo will appear on BrickFest flyers
- We will give your company a shout-out on social media
- Loads of love and support!



## BRONZE - \$500 to \$1,000

- Your company's logo will be displayed
- 1 all-access pass to the festival
- Your company's logo will appear on the festival posters
- Your company's logo will appear on BrickFest flyers
- We will give your company a shout-out on social media
- Loads of love and support!



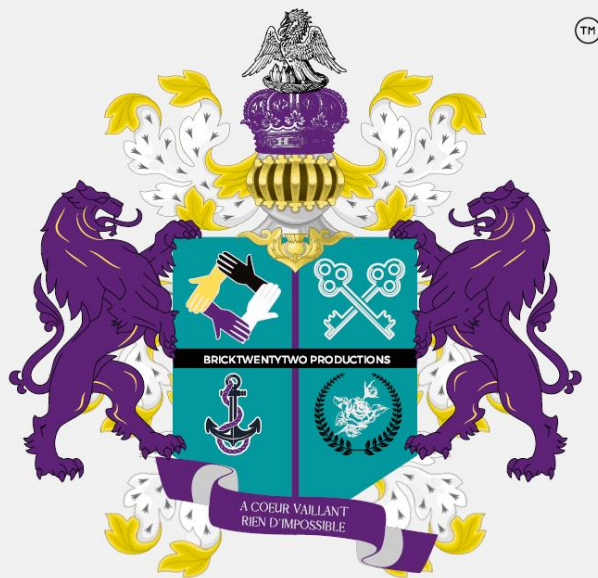
## *Contact Person*

Shamirah Ross-Gowdy, *Founder/President & CEO*

334-221-1145

[shamirah.ross-gowdy@b22park.org](mailto:shamirah.ross-gowdy@b22park.org)

[b22park.org](http://b22park.org)



## *Community Development*

This Fund is dedicated to the construction of new areas that will be dedicated as Safe Spaces for Blacks AND renovations to certain Black neighborhoods in order to increase the value of their property without the impact of Gentrification. In addition to BrickTwentyTwo Park, we will also be constructing shelters to decrease Black homelessness and hunger in addition to feeding the homeless and creating care packages.

## *Business Grants*

This Fund is dedicated to helping Black Entrepreneurs start AND/OR stabilize their businesses. We prefer to partner with Black Banks for the application process and to easily disburse the funds - as we are anticipating disbursing funds to over 2,000 Black businesses with the next year. These Business Grants will range from \$50K-150K.

## *Scholarships*

This Fund is dedicated to assist Black students with financial relief. These scholarships are open to all Black students regardless of attending an HBCU or PWI. We are wanting to stop students of getting into unwanted debt via student loans. We will also participate in a Student Loan Forgiveness program for those who already graduated.

## *Educational Impact*

This Fund is dedicated to help struggling inner-city schools with a Black population of at least 65%. The number of schools being helped depends on the amount we have after 5% is delegated to the Fund. Money given to the schools are for certain expenses such as: updated technology, excellent-condition books, minor renovations that will improve a student's academic experience, storage with enough supplies to last a year (to relieve burdens from both teachers and parents) and "bonuses" awarded to teachers who are being denied a raise.

# SPONSORSHIP AGREEMENT



**RECEIVER**  
BrickTwentyTwo Productions, Inc  
P.O. Box 930717, Norcross, GA 30093  
Shamirah Ross-Gowdy  
[shamirah.ross-gowdy@b22park.org](mailto:shamirah.ross-gowdy@b22park.org)  
334-221-1145



**SPONSOR**  
[Sponsor]  
[Address]  
[Authorizer]  
[Email]  
[Phone Number]

This is a legally binding Sponsorship agreement being entered into as of [Agreement Date] between the following entities, collectively known as "the Parties":

[Sponsor] ("Sponsor") and BrickTwentyTwo Productions, Inc. ("Receiver").

Sponsor agrees to pay \$[Sponsorship Amount] in return for the following:

- PREMIER PLATINUM (\$10,000 OR MORE)** Your company's logo displayed in the concert hall of the main venue, Your company's logo displayed at the top of b22park.org, Your company's logo displayed on the festival posters, Your company's logo displayed on BrickFest flyers, Your company's name will be mentioned on all radio ads, Logo on festival recap video, Logo on all newspaper ads, Opportunity to say a few words during the official launch, 10 all-access passes, 16 tickets to the concert, Your company's logo will be displayed at all the festival's official venues (signage at entrance), Shout-out on social media upon confirmation of partnership, during the lineup launch, during the week of the festival, and after the festival is complete, Loads of love and support, and Your company's logo will be displayed on our T-shirts.
- PLATINUM (\$5,000 TO \$9,999)** Your company's logo will be displayed, Opportunity to say a few words during the official launch, 8 all-access passes, 10 tickets to the concert, Your company's logo will appear on b22park.org, Your company's logo will appear on the festival posters, Your company's logo will appear on BrickFest flyers, Your company's name will be mentioned on the official event pages, We will give you a shout-out on social media when announcing the festival lineup on social media, Loads of love and support and Your company's logo will be displayed on our T-shirts.
- GOLD (\$3,000 TO \$4,999)** Your company's logo will be displayed, Opportunity to say a few words during the official launch, 6 all-access passes to the festival, 8 tickets to the concert, Your company's logo will appear on b22park.org, Your company's logo will appear on the festival posters, Your company's logo will appear on BrickFest flyers, We will give you a shout-out on social media during the media launch, during the week of the festival, and after the festival, Loads of love and support, and Your company's logo will be displayed on our T-shirts.
- SILVER (\$2,000 TO \$2,999)** Your company's logo will be displayed, Your company's Donorship will be acknowledged during the official launch, 2 all-access passes to the festival, 2 tickets to the concert, Your company's logo will appear on the festival posters, Your company's logo will appear on BrickFest flyers, We will give your company a shout-out on social media, Loads of love and support!
- BRONZE (\$500 TO \$1,000)** Your company's logo will be displayed, 1 all-access pass to the festival, Your company's logo will appear on the festival posters, Your company's logo will appear on BrickFest flyers, We will give your company a shout-out on social media, Loads of love and support!

Sponsor agrees to provide the following to the Receiver for use in marketing and promotion materials:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**TERMS**

No employer/employee relationship is established or implied with this Sponsorship agreement. The Receiver has no liability or responsibility to the Sponsor beyond the scope of this agreement. The Sponsor grants the Receiver the right to use their intellectual property in promoting the event, including logos and other brand trademarks. If the nature of the purchased Sponsorship package must be changed for any reason, the Receiver agrees to notify the Sponsor in writing. The purchased Sponsorship package is not transferable for any reason. If the Sponsor cannot meet the financial requirements of this agreement, the Sponsor agrees to provide written notification to the Receiver in a timely manner so that the Receiver may find another suitable Sponsor. Anything not expressly addressed in this Sponsorship agreement's terms shall be governed by the contract laws of Georgia.

**APPROVAL**

The Receiver and Sponsor hereby agree to enter into this Sponsorship agreement by affixing their respective signatures below.

\_\_\_\_\_  
Receiver Signature & Date

\_\_\_\_\_  
Sponsor Signature & Date