

# BRICKFEST 2021 SPONSORSHIP DECK



“ . . . 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.”

- Shamirah Ross-Gowdy, *Founder & CEO*



# BrickFest 2021 Tour

Atlanta • Dallas • Miami • Los Angeles • New York • Charlotte

The annual BrickFest Charity Concert is our marquee event, which has the capability to attract over 200,000 attendees during its six-city run. This concert is going to be bigger and better because of our targeted line-up performances and the following:

## OBJECTIVES

- ❖ Raise money for B22 Park – [b22park.org](http://b22park.org) (*community*).
- ❖ Give upcoming artists a chance to showcase their talents (*opportunities*).
- ❖ Allow black vendors to further promote their businesses (*black economy*).
- ❖ Create our own “Black Coachella” (*unity*).
- ❖ Job fair (*employment*).
- ❖ Increase HBCU enrollment (*black education*).
- ❖ Award scholarships, random prizes and start-up seed money for businesses (*investment*).

## Event Purpose

BrickFest started because Shamirah Ross-Gowdy, the Founder & CEO, wanted to further her non-profit’s mission: to progress 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. The main goal of the organization is Community Development. She has put in place a plan to build a community that will help low-income African-Americans grow from their current conditions. However, she needed an additional plan to get everyone on board, and to get the community to recognize her good intentions. She decided the best way to solve this problem is to plan a Charity Concert. The event will do the following:

## CHARITY CONCERT GOALS

- ❖ Grant between 2,592-6,894 low-income African American students with scholarships (ranging from partials to a full-ride).
- ❖ Grant between 332-769 Black-Owned Businesses start-up/seed money.
- ❖ Allow HBCU senior athletes to play with professional athletes.
- ❖ Promote Greek positivity.
- ❖ Promote HBCU in all its glory and increase HBCU enrollment.
- ❖ Grant Black-Owned Businesses the opportunity to promote their goods/business.
- ❖ Grant Black-Owned Businesses (and a few others) the opportunity to search for new hires (job fair).
- ❖ Allow money to be raised for the Community Development Project for African Americans ([b22park.org](http://b22park.org)).
- ❖ Grant upcoming artists the chance to showcase their talents, especially in front of established artists.
- ❖ Offer employment opportunities (WELL PAID) to those willing to work the concert (and those who are on her official staff).
- ❖ Assist over 160 attendees with financial assistance with random prizes in the amount of \$500.
- ❖ Help over 12 single parents with no transportation (and other hardships) by giving away 2020 Chevy Impalas (paid for with car insurance paid for a year).

We have a long way to go, and we need your support. Your generous contribution will help us extend our mission.



<b>COMMUNITY SPONSOR</b>	<b>OPPORTUNITIES SPONSOR</b>	<b>BLACK ECONOMY SPONSOR</b>	<b>UNITY SPONSOR</b>	<b>EMPLOYMENT SPONSOR</b>	<b>BLACK EDUCATION SPONSOR</b>	<b>INVESTMENT SPONSOR</b>
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**\$20,000    \$15,000    \$10,000    \$7,500    \$6,000    \$5,000    \$2,500**



**WHAT IS IN IT FOR YOU**

<b>COMMUNITY</b>	<b>OPPORTUNITY</b>	<b>BLACK ECONOMY</b>	<b>UNITY</b>
<ul style="list-style-type: none"> <li>❖ Your company's logo displayed in the concert hall of the main venue</li> <li>❖ Your company's logo displayed at the top of b22park.org</li> <li>❖ Your company's logo displayed on the festival posters</li> <li>❖ Your company's logo displayed on BrickFest flyers</li> <li>❖ Your company's name will be mentioned on all radio ads</li> <li>❖ Logo on festival recap video</li> <li>❖ Logo on all newspaper ads</li> <li>❖ Opportunity to say a few words during the official launch</li> <li>❖ 10 all-access passes</li> <li>❖ 16 tickets to the concert</li> <li>❖ Your company's logo will be displayed at all the festival's official venues (signage at entrance)</li> <li>❖ 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</li> <li>❖ Loads of love and support!</li> <li>❖ Your company's logo will be displayed on our T-shirts</li> </ul>	<ul style="list-style-type: none"> <li>❖ Your company's logo will be displayed</li> <li>❖ Opportunity to say a few words during the official launch</li> <li>❖ 8 all-access passes</li> <li>❖ 10 tickets to the concert</li> <li>❖ Your company's logo will appear on b22park.org</li> <li>❖ Your company's logo will appear on the festival posters</li> <li>❖ Your company's logo will appear on BrickFest flyers</li> <li>❖ Your company's name will be mentioned on the official event pages</li> <li>❖ We will give you a shout-out on social media when announcing the festival lineup on social media</li> <li>❖ Loads of love and support!</li> <li>❖ Your company's logo will be displayed on our T-shirts</li> </ul>	<ul style="list-style-type: none"> <li>❖ Your company's logo will be displayed</li> <li>❖ Opportunity to say a few words during the official launch</li> <li>❖ 6 all-access passes to the festival</li> <li>❖ 8 tickets to the concert</li> <li>❖ Your company's logo will appear on b22park.org</li> <li>❖ Your company's logo will appear on the festival posters</li> <li>❖ Your company's logo will appear on BrickFest flyers</li> <li>❖ We will give you a shout-out on social media during the media launch, during the week of the festival, and after the festival</li> <li>❖ Loads of love and support!</li> <li>❖ Your company's logo will be displayed on our T-shirts</li> </ul>	<ul style="list-style-type: none"> <li>❖ Your company's logo will be displayed</li> <li>❖ Opportunity to say a few words during the official launch</li> <li>❖ 4 all-access passes to the festival</li> <li>❖ 6 tickets to the concert</li> <li>❖ Your company's logo will appear on b22park.org</li> <li>❖ Your company's logo will appear on the festival posters</li> <li>❖ Your company's logo will appear on BrickFest flyers</li> <li>❖ We will give you a shout-out on social media</li> <li>❖ Loads of love and support!</li> </ul>

<b>EMPLOYMENT</b>	<b>BLACK EDUCATION</b>	<b>INVESTMENT</b>
<ul style="list-style-type: none"> <li>❖ Your company's logo will be displayed</li> <li>❖ Opportunity to say a few words during the official launch</li> <li>❖ 3 all-access passes to the festival</li> <li>❖ 4 tickets to the concert</li> <li>❖ Your company's logo will appear on b22park.org</li> <li>❖ Your company's logo will appear on the festival posters</li> <li>❖ Your company's logo will appear on BrickFest flyers</li> <li>❖ We will give you a shout-out on social media</li> <li>❖ Loads of love and support!</li> </ul>	<ul style="list-style-type: none"> <li>❖ Your company's logo will be displayed</li> <li>❖ Your company's sponsorship will be acknowledged during the official launch</li> <li>❖ 2 all-access passes to the festival</li> <li>❖ 2 tickets to the concert</li> <li>❖ Your company's logo will appear on the festival posters</li> <li>❖ Your company's logo will appear on BrickFest flyers</li> <li>❖ We will give your company a shout-out on social media</li> <li>❖ Loads of love and support!</li> </ul>	<ul style="list-style-type: none"> <li>❖ Your company's logo will be displayed</li> <li>❖ 1 all-access pass to the festival</li> <li>❖ Your company's logo will appear on the festival posters</li> <li>❖ Your company's logo will appear on BrickFest flyers</li> <li>❖ We will give your company a shout-out on social media</li> <li>❖ Loads of love and support!</li> </ul>

**WANT TO COLLABORATE ?**

**Shamirah Ross-Gowdy**

*Founder & CEO*

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