

Alabama

COMMUNITY. EDUCATION. ENTERTAINMENT. CULTURE.



Annual Fundraiser

*Community Outreach, Music Business Education
and Urban Culture*

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8TH ANNUAL ALABAMA HIP HOP WEEK

JULY 6-12, 2015



Community Outreach Initiatives, Industry Expert Panels, Live Performances, Nightlife and more!



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AHHW History



Mr. Kalenski Adams, Founder and Director of Opportunity 4 Entertainers and Performing Arts

A 501 (c) 3 Organization

About the Founder

For the past five years, Kalenski Adams has hosted, promoted, funded and found sponsorship contributions to finance a weeklong festival event that highlights arts and entertainments along the Gulf Coast using his influence and popularity gained as a local radio personality.

His vision for Opportunity 4 Entertainers and Performing Arts was to provide an effective solution for young and adult performing artists in the greater Mobile County and surrounding areas. The organization provides an educational environment where performing artists can learn about the business and the many ways to market and promote themselves and their creativity.

Mr. Adams is a lifelong resident of Mobile, Alabama. He grew up “Down the Bay” and graduated from Williamson High School. Shortly after graduation, Mr. Adams joined the

United States Army, served 8 years (4 Active, 4 Reserve) and was honorably discharged in March 29, 2005. While on active duty in Hawaii, Mr. Adams founded his record label Op4 Entertainment, LLC. to promote and market his own musical projects and never looked back.

In 2003, Mr. Adams joined the local radio station, 93 BLX as an intern and was soon promoted to the host of the “Official Gulf Coast Wake Up Party”.

Since then, Mr. Adams has established himself as a pillar in the music/entertainment industries and the community at large as a leader with a vision to fulfill a great need for aspiring musicians. That need was filled by the Incorporation of Opportunity 4 Entertainers and Performing Arts.

Alabama Hip Hop Week (AHHW)

Now in it's 8th year, AHHW is a week long fundraising celebration of Hip Hop culture. AHHW is showcased through a series of community outreach

events, educational seminars, live performances, nightlife entertainment and networking opportunities. This week is an annual fundraiser to provide capital for educational seminars, outreach initiatives an annual community events like neighborhood cleanups, Back to School rallies, Feed the Homeless projects and Industry Expert Panels.

Opportunity 4 Entertainers & Performing Arts

As a nonprofit organization established in 2010, Opportunity 4 Entertainers & Performing Arts is committed to educating and creating opportunities for today's aspiring performing artists. The organization holds events and seminars throughout the year to help performing artists showcase their talent and build a positive network of supporters, fans and business contacts.

2015 AHHW Calendar of Events

Monday, July 6, 2015
AHHW COMMUNITY OUTREACH INITIATIVE
Location: Salvation Army
Time: TBA

Thursday, July 9, 2015
AHHW MUSIC & ENTERTAINMENT TOWN HALL
Location: Bishop State College
Time: TBA

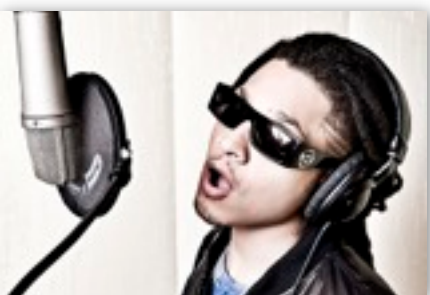
Tuesday, July 7, 2015
AHHW URBAN SUMMIT/FAMILY DAY @ THE PARK
Location: Peters Park
Time: TBA

Friday, July 10, 2015
AHHW ARTS WALK SHOWCASE
Location: Cathedral Square, Mobile (Tentative)
Time: 6pm-9pm

Wednesday, July 8, 2015
AHHW Youth Dance & Step Show
Location: Trinity Gardens
Time: TBA

Saturday, July 11, 2015
AHHW SUMMER JAM/BIKE & CAR SHOW
Location: Texas Street Park (Tentative)
Time: TBA

Sunday, July 12, 2015
AHHW COMMUNITY BLOCK PARTY
Location: TBA
Time: 2pm



AHHW Social and Economic Benefits

Will Griffin, Simmons Lathan Media Group
 “(Hip Hop) It’s not just music, but a culture”

Julie Watson, Forbes
 “Investors finally see a lucrative market in hip hop culture”

SOCIAL	ECONOMIC
Promotes Community Responsibility	Economic Stimulation-Hospitality, Nightlife, Shopping Centers, Tourism
Encourages Family Interaction	Generates Revenue for Local Businesses
Educates the public on Hip Hop Cultural Influences	Sales Taxes for County, City and State
Showcases Performing Arts: Music & Dance	Tax Deductible Sponsorships and Donations
Encourages Volunteerism	Launch Pad for new and existing brands
Entrepreneurial Spirit-inspiring the youth of today to aspire to become the business leaders of tomorrow	Expenditures injected directly into local economy-Food, Gas, Clothing, Nightlife, Tourist Attractions, Hospitality
Fosters collaboration with community leaders, businesses and citizens	Increase in seasonal and temporary workforce



AHHW Demographics

AGES:

Under 21	22%
21-34	49%
35-44	27%
45-65	2%
Over 65	0%

GENDER:

Male	67%
Female	33%

REGISTRANTS:

Local	47%
Regional	33%
National	20%

COMBINED HOUSEHOLD INCOME:

Under \$25k	5%
\$25-50k	10%
\$50-75k	14%
\$75-100k	13%
\$100-\$150k	23%
\$150-\$200k	35%

PURCHASING POWER:

\$0-1k	29%
\$1-10k	13%
\$10-50k	22%
\$50-100k	16%
\$100k+	20%

PAST ATTENDANCE: 7-day event total

2008	3,000
2009	5,700
2010	7,800
2011	10,000
2012	12,000
2013	15,300
2014	15-25k expected

REGISTRANT TYPES:

- Indie Artists
- Record Label Owners
- Music Executives
- Songwriters
- Producers
- Music Fans
- Hip Hop Supporters
- Students
- Community Advocates

BUSINESS TYPES:

- Hotels
- Conference Centers
- Restaurants
- Nightclubs
- Clothing Stores
- Grocery Stores
- Media Outlets
- Charitable Organizations
- Schools/Colleges



AHHW Corporate Sponsorships

Alabama Hip Hop Week’s goal is to help our sponsors reach their desired demographics and showcase their brands directly and affordably, both online and offline. AHHW is designed for sponsors to market to successful business owners, entrepreneurs, new/established musicians, music fans and young professionals. We offer our sponsors effective, turn-key solutions to seamlessly incorporate their brands into the urban entertainment scene and throughout the communities they serve everyday. Your sponsorship will impact the lives of many aspiring musicians and music professionals far beyond the event. As an added incentive to support this great cause, all sponsorships and/or donations are tax-deductible.

TITLE SPONSOR - \$25,000 (1)

Opportunity 4 Entertainers & **YOUR COMPANY BRAND**... presents the 7th Annual Alabama Hip Hop Week

- Brand logo predominantly placed on mobile vehicle wrap (6 month promo following event)
- Brand logo predominantly placed on Red Carpet Step & Repeat
- Brand name mentioned on all radio and TV advertising
- Brand logo included in Twenty4Seven Magazine advertisement
- Brand logo placed on 500 gift bags with product inclusion (Product company provided)
- Brand name mentions throughout AHHW activities and events
- Brand logo included on all event signage
- Brand literature, giveaways, brochures, etc. distributed at all AHHW events (Company provided)
- Brand logo placed on official AHHW website with link to your company website/Social media marketing
- Brand logo placed on AHHW T-shirts worn by promo models, event staff, and volunteers
- Brand logo included on all print, media and press materials
- Brand Recap with pictures, video and /or other media showcasing the brand EXPERIENCE!

PLATINUM SPONSOR \$5,000 (5)

- Brand Logo on Red Carpet Step & Repeat
- Brand logo included in Twenty4Seven Magazine advertisement
- Brand name mentions throughout AHHW activities and events
- Brand logo included on all event signage
- Brand materials included in gift bags (Company provided)
- Brand logo placed on official AHHW website with link to your company website/Social Media marketing
- Brand logo placed on AHHW T-shirts worn by promo models, event staff, and volunteers
- Brand logo included on all print, media and press materials
- Brand literature, giveaways, brochures, etc. distributed at all AHHW events (Company provided)

GOLD SPONSOR \$3,500 (5)

- Brand Logo on Red Carpet Step & Repeat
- Brand logo included in Twenty4Seven Magazine advertisement
- Brand logo included on all event signage
- Brand materials included in gift bags (Company provided)
- Brand logo placed on official AHHW website with link to your company website/Social Media marketing
- Brand logo placed on AHHW T-shirts worn by promo models, event staff, and volunteers
- Brand logo included on all print, media and press materials



AHHW Performing Artists Packages

Showcase your music and brand during the 8th Annual Alabama Hip Hop Week Celebration!!!

BRAND YOURSELF. BUILD YOUR BRAND.

Live Performances	Club Spins	Networking
Promotional Flyers	Email Blasts	Interact with Fans
Street Team Promotions	Digital Marketing	Music Seminars
Online/Print Magazine Features	Gift Bags	Community Outreach
Music Business Consulting	All-Access Passes	and much more...
DJ Coalition Servicing	Product Tables	

HEADLINER PACKAGE - \$2,500/event (3) (certain conditions apply)

- Headline one of the AHHW Live Performance events (Music Seminar/Networking Mixer, LODA Arts Walk AHHW Artist Showcase or Summer Jam/Bike & Car Show)
- 15-minute performance slot during designated event; 1-song played by DJ during event
- Artist Interview with Twenty4Seven Magazine-online
- Email Blast of 1 song from DJSUNITED Coalition
- 1-hour consultation with On Point Entertainment Music Business Consultant
- 1 song add to the #1 Podcast in the Country (Over 65 countries, 1.5m subscribers)
- Brand logo placed on official AHHW website with link to your website or social media fan page
- Brand image on promotional flyer for designated event (5k)
- CD's placed in AHHW gift bags (Product must be provided)
- Brand literature, giveaways, brochures, etc. distributed at all AHHW events (Product must be provided)
- Product Table Setup at designated event
- 10 All-Access Passes to AHHW Nightlife events
- Brand Recap with pictures, video and /or other media showcasing the brand EXPERIENCE!

PLATINUM PACKAGE \$1,000 (5)

- 10-minute performance slot during designated event; 1-song played by DJ during event
- Brand Name on promotional flyer for designated event (5k)
- CD's placed in AHHW gift bags (Product must be provided)
- Brand logo placed on official AHHW website with link to your website/Social media fan page
- 1-hour consultation with On Point Entertainment Music Business Consultant
- Product Table Setup at designated event
- 5 All-Access Passes to AHHW Nightlife events
- Brand Recap with pictures, video and /or other media showcasing the brand EXPERIENCE!

GOLD PACKAGE \$500 (5)

- 7-minute performance slot during designated event; 1-song played by DJ during event
- Brand Name on promotional flyer for designated event (5k)
- CD's placed in AHHW gift bags (Product must be provided)
- 3 All-Access Passes to AHHW Nightlife event
- Brand logo placed on official AHHW website with link to your website/Social media fan page
- 30-min consultation with On Point Entertainment Music Business Consultant

AHHW Ala Carte Deals

Showcase your talent, business, product, service or brand during the 8th Annual Alabama Hip Hop Week Celebration!!!
BRAND YOURSELF. BUILD YOUR BRAND.

VENDOR PACKAGE - \$300/event (certain conditions apply)

- One (1) Booth Space placed at designated AHHW activities and events
- Brand logo placed on official AHHW website with link to your website or social media fan page
- Brand logo on promotional flyer for designated event (5k)
- Brand brochures, flyers, etc. placed in AHHW gift bags (Product must be provided)
- 2 All-Access Passes to AHHW Nightlife events

**GIFT BAGS
\$200**

- 300 promos items included in the AHHW gift bag giveaways (Product must be provided)

**BIKE/CAR SHOW
\$25**

- Bike Showcase - \$25/entry
 - Old School/Classic Cars -\$25/entry
 - SUV/Truck-\$25/entry
- Winner gets a trophy & picture placed on AHHW website**

**ARTIST PERFORMANCES
\$300 (Slots limited)**

- 3-minute performance slot during designated event

T-SHIRT SPONSOR \$250

AHHW Sponsorship Form

YES, I would like to become a sponsor of the 8th Annual Hip Hop Week
 NO, I am unable to commit as a sponsor. I would like to make a donation in the amount of \$_____ to help make this event a success!

AHHW CORPORATE SPONSORSHIP

Title Sponsor \$25,000
 Platinum Sponsor \$5,000
 Gold Sponsor \$3,500

AHHW PERFORMING ARTIST PACKAGES

Headliner Package \$2,500
 Platinum Package \$1,000
 Gold Package \$ 500

AHHW Ala Carte Deals

Vendor Booth \$ 300
 Gift Bags \$ 200
 Bike/Car Show \$ 25
 Performance Slot \$ 300
 T-Shirt Sponsor \$ 250



Please provide the following information:

Contact Name _____
Company Name _____
Contact Number _____
Email Address _____
Amount Enclosed \$ _____

Please make cashier's check or money order payable to: **Opportunity 4 Entertainers & Performing Arts**

All sponsorships and donations are **TAX DEDUCTIBLE.**

THANK YOU FOR YOUR GENEROSITY AND SUPPORT.