



CHARLOTTE'S 1st CENTER-CITY FESTIVAL

JULIVE

CULTURAL FESTIVAL

SPONSORSHIP
DECK

JULY
2022



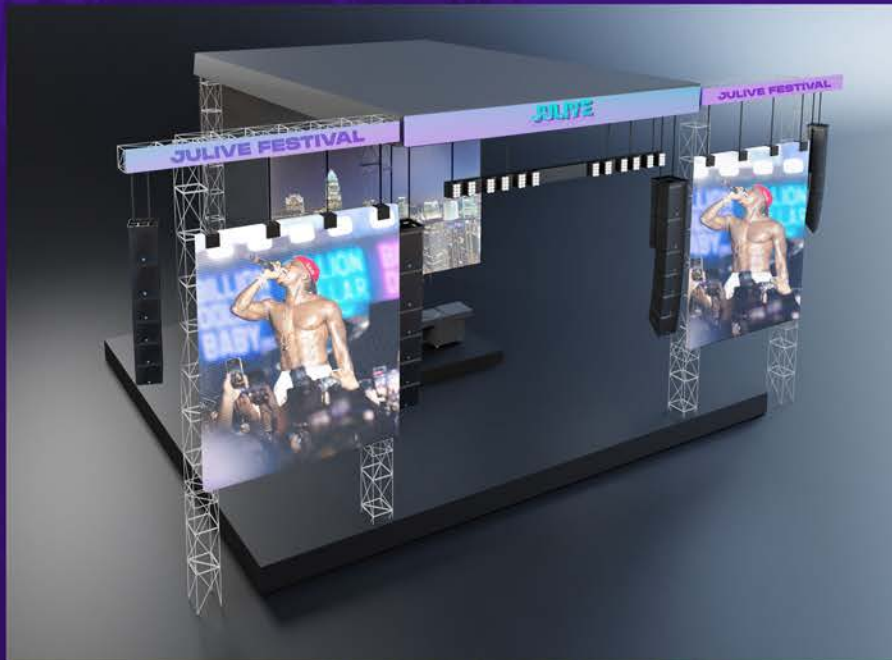
WHAT IS JULIVE FEST?

The purpose of this festival is to raise awareness for our non profit organization, Ton of Visions, to produce a new and innovative experience in the Charlotte community while raising money for the programs we offer focusing on trades, art and entrepreneurship. Over the next 3-5 years we plan on opening a multipurpose facility for underprivileged children to use as a place where they can learn trades/study on computers/access to studio equipment/ etc.

In addition to our community initiatives, we want to provide a platform for local artists in North Carolina. As our city and our state is growing, we want to highlight the distinct talent that can only be found here following the likes of J Cole, Da Baby, Petey Pablo, Toosii and many more.

LOCATION: MEMORIAL STADIUM
DATE: JULY 16, 2022
TIME: 12-8PM

3D IMAGES OF THE STAGE



WHO IS **TON OF VISIONS?**

MISSION STATEMENT: FUSING CULTURES TOGETHER
HIGHLIGHTING OPPORTUNITY, UNITY AND CREATIVITY
AMONG OUR COMMUNITY.

Biography: Ton of Visions is a Non-Profit 501c(3) founded in 2018 to assist the community in building structure and guidance for the youth of Charlotte, NC. Our team wanted to impact as many kids in the community as possible through enrichment programs, service initiatives and creative projects.

Since 2018 TOV has made huge strides in the community:

- Feed over 2,000+ people annually in our Feed the Streets Drive
- Provided scholarships to High School seniors preparing for college throughout Charlotte Mecklenburg School System
- Donated book bags with supplies in our annual Back to School Drive across NC School System
- Fundraised money and accepted donations for community projects and initiatives

Ton Of Visions has a reach of over 30k throughout all its social media platforms.



WHY *CHARLOTTE*?

- Charlotte is home to the 2nd largest population of computer related degrees on the East Coast, and also included significant job creation within the urban core by diverse, innovative companies such as Avidxchange, Better.com, Bank of America, EY, Honeywell, Krispy Kreme, Lendings Trees, and Lowes.
- City of Charlotte's population has grown over 263,000 + people since 2018. It is the 22nd largest city in the US.
- The Queen City is home to the Carolina Panthers, the Charlotte Hornets two Nascar Sprint Cup races, the NASCAR Hall of Fame, and the Charlotte Douglas International Airport which is the 23rd busiest airport in the world.

MECKLENBURG COUNTY AT-A-GLANCE



Population: > 1 Million



524 square miles



7 municipalities:
Charlotte, Cornelius, Davidson,
Huntersville, Matthews, Mint
Hill and Pineville



largest metropolitan area
between Washington, D.C.
and Atlanta



home to one of the nation's leading code authorities



LOCATION: **MEMORIAL STADIUM**

- Stadium holds 10,500 people
- Close in parking/ 40x60 Video Board/ Field level VIP Boxes/ Cooperate VIP Overlook Boxes
- 40 million dollar rebuild in 2019. This is the first year its open and first event held of this magnitude
- The Julive Festival is a family oriented event with a diverse mix of males and females of all ages and races with a focus on teenagers and young adults.
- Average ages of 15-35 years old
- Local to Charlotte and surrounding cities of North and South Carolina



TARGET AUDIENCE

- The Julive Festival is a family oriented event with a diverse mix of males and females of all ages and races with a focus on teenagers and young adults.
- Average ages of 15-35 years old
- Local to Charlotte and surrounding cities of North and South Carolina

NFT PARTNERSHIP

Julive Festival will be collaborating with Panda Mania NFT to create custom NFTs that will be raffled off as a surprise during the festival. We will also give away a few other NFTs from their growing collection.

Panda Mania NFT is introducing 3D pandas to the metaverse! 2D pixelated pandas were our bamboo pass, which will give you access to a free 3D panda. NBA players are on board such as Jimmer Fredette, Danny Green, Derrick White and other athletes across action sports.

In addition, Panda Mania has partnered with a restaurant Sanchos Tacos to reward all holders a free meal! Charity givebacks include Unity in the community, the Special Olympics, and the Fredette family foundation.

The utility:

4% royalty paid to holders

Rolex Giveaway

Corvette Stingray Giveaway

pandamanianft.io

socials

@pandamanianft



SPONSOR PACKAGES

\$500K

**IT'S
YOUR
FESTIVAL**

\$250K

**PROMOTE
TALENT**

\$125K

**OWN
THE
STAGE**

\$50K

**MAKE
AN
IMPACT**

\$25K

**LEAVE
YOUR
MARK**

\$10K

CITY TAKEOVER
(COMEDY SHOW, ALL-STAR GAME, BAR CRAWL)

ALL SPONSORSHIPS ARE TAX DEDUCTIBLE DONATIONS

IT'S YOUR FESTIVAL

- Company presents Julive Fest
- Company Logo prominently displayed throughout the venue and all marketing/promotional materials
- Logo inclusion on step and repeat
- Logo inclusion on LED screens and TVs throughout the venue
- Company logo on all tickets
- Logo displayed on recap video
- Company Logo on all Julive T-shirts sold at venue
- Logo displayed on Official website
- Logo on all official festival interactive games and platforms
- Shout out on all social media platforms upon confirmation of sponsorship, during lineup launch, during week of festival, and after festival is complete
- Shout out by Celebrity Host before Headliner takes the stage
- 20x20ft footprint for brand activation on the field
- 8 all-access passes
- 30 tickets to VIP Area

PROMOTE TALENT

- Company logo on all tickets
- Company Logo prominently displayed throughout the venue and all marketing/promotional materials
- Logo inclusion on step and repeat
- Logo inclusion on LED screens and TVs throughout the venue
- Logo on Recap Video
- Logo displayed on recap video
- Company Logo on all Julive T-shirts sold at venue
- Logo displayed on Official website
- Logo on all official festival interactive games and platforms
- Shout out on all social media platforms upon confirmation of sponsorship, during lineup launch, during week of festival, and after festival is complete
- Shout out by Celebrity Host before Headliner takes the stage
- 10x10ft footprint for brand activation on the field
- 5 all-access passes
- 20 tickets to VIP Area

OWN THE STAGE

- Company owns/presents the stage
- Company Logo prominently displayed throughout the venue and all marketing/promotional materials
- Logo inclusion on step and repeat
- Logo inclusion on LED screens and TVs throughout the venue
- Company logo on all tickets
- Logo on Recap Video
- Company Logo on all Julive T-shirts sold at venue
- Logo displayed on Official website
- 10x10ft footprint for brand activation on the field
- 3 all-access passes
- 15 tickets to VIP Area

MAKE AN IMPACT

- Company logo on all tickets
- Company Logo prominently displayed throughout the venue and all marketing/promotional materials
- Logo inclusion on step and repeat
- Logo inclusion on LED screens and TVs throughout the venue
- Logo on Recap Video
- Company Logo on all Julive T-shirts sold at venue
- Logo displayed on Official website
- 10x10ft footprint for brand activation on the field
- 10 tickets to VIP Area

LEAVE YOUR MARK

- Company Logo prominently displayed throughout the venue and all marketing/promotional materials
- Logo inclusion on step and repeat
- Logo inclusion on LED screens and TVs throughout the venue
- Logo on Recap Video
- Company Logo on all Julive T-shirts sold at venue
- 10x10ft footprint for brand activation on the field
- 5 tickets to VIP Area

CITY TAKEOVER

- Present all micro marketing events leading up to the concert (Comedy Show, Local Bar Crawl and All-Star Basketball Game)
- Logo inclusion on LED screens and TVs throughout the venue
- Logo on Recap Video
- Company Logo on all Julive T-shirts sold at venue

THANK YOU/CONTACT

We appreciate you taking the time to review our deck. Please contact Najee Brown for more information and next steps on how to get involved.

Najee Brown

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