

# 8th Annual One Love One Heart Reggae Festival

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Susan Raines

# 8th Annual One Love One Heart Reggae Festival

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## About the 8th Annual One Love One Heart Reggae Festival



**The 8th Annual One Love One Heart Reggae Festival** is powered by H.A.S.O. Live (Help a Sistah Out) – a 501(c)(3) organization nonprofit established in early 2009. H.A.S.O. Live has held dozens of events throughout California. We have promoted and hosted international artists that likes of Anthony B, Midnite, Richie Spice, Mykal Rose, and many, many more. With each show H.A.S.O. Live upholds its mission of promoting unity and love through music and cultural diversity. Our organization was founded and continues to build upon the dedication of helping the people in the communities we work and live in.

**The 8th Annual One Love One Heart Reggae Festival** has become the single most iconic Reggae Festival in Northern California in less than 10 years. Denise “Tata” Carter is a force of nature who has successfully built one of the most formidable reputations, charitable organizations, and powerhouse music promotion enterprises in recent modern entertainment history. Her love of people, music, fundraising, art, culture, ethnic diversity, and spirituality are propelling her efforts towards the creation and delivery of consistently superior musical entertainment events which feature “A” list Reggae artists hosted at top-notch venues alongside a full complement of festival activities and recreation geared towards young and old alike has developed the roadmap for success that will propel this extravaganza as it traverses the world.



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## Line-up of Artists



**H.A.S.O. Live** has engaged a top-selling, in-demand roster of entertainers which through their magical renditions of hit-laden material will captivate the Northern California major market. Together, they boast scores of hit singles, Platinum and Gold sales, Top 100/40/10 Billboard charted material, Grammy Awards, American Music Awards, and major motion picture credits. By delivering such a formidable line-up of musical acts the program ensures full capacity sales.

This carefully selected group of artists has the ability to draw crowds that span across the entire spectrum of domestic and international audiences with a vast bio-psycho-social economic status range.

Powered by the H.A.S.O. Live brand and reputation, the 8th Annual One Love One Heart Reggae Festival is poised to maximize sales and attendance expectations. Enlisted artists are exceedingly eager to participate in what will be one of the most acclaimed entertainment events on the West Coast in 2017.



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## 2017 Artist Roster

- Anthony B
- Steel Pulse
- J Boog
- Fiji
- Aswad
- Pato Banton
- Big Mountain
- Sizzla
- Chronixx
- Black Uhuru
- Third World
- New Kingston
- Local Acts

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## Benefits to Sponsor

Your company undoubtedly stands to profit by partnering with the **One Love One Heart Reggae Festival**. This high-yield event is currently being bolstered by the marketing efforts of H.A.S.O. Live, the ongoing success and media exposure of the roster of artists scheduled to appear, as well as the successful 7 year track record of the **One Love One Heart Reggae Festival**.

Coupled with your organization, the 8th Annual One Love One Heart Reggae Festival will further be propelled and provide your brand a unique opportunity to achieve a highly acclaimed and prominent level of visibility and exposure that will be unparalleled on the West Coast in 2017. The **8th Annual One Love One Heart Reggae Festival** will effectively shine a light of excitement, sensitivity, and appreciation for the festivities and vendors while providing a niche vehicle by which you will be able to not only expand, but also **reinforce** your existing customer base. Moreover, the partnering of the two brands will be embraced within your own ranks (the existing fan-base within your employee resource pool).

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## Levels of Sponsorship

Sponsorship opportunities are still available for your organization to be a part of this spectacular and extraordinary event. The 8th Annual One Love One Heart Reggae Festival will draw a guaranteed audience in the thousands as well as industry insider and high profile media attendees.

In concert with viral marketing, the considerable on-line, radio, periodical, internet global streaming, street campaigns, and the contagion of word of mouth - it is anticipated and expected that exposure for your firm will reach upwards of 500,000,000 consumers across the globe. The unprecedented magnitude of this advertising blitz has an intrinsic value beyond any conceivable dollar figure.

The *basic* level of sponsorship being offered for the tour is **Gold Sponsorship**. It offers an assortment of highly coveted entrant benefits, which will distinguish your organization as a proud sponsor of the Celebration / Tribute Tour. The rate for basic sponsorship is \$2.5 Million USD/ appearance date (tour date). At each successive level of sponsorship, the benefits augment incrementally in both features and prestige.

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## GOLD SPONSORSHIP BENEFITS

- Corporate Name Endorsement on Event Advertising  
Your corporate name and logo will be included in all radio and print advertisements for the concert series. Television and various print publications throughout the country will provide (\$TBD) worth of advertising
- Merchandising Exhibit  
Your company has the opportunity to set up a merchandising exhibit at all concerts. Each venue will attract (TBD) patrons offering extensive sampling, survey and promotional opportunities
- Logo Placement  
Your company logo will be featured on all event-marketing materials (i.e. - flyers, posters, etc.)
- Internet Marketing  
Your company logo will be included on the (TBD) web site. Your logo will also be included in the exclusive e-mail promotion campaign promoting the event(s)
- Tickets to the event  
Your company will receive (#TBD) tickets to the tour for the night(s) that you sponsor. The tickets are assignable to employees and/or clients
- Nonprofit donation  
A donation (\$TBD) will be made to charitable organizations throughout the country in the name of your corporation
- Advertisement & Souvenir Journal  
A half-page color advertisement for your company will be featured in the souvenir program



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## PLATINUM SPONSORSHIP BENEFITS

- Corporate Name Endorsement on all Advertising  
Your corporate name and logo will be included in all TV, radio, and print advertisements. Television, various print publications throughout the country will provide (\$TBD) worth of advertising
- Merchandising Exhibit  
Your company has the opportunity to set up a merchandising exhibit at all concerts. Each venue will attract between (TBD) patrons offering extensive sampling, survey and promotional opportunities
- Event Signage  
Your company will receive signage and banner placement at each venue for the concert series
- Logo Placement  
Your company logo will be featured on all event-marketing materials (i.e. - flyers, posters, etc.)
- Internet Marketing  
Your company logo will be included on the (TBD) web site. Your logo will also be included in the exclusive e-mail promotion campaign promoting the event(s)
- Tickets to the event  
Your company will receive (#TBD) tickets to the tour for the night(s) that you sponsor. The tickets are assignable to employees and/or clients
- Nonprofit donation  
A donation will be made to charitable organizations throughout the country in the name of your corporation
- Advertisement & Souvenir Journal  
A full-page color advertisement for your company will be featured in the souvenir program

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## TITLE SPONSORSHIP BENEFITS

- Exclusivity  
Your organization will be the only company within your industry allowed to sponsor Celebration / Tribute Tour
- Rename Event  
The 8th Annual One Love One Heart Reggae Festival will be renamed after your organization (i.e. - “\_\_\_\_\_ Presents The Celebration / Tribute Tour”)
- Corporate Name Endorsement on all Advertising  
Your corporate name and logo will be included in any/all TV, radio, and print advertisements. Television and various print publications throughout the country will provide (TBD) earmarked dollars for advertising
- Merchandising Exhibit  
Your company has the opportunity to set up a merchandising exhibit at each concert venue. Each venue will attract (TBD) patrons yielding extensive sampling, survey and promotional opportunities
- Event Signage  
Your organization will receive signage and banner placement at each venue for the entire span of the 8th Annual One Love One Heart Reggae Festival
- Logo Placement  
Your logo will be featured on all event-marketing materials (i.e. - flyers, posters, etc.)
- Internet Marketing  
Your logo will be included on any/all web sites that are used for promotional purposes in the marketing of the Celebration / Tribute Tour. It will also be included in the exclusive e-mail promotion campaign promoting the Tour
- Premium event opportunities  
Your firm will be the premiere underwriter of the concert series and will have the opportunity to underwrite the celebrity after-party at the end of the series. **CHASE** will receive an exhibit booth and signage at our premium events
- Advertisement & Souvenir Journal  
A full-page color advertisement for your brand will be featured on the back cover inside or outside of the souvenir program
- Tickets to the event  
Your organization will receive (#TBD) tickets for each night of the Tribute Tour, 2010. Tickets are assignable to employees and/or clients
- Nonprofit donation  
A donation will be made to a predetermined charitable organization(s) in your company's name

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## Appendix

### PROJECTED DEMOGRAPHIC PROFILE

#### Gender

Women - 65%

Men - 35%

#### Marital Status

Single - 55%

Married - 45%

#### Age

18-34 - 45%

35-54 - 40%

55+15%

Median Age - 33.5

#### Household Income

HHI \$30k-\$50k - 28%

HHI \$51k-\$75k - 39%

HHI \$76k+33%

Median HHI - \$72,000

#### Education

High School Graduate -15%

Attended/Graduated College - 60%

Attended/Graduated Graduate School - 25%

#### Race

African-American - 42.5%

Caucasian - 30.5%

Hispanic - 12.5%

Other - 14.5%

#### Sources

Pollstar

Data Research

US Census Bureau

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