

2023



SPONSORSHIP PACKET

August 19, 2023

Columbia, South Carolina



## A NATIONALLY RECOGNIZED FESTIVAL

Honored by Family Circle Magazine as the Top Family-Friendly Festival in South Carolina and among the Top 50 in the nation, World Famous Hip-Hop Family Day was founded a decade ago on the principles of love, peace, unity, and having fun.

A FREE, family-friendly event without alcohol or cursing on Columbia's Main Street, Hip-Hop Family Day has a sterling reputation as an unforgettable celebration of music, art, and dance.

Drawing enthusiastic, engaged, and energetic audiences of up to 20,000 people, this black-owned and operated festival has partnered with respected national, state, and local entities like the City of Columbia, WellCare, HeadCount, AARP, US Army, Columbia Museum of Art, EdVenture Children's Museum, and Richland Library.



- Founded in 2013, World Famous Hip-Hop Family Day is celebrating its 10th year.
- 20,000 projected attendance for 2023 – a 400% increase from 2013.
- Over 40% of festival attendees from outside of Columbia and SC, including GA, FL, and NY.
- Past headliners include: Big Daddy Kane, Rakim, Sugarhill Gang, MC Lyte, KRS-One, Kid N Play, Nice & Smooth, Slick Rick, Kool Moe Dee.



## Become a Sponsor

Can't Touch This (Presenting) - \$50K (1)

King of Rock - \$25K (1)

Grandmaster - \$10K (2)

Chief Rocka - \$5K (2)

Soul Controller - \$3K (3)

In addition to recognition and exposure through our event of 20,000+ attendees, Hip Hop Family sponsors' brands will be marketed in print and broadcast in advance of the celebration based upon various levels of sponsorship.

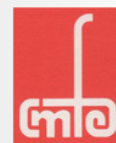
**WANT TO BECOME A SPONSOR?**

Contact [info@hiphopfamilyday.com](mailto:info@hiphopfamilyday.com).

## Past Sponsors



Healthy Connections 



**ALPHAMEDIA**  
ON-AIR . ONLINE . ON-SITE

# LEVEL 1

PRESENTING SPONSOR

# CAN'T TOUCH THIS

# \$50K

(1)

## INCLUDES:

- 2 complimentary 10x10 booth spaces at event
- Artist meet and greet
- VIP lounge access (20 max)
- Stage banner at event
- Opportunity to speak from stage (3 minutes)
- Opportunity to attend TV and radio interviews
- Logo on official festival T-shirts
- Dedicated sponsor announcement press release/conference
- Auxiliary event access
- Logo and URL in email marketing
- Inclusion in press releases
- Logo listed on media buys including: • Billboards • Print ads
- Logo on posters, handbills, & official event program
- Sponsor mention on radio and TV ads
- Opportunity to donate promotional items to VIP swag bags
- Logo on event badges
- Logo and URL on website for 1 year
- Dedicated sponsor thank you social media post
- Opportunity to attend headliner announcement press conference
- Tags in social media posts



## INCLUDES:

- 1 complimentary 10x10 booth space at event
- VIP lounge access (10 max)
- Auxiliary event access
- Logo and URL in email marketing
- Inclusion in press releases
- Logo listed on media buys including: • Billboards • Print ads
- Logo on posters, handbills, & official event program
- Sponsor mention on radio and TV ads
- Opportunity to donate promotional items to VIP swag bags
- Logo on event badges
- Logo and URL on website for 1 year
- Dedicated sponsor thank you social media post
- Name on official festival T-shirts
- Opportunity to attend headliner announcement press conference
- Tags in social media posts

# LEVEL 2

## KING

## OF

## ROCK

# \$25K

(1)



# LEVEL 3 GRANDMASTER

**\$10K**  
(2)

## INCLUDES:

- VIP lounge access (5 max)
- Logo listed on media buys including: • Billboards • Print ads
- Logo on posters, handbills, & official event program
- Sponsor mention on radio and TV ads
- Opportunity to donate promotional items to VIP swag bags
- Logo on event badges
- Logo and URL on website for 1 year
- Dedicated sponsor thank you social media post
- Name on official festival T-shirts
- Opportunity to attend headliner announcement press conference
- Tags in social media posts



## LEVEL 4 CHIEF ROCKA

**\$5K**  
(2)

## INCLUDES:

- Logo on event badges
- Logo and URL on website for 1 year
- Custom thank you social media post
- Name on official event program
- Name on official festival T-shirts
- Name listed on website for 1 year
- Opportunity to attend headliner announcement press conference
- Tags in social media posts



## LEVEL 5

## SOUL CONTROLLER

**\$3K**  
(3)

## INCLUDES:

- Name on official event program
- Name on official festival T-shirts
- Logo and URL listed on website for 1 year
- Opportunity to attend headliner announcement press conference
- Tags in social media posts





## 2023 Sponsorship Application

SPONSORING ORGANIZATION \_\_\_\_\_

AUTHORIZING PERSON \_\_\_\_\_ TITLE \_\_\_\_\_

PRIMARY CONTACT (IF DIFFERENT) \_\_\_\_\_

CONTACT EMAIL ADDRESS \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Email completed application to [info@hiphopfamilyday.com](mailto:info@hiphopfamilyday.com)

Applications will be reviewed and responded to within 48hrs of receipt. Approved applicants will receive confirmation email with instructions to complete sponsorship agreement.