

SPONSORSHIP PACKAGES

MEMPHIS HIP-HOP

Weekend & Expo

Promoting Alliance Through Hip-Hop!

August 30 - September 3, 2012 - Memphis Cook Convention Center

Exhibitor [500] Early Bird \$350

- 10' X 10' Booth space (optional 8'x30" table display)
- Two (2) attendee admittance
- Placement on print and advertisements
- Inclusion in online newsletter
- Listing on official event website
- Exhibitor Name placement on official t-shirt

\$500

Bronze Sponsor [\$1,500]

- 10' X 10' Booth space (optional 8'x30" table display)
- Three (3) attendee admittance
- Bronze placement on print and advertisements
- Inclusion in online newsletter
- Logo on official event website
- Bronze Name/Logo placement on official t-shirt

\$1,500

Silver Sponsor [\$2,500]

- 10' X 10' Booth space (optional 8'x30" table display)
- Four (4) attendee admittance
- Silver placement on print and advertisements
- Inclusion in online newsletter
- Logo on official event website
- Silver Name/Logo placement on official t-shirt
- Option to hang banner at Memphis Hip-Hop Expo
- Recognition in radio advertisements

\$2,500

Gold Sponsors [\$5,000]

- 10' X 10' Booth space (optional 8'x30" table display)
- Six (6) attendee admittance
- Gold placement on print and advertisements
- Inclusion in online newsletter
- Gold Banner/Logo placement on website
- Gold Name/Logo placement on official t-shirt
- Option to hang (2) banners at Memphis Hip-Hop Expo, Conferences (1) and an additional event site (1)
- Recognition in TV/radio advertisements
- Recognition from the podium at Expo

\$5,000

Platinum Sponsor [\$10,000]

- (2) 10' X 10' Booth space (optional 8'x30" table display)
- Eight (8) attendee admittance
- Platinum placement on print and advertisements
- Inclusion in online newsletter
- Platinum Banner/Logo placement on official event website
- Platinum Name/Logo placement on official t-shirt
- Option to hang (3) banners at Memphis Hip-Hop Expo, Conference (1) and all additional event sites (1)
- Opportunity to speak during opening and afternoon Expo and Conferences
- On air acknowledgment in all radio and TV advertising
- Recognition from the podium throughout Expo
- Logo placement on Outdoor Billboard advertisements
- Opportunity to provide company branded gift item in Expo bags

\$10,000

Presenting Sponsor [\$20,000]

- "Presented by" tag in marketing and publicity
- Four (4) 10' X 10' Booth space (optional 8'x30" table display)
- Ten (10) attendee admittance with sponsorship ribbons
- Exclusive logo placement on all signage, Expo materials and advertisements
- Exclusive placement in online newsletter
- Exclusive logo placement on website that includes hyperlink and corporate description
- Exclusive Name/Logo placement on official t-shirt
- Option to hang (3) banners at Memphis Hip-Hop Expo, Plus entrance banner, stage banner and all event sites (1)
- Exclusive opportunity to speak during opening and afternoon Expo and Conferences
- On air acknowledgment in all radio and TV advertising
- Exclusive recognition from the podium throughout Expo
- Logo placement on Outdoor Billboard advertisements
- Opportunity to provide company branded gift item in Expo bags, plus "Presented by" title and logo prominently displayed on gift bags
- "Presented by" sponsor name on all tickets sold through Ticketmaster
- Sponsor name/logo on media/welcome backdrop for press and publicity photos

\$20,000

Invest in the opportunity to display and advertise your message to thousands of attendees at the 2012 Memphis Hip-Hop Weekend and Expo!



MemphisRap.com Brings You The ...

2ND ANNUAL

MEMPHIS HIP-HOP WEEKEND

AUGUST 30 - SEPTEMBER 3, 2012

WWW.MEMPHISHIPHOPWEEKEND.COM

MEMPHIS HIP-HOP

Promoting Alliance Through Hip-Hop!
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Weekend & Expo

EVENT LINE-UP

Schedule of Activities

Benefits of becoming a sponsor is that your advertising message will be made visible extensively on a number of branding opportunities which can include the following:

- Be Heard, Be Seen Talent Show (featuring youth and adult performers)
- Hip-Hop Conference
- Memphis Rap Celebrity Softball Game
- Celebrity Basketball Game Challenge
- Memphis Hip-Hop Expo Day 1
- Memphis Hip-Hop Expo Day 2
- Industry Meet N Greet Networking Mixer
- Memphis Hip-Hop Art, Ink & Fashion Show
- Plus more...

EXHIBITOR BOOTHS

Exhibitors: 2 days – Paid by: July 31 \$350 | After July 31 \$500
1 day – Paid by: July 31 \$225 | After July 31 \$350

Organizations (non-profit): (proof of 501(c)(3) status): \$300 both days - 10'x10' exhibit space or \$200 (1) day.

Vendors /Food Samples: If you would like to provide food samples, it must meet the 2 oz maximum requirement. A deposit of \$250 may be required and will be returned within 14 days following the expo if no additional cleaning fees are affixed.

NOTE: All Exhibitor Fees Must Be Paid In Full By July 29, 2012 Prior To Expo

Payments: A 50% non-refundable deposit is required on all exhibit space / sponsorship at time of booking. Cancellations will be accepted up to July 29, 2012, forfeiting the 50% deposit. Exhibit space/sponsorship sold after July 31, 2012 is sold as confirmed and is subject to full payment with no cancellation. Cancellations made after July 29, 2012 are non-refundable. Memphis Hip-Hop Weekend retains the right to reassign space / sponsorship if payment is not received as scheduled.



All exhibitors will have the opportunity to register online at memphishiphopweekend.com and submit any required fees. Alternatively you may mail in your application and payment. All applications are subject to approval.

CONTACTS

Headquarters
Tel. (901) 881-0795

Director/Coordinator/Sales & Sponsorships
Hosea Mays • hosea@memphishiphopweekend.com

Event Lead/Promotions
Deanna Brown • deanna@memphishiphopweekend.com

Advertising/Sales & Sponsorships
Jacque Jones • jjones@memphishiphopweekend.com

Online Media & Artwork Submissions
Charla Littlejohn
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ATTENDEES

The thousands of attendees

music artists, DJs, producers, record labels, models, dancers, music executives, photographers, videographers, teens, hip-hop music fans and more.



MemphisHipHopWeekend.com

ABOUT MEMPHIS HIP-HOP WEEKEND & EXPO

Memphis Hip-Hop Weekend and Expo is the first and only Memphis expo geared towards hip-hop and rap music. The goal of the event is to promote the nationally recognized hip-hop scene and culture by providing a number of opportunities and activities for those in the Music and Entertainment Industry as well as the community through a positive and family oriented atmosphere for all ages.

PRODUCED BY MEMPHISRAP.COM

Launched in 2001, MemphisRap.com has become a stepping stone and building block for Mid-South music artists, producers, models and entertainers abroad looking to connect with their fans and to build a network with other like-minded individuals. Starting as an online record store on to an online magazine and news publication, MemphisRap.com is now a social networking platform which is not just a network, but "A way of life!"

MemphisRap.com has been credited for it's successful music showcases which the Commercial Appeal dubbed as one of the largest in the City of Memphis of its type.

PAYMENT INFO

All payments and deposits for Sponsorship packages and or exhibit booths can be made by PayPal to the email address billing@memphishiphopweekend.com or by credit card, check, cashiers check or money order payable to MEMPHISRAP.COM.

OTHER ADVERTISING OPPORTUNITIES

If you need more information about these and other advertising and sponsorship opportunities, contact us. We can tailor a package to fit your budget or marketing goals. Non-profits receive a discounted rate. Please call (901) 881-0795.