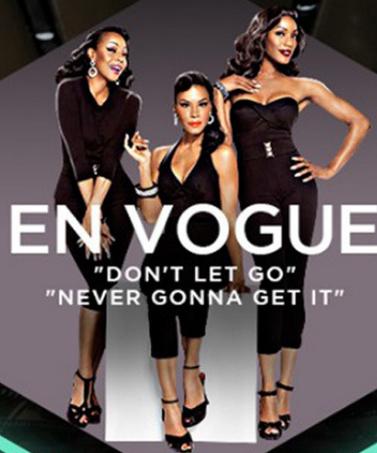


NASHVILLE SOUL

Music Festival

SATURDAY JULY 14TH 2018



GET YOUR TICKETS NOW AT **ticketmaster**[®]

NASHVILLESOULMUSICFESTIVAL.COM | INFO 615.573.5536

ALL AGES, DOORS OPEN AT 2PM SHOW STARTS AT 4PM

PUBLIC SQUARE PARK

350 DEADERICK ST, DOWNTOWN NASHVILLE TN

RAIN OR SHINE BRING YOUR OWN LAWN CHAIR



EXECUTIVE SUMMARY



The Nashville Soul Music Festival is the largest Soul/R&B concert and entertainment networking event in the Middle Tennessee area. This event is the first of its kind to showcase the most prolific stars and talent in the area. The goal of the concert is to provide a platform for entertainment professionals to network and to create a great opportunity for businesses to market with the most diverse avenues in mass media.

The Nashville Soul Music Festival provides endless and unique marketing possibilities. Being held in Nashville, the heart of a thriving music and entertainment scene, Nashville Soul Music Festival unlocks the door to a one-of-a-kind introductory connection to a target audience.

The Nashville Soul Music Festival is seeking financial sponsors to help shift the ranks of success. In conjunction with local and regional media outlets, we will promote sponsor's products, services and artists while establishing future business ventures with those involved. With corporate marketing going in a new direction and the entertainment industry being used as a forefront, this event will indeed become the blueprint for this booming collaboration. **BOTTOM LINE:** If your product or company is appealing to music lovers and the people of Tennessee . . . then, you have to be represented at Nashville Soul Music Festival.

THE EVENT

John Smith Marketing is a Tennessee based media marketing and promotions firms. Our team has 60-plus years of combined experience in the concert and promotions industry. We provide the most innovative strategies for aligning corporate brands with key consumer groups.

Entertainment based campaigns are our specialty. By combining marketing tactics, communication technology and entertainment allure, we capture and hold consumer interest. As traditional advertising channels become less certain, we continue to develop new streams of revenue for our clients.

The plan is for the Nashville Soul Music Festival to become an annual 1-day concert featuring some of the biggest names in Classic R&B and Pop music. The Nashville Soul Music Festival will take place on , at Historic Riverfront Park in beautiful downtown Nashville, TN. It will host over 10,000 music fans. Sponsors will receive up to 6 weeks of television, radio, print, internet and outdoor advertising for this charitable event. Admission tickets will be available at www.tix.com for global access. Advance tickets will range from \$25 to \$35. VIP tickets will be available for \$55 each. VIP ticket purchases will include premium seating and admission into the pre-show Meet and Greet with the artist and sponsors.

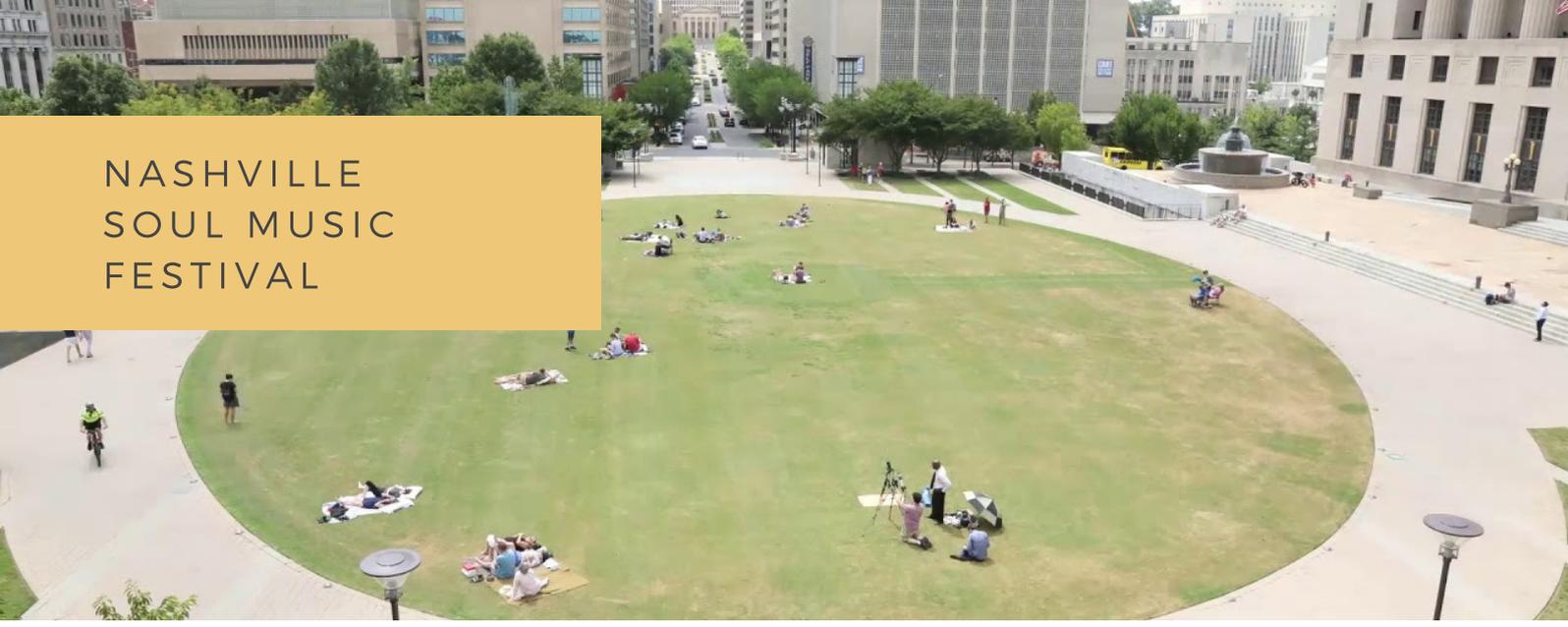
- Some of the Most Popular Classic R&B Acts in Music Public
 - Venue: Public Square Park, Downtown Nashville, TN
 - More than 10,000 Music Fans in Attendance
 - 20,000 Handbills distributed to Key Consumer Locations
- Local And Regional TV, Radio, Print, Internet and Outdoor Advertising
- Branding on Stage, Concessions, Banners, and Marquis◇ Create Awareness and Establish a New Market for your Product Lines and Services

◇ Educate Potential Consumers about your Products and Services

◇ Increase Sales, Branding, and Distributing Opportunities

◇ Strengthen your Perception as a Community Asset and Supporter

This concert is established to provide businesses the chance to market in a major, highly populated, culturally diverse city with an appreciation for great music. Nashville Soul Music Festival will provide a rare opportunity to investigate and evaluate the advertising and promotional influences in regards to the entertainment business. Our mission is to promote the lifestyle of music and the people that live it on a daily basis. The “Learn, Live, and Music Nashville Soul Music Festival wants you as a sponsor!



NASHVILLE SOUL MUSIC FESTIVAL

EVENT THEMES

Learn, Live, and Music

In the new age of business, innovative marketing procedures are essential for a company's continued success. With the entertainment industry swinging into a new mode of selling products, major companies such as HBO, Nike, and Cadillac have capitalized on this new venture.

The Soul/R&B/Hip-Hop/Pop industry alone is generating over 80 billion a year in revenue. Such examples of this ever flourishing industry are Neo-Soul artist Maysa. In an exclusive partnership with the Lincoln Navigator, Maysa appeared in nationally televised broadcasts, radio and print advertisements which debuted nationwide in 2007.

The hip-hop artist Common has also been a visual endorser of Lincoln. Other examples are Hip-Hop/Pop legend Eminem for Chrysler, Mary J. Blige for Chevrolet and the legendary Isley Brothers' music for the Swiffer Sweeper ads. The rise of brands in popular music is directly tied to the rise of Soul/R&B/ Hip- Hop/Pop and its achievements which harnesses pop culture to hone brand images. The trend of association of product by entertainers has become a major selling point in magazines, television commercials, radio ads, billboards, and events everywhere in the world

A large crowd of people is gathered at night for the Nashville Soul Music Festival. The scene is illuminated by city lights and festival lighting, with a large yellow banner in the top left corner containing the text 'NASHVILLE SOUL MUSIC FESTIVAL'.

NASHVILLE
SOUL MUSIC
FESTIVAL

THE NEW CULTURE OF MUSIC & MARKETING

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PROJECTED MARKETING TACTICS

1. PRESS RELEASES



◇ A comprehensive, all inclusive press release will be created and distributed through email, established entertainment and media contacts, mailings and face-to-face to selected media delegates on local and regional levels

◇ List local and national media outlets such as: The Tennessean, Ebony, Jet, Essence, Vibe, The Source and many more

INTERNET

◇ Postings and bulletins will be created and posted on major social networking sites such as Facebook, Instagram, Twitter and more

◇ Mass emails will be sent through individual social networking pipelines on Yahoo, Hotmail, G-mail and networking sites, company directories and university email servers and event boards

◇ Banners for the event will be posted on over 15 websites including involved sponsors, artists, and entertainment company sites

◇ All bulletin board posting and forum sites such as Craigslist as well as Nashville Entertainment and Lifestyle websites will be utilized as well

2. FLYERS/ POSTERS



◇ A collaborative “street team” will be formed to conduct “guerilla” marketing strategies

◇ Individual teams will be dispatched to separate marketing zones broken up into geographic areas as well as focal points including; clubs/lounges, college/universities, shopping areas, clothing stores and highly concentrated areas

◇ A preferred internship program will be established from which a team of apprentices from select neighboring universities will be formed. This will provide boundless experience to the students of our communities

RADIO COMMERCIAL ADS

◇ Radio commercial ads that consists of the music of featured artist’s participating and event info will be aired on major local radio stations ,as well as the hottest internet podcasts and radio shows

◇ Radio targets include: 92Q (FM), Mix 92.9 (FM), 1470 WVOL (AM), 101.1 The Beat (FM), TSU Campus Radio WTST, as well as radio stations in Knoxville, Chattanooga, Memphis, Birmingham, AL and Atlanta, GA

Newspaper/ Publications Ad



- ◇ Print ads that are comprised of images of featured artists, sponsors and event info will be placed in all local publications.
- ◇ We will generate interview/article publicity about the event on behalf of artists, reputation of sponsors and the organizations involved

Artist Plugs & Branding



- ◇ Provide artists and potential media support contacts with marketing materials such as T-shirts, stickers, and etc.
- ◇ Establish recognition of artists, prospective supporters and entertainers to “plug” the event during all broadcast opportunities

Demographics



The Nashville Soul Music Festival will feature an A-LIST of talent with a household name and promoted on a grand scale. Nashville has a vibrant music and entertainment scene spanning a variety of genres. Traditionally, there are no music events with big name Soul/R&B artists in Metro Nashville in the month of August and for these reasons we predict success. The Nashville area, often referred to as Metropolitan Nashville, is the metropolitan area located in Middle Tennessee, centered on the city of Nashville.

Nashville has the 24th largest population (1,666,566) and the 20th wealthiest metropolitan area in the US (U.S. Census Bureau 2005). Downtown Nashville and the neighborhoods oriented toward downtown have a growing residential population that provides a strong base for future development. Nashville has the largest metropolitan area in the state of Tennessee spanning several counties. The Nashville Metropolitan Statistical Area encompasses the Middle Tennessee counties of Cannon, Cheatham, Davidson, Dickson, Hickman, Macon, Robertson, Rutherford, Smith, Sumner, Trousdale, Williamson, and Wilson. The target audience includes a broad range of consumers; urban, suburban, working class, professional, 60% female/40% male, 18 to 55 years of age. Statistics and event data show consumers will travel more than 3 hours to attend a music event in Nashville. This marketing campaign is scheduled for more than 6,000,000 impressions based on the viewership, circulation, lists and traffic of our marketing channels. Advertising will run for 6 weeks prior to the event.

NASHVILLE
SOUL MUSIC
FESTIVAL

Platinum (Title Sponsor)

\$50,000

- Fifty (50) - VIP Passes for the Pre-Show Meet and Greet w/ the Artists
- Two Hundred (200) - VIP Concert Tickets
- Twenty Four (24) - All Access Passes (Backstage Passes) Company Logo (Wall) Behind All Artist Photo-Ops
- Title Sponsor for Six (6) Weeks Of Radio Ads (All Advertising Stations)
- Prominent Banners and Signage Displays Covering The Stage And Venue Throughout the Event
- 2-Minute Company Spotlight Allowing Company Rep to speak on Stage And Promote/Introduce Products Vendor Booth/Space inside the Venue (i.e. Showcase Products, Giveaways, Info Sessions)
- Logo placed On All Marketing Material (i.e. Websites, Posters, Promo Material, T- Shirts, Flyers, Commercials)
- *Only One Platinum Package Available

Gold (Media Sponsor)

\$20,000

- Twenty Five (25) - VIP Passes for the Pre-Show Meet and Greet w/ the Artists
- One Hundred (100) - VIP Concert Tickets
- Twelve (12) - All Access Passes (Backstage Passes)
- Company Logo (Wall) Behind All Artist Photo-Ops
- Sponsorship Recognition for Six (6) Weeks of Radio Ads (All Advertising Stations) Banners and Signage Displays placed near the Stage and throughout the Venue
- Vendor Booth/Space inside the Venue (i.e. Showcase Products, Giveaways, Info Sessions)
- Logo placed on all Marketing Material (i.e. Websites, Posters, Promo Material, T- Shirts, Flyers, Commercials)
- *Only One Gold Package Available

Silver

\$10,000

- Ten (10) - VIP Passes for the Pre-Show Meet and Greet w/ the Artists
- Fifty (50) - VIP Concert Tickets
- Six (6) - All Access Passes (Backstage Passes) Company Logo (Wall) Behind All Artist Photo-Ops
- Sponsorship Recognition for Six (6) Weeks of Radio Ads (All Advertising Stations) Banners and Signage Displays placed throughout the Venue
- Vendor Booth/Space inside the Venue (i.e. Showcase Products, Giveaways, Info Sessions)
- Logo Placed on all Marketing Material (i.e. Websites, Posters, Promo Material, T- Shirts, Flyers, Commercials)

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Bronze

\$5,000

- Four (4) - VIP Passes for the Pre-Show Meet and Greet w/ the Artists
 - Twenty Five (25) - VIP Concert Tickets
 - Two (2) All Access Passes (Backstage Passes) Company Logo (Wall) Behind All Artist Photo-Ops
 - Sponsorship Recognition for Six (6) Weeks of Radio Ads (All Advertising Stations)
 - Logo placed on all Marketing Material (i.e. Websites, Posters, Promo Material, T- Shirts, Flyers, Commercials)
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CAMEO + EN VOGUE
YING YANG TWINS
MICHEL'LE + HI-FIVE + ROB BASE

TICKETS OUTLETS:

NASHVILLE:

HAROLD'S CHICKEN
811 DICKERSON PK.
615.530.2384

CURTIS PRINT ALL
3530 W. HAMILTON
615.876.0088

KNOCKOUT WINGS
300 JEFFERSON ST.
615.320.3222

LIL CEE'S SOUL FOOD
605 DOUGLAS AVE.
615.226.6900

ANTIOCH / BRENTWOOD:
PRINCE'S HOT CHICKEN
5814 NOLENSVILLE PIKE
615.830.9388

MURFREESBORO:

TOP NOTCH BEAUTY
AND BARBER
668 MIDDLE TENNESSEE BLVD.
615.890.3438

SMYRNA:

ETIOPIA BEAUTY SUPPLY
435 SAM RIDLEY PKWY.
615.462.7346

CHATANOOGA:

HERMAN'S SOUL
FOOD & CATERING
3821 BRAINERD RD.
423.624.5715

CLARKSVILLE:

KESSEE BARBER SHOP
900 COLEGE ST.
931.552.9634

KNOXVILLE:

GAM'S HAIR FASHION
BARBERSHOP
524 UNIVERSITY AVE.
865.544.0330

JACKSON:

STYLZ MENWEAR
1141 VANN DR.
731.688.6900

HUNTSVILLE:

JAMES RECORDS & TAPES
2422 MEMORIAL PKWY. NW
256.270.9199

MONTGOMERY:

PHONE CITY CRICKET
2668 EASTERN BLVD.
334.306.2918

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350 DEADERICK ST, DOWNTOWN NASHVILLE TN

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