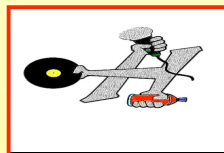


# Read 2 Succeed Through Hip-Hop Project

"Using the Hip-Hop Generation 2 Promote the Power of Education"



## *Sponsorship Presentation*



***A Hip-Hop Summit Youth Council Project***

# Read 2 Succeed Through Hip-Hop Sponsorship

## PRESENTING BLACK DIAMOND SPONSOR

**\$250,000 — Limited Number**

- ❖ Full Page AD in Front Inside Cover of 25,000 Books distributed at Schools on company's behalf
- ❖ Company name and/or Logo Tagged at Special Events
- ❖ Company name Tagged on Educational Documentary credits, Jacket and TV Show credits
- ❖ Product Placement in Documentary, TV Show and other Film Ventures of selected artists
- ❖ VIP Passes to Events & Filming Sessions of Documentary and TV Show
- ❖ Appearance by your company Representative in Documentary and TV Show
- ❖ Opportunity to make a statement at Events
- ❖ Private Meet & Greet Opportunities with Authors and Celebrities supporting Project
- ❖ Photo Opportunities with Celebrities
- ❖ PRESENTING BLACK DIAMOND Sponsor tagged on website, advertisements & all literature
- ❖ Give-a-ways of your approved products at events and at Filming Sessions
- ❖ Opportunity to display Large Company Banner at events
- ❖ Recognition at selected events, on media releases and at Press Conferences
- ❖ Tag your company name in Celebrity PSA
- ❖ Two minute Company Video Promotion to be placed in Special Feature Section of Documentary
- ❖ Give-a-ways of Documentary with your company name tagged at Schools and Events

## BLACK DIAMOND SPONSOR

**\$150,000 — Limited Number**

- ❖ Half Page AD in Back Inside Cover of 15,000 Books distributed at Schools on company's behalf
- ❖ Company name and/or Logo Tagged at Special Events
- ❖ Company name Tagged on Educational Documentary credits, Jacket and TV show credits
- ❖ Product Placement in Documentary, TV Show and other Film Ventures of selected artists
- ❖ VIP Passes to Events & Filming Sessions of Documentary and TV Show
- ❖ Appearance by your company Representative in Documentary
- ❖ Meet & Greet Opportunities with Authors and Celebrities supporting Project
- ❖ Photo Opportunities with Celebrities
- ❖ BLACK DIAMOND Sponsor tagged on website, advertisements and all literature
- ❖ Give-a-ways of your approved products at events
- ❖ Opportunity to display Medium Company Banner at events
- ❖ Recognition at selected events, on media releases and at Press Conferences
- ❖ Tag your company name in Celebrity PSA
- ❖ One minute Company Video Promotion to be placed in Special Feature Section of Documentary
- ❖ Give-a-ways of Documentary with your company name tagged at Schools and Events

## **DIAMOND CO-SPONSOR—\$100, 000**

- ❖ Quarter Page AD in 5000 Books distributed at Schools on company's behalf
- ❖ Company name and/or Logo Tagged at Special Events
- ❖ Company name Tagged on Educational Documentary Credits, Jacket or insert
- ❖ Product Placement in Documentary
- ❖ Passes to Events and Filming Sessions
- ❖ Limited Meet & Greet Opportunities with Authors and Celebrities supporting Project
- ❖ Limited Photo Opportunities with Celebrities
- ❖ DIAMOND Sponsor tagged on website, advertisements and all literature
- ❖ Limited Give-a-ways of your approved products at events
- ❖ Opportunity to display Small Company Banner at events
- ❖ Recognition at selected events, on media releases and at Press Conferences
- ❖ Tag your company name in Celebrity PSA
- ❖ 30 second Company Video Promotion to be placed in Special Feature Section of Documentary
- ❖ Give-a-ways of Documentary with your company name tagged at Schools and Events

## **PLATINUM SPONSOR—\$50, 000**

- ❖ Quarter Page AD in 2500 Books distributed at Schools on company's behalf
- ❖ Company name Tagged on Documentary Jacket and insert
- ❖ Passes to Events and Filming sessions
- ❖ Limited Photo Opportunities with Celebrities
- ❖ PLATINUM Sponsor tagged on website and on selected literature
- ❖ Limited Give-a-ways of your approved products at events and Filming Sessions
- ❖ Opportunity to display Signage at events
- ❖ Recognition at Selected events and on media releases

## **GOLD SPONSOR —\$25 , 000**

- ❖ Quarter Page AD in 1500 Books distributed at Schools on company's behalf
- ❖ Company name Tagged on Documentary insert
- ❖ Passes to Events
- ❖ Limited Photo Opportunities with Celebrities
- ❖ Company name listed on our Website and Selected Literature
- ❖ Recognition at Selected events
- ❖ Opportunity to display Signage at Events

## **SILVER SPONSOR—\$10, 000**

- ❖ **Small AD in 1000 Books distributed at Schools on company's behalf**
- ❖ **Passes to Events**
- ❖ **Limited Photo Opportunities with Celebrities**
- ❖ **Company name listed on our Website and Selected Literature**
- ❖ **Opportunity to display Signage at Selected Events**

## **BRONZE SPONSOR—\$5, 000**

- ❖ **Small AD in 500 Books distributed at Schools on company's behalf**
- ❖ **Limited Passes to Events**
- ❖ **Limited Photo Opportunities with Celebrities**
- ❖ **Company name listed on our Website**

## **COPPER SPONSOR —\$2500**

- ❖ **Small AD in 250 Books distributed at Schools on company's behalf**
- ❖ **Limited Passes to Events**
- ❖ **Company name listed on our Website**

# ★ TEAM MEMBER (6 Levels) ★

**YOUR INFORMATION WILL BE LISTED IN  
OUR BOOKS AND ON OUR WEBSITE**

**1<sup>st</sup> Team**-----**\$1000**—Name, Company, Address, Phone and Email Listing In  
1000 Books distributed at schools on your behalf and on  
Website

**2<sup>nd</sup> Team**-----**\$500**—Name, Company, Address and Email Listing in 500 Books  
distributed at schools on your behalf and on Website

**3<sup>rd</sup> Team**-----**\$250**—Name, Company and Email Listing in 250 Books distributed  
at schools on your behalf and on Website

**4<sup>th</sup> Team**-----**\$150**—Name, Phone and Email Listing in 150 Books distributed at  
schools on your behalf and on Website

**5<sup>th</sup> Team**-----**\$75**—Name, Phone and Listing in 75 Books distributed as schools  
on your behalf and on Website

**6<sup>th</sup> Team**-----**\$50**—Name and Email Listing in 50 Books distributed at schools on  
your behalf and on Website



# HOW DOES YOUR COMPANY BENEFIT?

A—Increased company sales through Public Relations, "Word of Mouth" Exposure, Internet and Grassroots Street Promotions, Direct Demographic Marketing, Product Placement & Give-A-Ways with Cross-Promotional opportunities

B—Access to product marketability through Schools, Jobs, Housing Projects and Youth Centers, which are free of competitive advertisement and clutter

C—The ability to establish brand loyalty at a young age by associating positive celebrities with your company and/or Product

D— The tagging of your company on our Literature, Website, Promotions and at Special Events

E—Photo and Video Opportunities with celebrities for your marketing and promotional campaigns

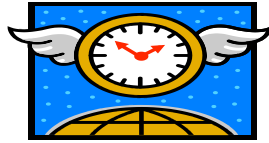
F—Opportunities to reinforce and expand your existing customer base and develop new relationships through our partnership with 192 countries through the United Nations

G—The opportunity to associate yourself with a Vibrant and Proactive grassroots organization using the positive influence of Hip-Hop to service our youth and young adults worldwide, through your association with the Hip-Hop Summit Youth Council.

## **WHAT IS DIRECTLY OFFERED TO YOU?**

- 1. Product Placement in Documentary and TV Show (Hip-Hop At the UN or THUG 2 S.N.U.G.)**
- 2. Appearance in Documentary and on TV Show**
- 3. Category and Event Exclusivity**
- 4. International Exposure through the United Nations and 192 countries**
- 5. Tagging of your Company Name at Events, on Literature and our Website**
- 6. Passes to Events**
- 7. Meet, Greet & Eat opportunities with Celebrities**
- 8. Exposure through Print, Radio, TV and Internet promotions**
- 9. Banner & Signage at Events**
- 10. Listing of your company and/or name in publications and TV credits**
- 11. Photo Opportunities with Celebrities**
- 12. Promotional Give-A-Ways at Events**
- 13. Tax Deductible Contribution**
- 14. Sponsorship is for one year**

# Major Events Annual Timeline



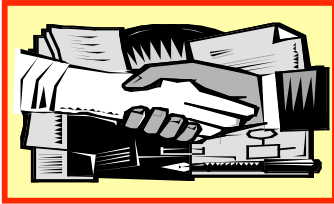
---

***Sponsors will be invited to these and other events during their annual sponsorship. More details will be available as we move forward. There will be additional events added to the calendar and posted on our website, as well as emailed to sponsors.***

---

- **August 12, 13, 14, 2009**  
Annual Youth Assembly Conference at the United Nations
- **October 16 & 17, 2008/9**  
“Stand-Up & Speak-Out Against Poverty” Global Event with the United Nations Millennium Campaign
- **December 1, 2008/9**  
World AIDS Day with the United Nations & UNAIDS
- **January 15-21, 2009**  
Dream of King Youth Summit at the United Nations
- **February 14-17, 2009**  
Black & Puerto Rican Caucus Annual Weekend Conference
- **April 10, 2009**  
National Youth Summit on Guns and Gang Violence
- **June 7, 2009**  
Hot 97’s Annual Summer Jams Concert (Who’s Who in Hip-Hop)

Some Dates Subject to Change



# SPONSORSHIP AGREEMENT

I, \_\_\_\_\_, representing, \_\_\_\_\_ do hereby agree to purchase the following Sponsorship Package (Circle one)

- PRESENTING BLACK DIAMOND   
  BLACK DIAMOND   
  DIAMOND  
 PLATINUM   
  GOLD   
  SILVER   
  BRONZE   
  COPPER   
  TEAM MEMBER

or

I would like to make a contribution in the amount of \$\_\_\_\_\_ to support the project.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

SIGN-\_\_\_\_\_ DATE-\_\_\_\_\_

PAYMENT IS IN THE FORM OF- CHECK\_\_\_\_\_ CREDIT CARD\_\_\_\_\_

If Check- DEPOSIT-\_\_\_\_\_ BALANCE-\_\_\_\_\_

If Credit Card – Card Type: Amex\_\_\_\_\_ Visa\_\_\_\_\_ MC\_\_\_\_\_ Discover\_\_\_\_\_

Card Number \_\_\_\_\_

Exp Date (mm/yy) \_\_\_\_\_ Security Code \_\_\_\_\_

Or go to <http://www.hhsyc.org/Donate.html> and click the donate button

NAME OF AGENT- \_\_\_\_\_

**Make Checks Payable to the Hip-Hop Summit Youth Council**

**NOTE: There will be a \$50 service charge for returned checks**