

ATLANTA HIP HOP DAY is dedicated to educating the community on the culture of Hip Hop as it relates to this particular city or region. The mission is to reintroduce the elements the music was founded on DJing, B-Boying/BGirling, Graffiti Art, & Emceeing, and to celebrate the pioneers that have helped to make Atlanta the market if is today.

We first launched the Hip Hop Day Festival in Atlanta in 2011 and by our 7th Annual Atlanta Hip Hop Day Festival executed October 8th & 9th 2017 we brought out over 25,000 people to Woodruff Park in downtown Atlanta.

Atlanta Hip Hop Day is very unique as each market's spin on the music and culture differs, from the swag and style, to the sound and visuals. This is a key reason we are so effective, as we highlight the market's culture as it is practiced on a daily basis. The swag, and music differs in each market and we are here to highlight and celebrate that uniqueness. This gives your company an opportunity to organically brand through the lifestyle that shapes each individual in your target market.



THE MAIN STAGE (Emcee & DJ Stage)

will feature performances from artists that are popular and connected to the Atlanta market, as well as National and regional acts. The Emcee Stage will also feature Rap Battles from up and coming and established battle rappers from around the world. Battle Rap has a prodigious amount of views and attention online with over 1.5 Billion total views on YouTube. MC WAR has been bringing that talent to Atlanta Hip Hop Day and through their YouTube Channel it will also assist in creating a viral connection for our clients.

We also feature some of the biggest DJ's in HIp Hop both radio, mixshow, mixtape and Battle DJ's known as turntablists

THE EDGEWOOD STAGE (B-BOY / B-GIRL Stage)

is where we feature B-Boy & B-Girl dance competitions of all styles both old and new. upcoming and independent artists grace the stage to wow the Atlanta crowd with new music and new personality. As well as

PAST PERFORMERS & SPECIAL GUEST

TI, Trae The Truth, Skooly, Trouble, Sy Ari Da Kid, DJ Scream, BBOD of Love & Hip Hop Atlanta, Yung LA, Kilo Ali, Shop Boyz, OJ Da Juice Man, Fabo of D4L, Math Hoffa K-Shine, Pastor Troy, Bone Crusher, Killer Mike, DJ Kutt Throat, Yung Booke, DJ Red Alert, Scotty ATL, Johnny Cinqo, Peewee Longway, Grey, Dricky Graham, Trillville, Joe Green, Jhonnie Blaze, Joe Gifted, and many many more



HONORING CEREMONY

In each city there are Pioneers who have paved the way for the culture's growth and at Atlanta Hip Hop Day they are honored with awards during our honoring ceremony. These honors are for DJ's, Producers, Graffiti artists, B-Boys/B-Girls, & Rappers/Emcees that have done work to contribute to the development of Hip Hop in their respective market. The ceremony consists of the following

MASTER IN THE COMMUNITY HONOR:

This honor is for those that display extraordinary compassion, leadership and commitment to empowering the community through action, healthy lifestyles, and engagement.

OTHER AWARDS:

Pioneer Award / 5th Element Award

PAST HONOREES INCLUDE:

TI, Raheem Da Dream, DJ Jelly, Greg Street, Cool Breeze, Organized Noize



In 2017 we reached over 25,000 people experientially, we brought out popular artists to the teen market like Johnny Cinco, Skooly, Supa Peach and more. This allows your Brand, product, or service to sample, sell, or retrieve data. Additionally, we will reach over 250,000 people via our video content, and over 25 Million via impressions through our marketing and promotions campaign.

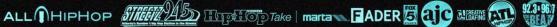
Our marketing reach consists of a blend of both traditional and non-traditional tactics. AHHD under-stands that experiential marketing concepts connect our audiences with the authentic nature of our brand through participation in personally relevant, credible and memorable encounters.

It gives customers in-depth experiences with products in order to give them enough information to make the pur-chase decision.

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EMPIRE

PAST SPONSORS



SPONSORSHIP BENEFITS

FOUNDING SPONSOR......\$15,000 (But not Limited Too)

Company Branding Opportunities around Event Venue

Product Giveaways on Both Event Sound Stages/ Live Mentions

Banner Placement around Event DJ Booth

10 x 20 Space to Sell/ Sample Product

Inclusion as Sponsor in all Event Media: (i.e, Radio, TV, Print, Internet)

Inclusion as Sponsof on all Event Promotional Material: (i.e. Flyers, Posters, E-Blast)

Company Logo on Event Webpage/ Link to yours

Company Logo on all Event Promotional Products (i.e. T-Shirts, Towels, Bags, etc.)

Company Logo inserted in the Event Recap Video

Inclusion in Event Press Release

ELEMENT SPONSOR......\$7,500 (But not Limited Too)

Product Giveaways on Event Sound Stage/ Live Mentions

10 x 10 Space to Sell/ Sample Product

Inclusion as Sponsor on all Event Promotional Material: (i.e., Flyers, Posters, E-Blast)

Company Logo on Event Webpage/ Link to yours

Company Logo on Event Banner

Company Logo inserted in the Event Recap Video

Inclusion in Event Press Release



