



# Ebonyized Chill

SPONSORSHIP DECK

COMBATING MENTAL ILLNESS THROUGH  
ENTERTAINMENT & MUSIC



PRESENTED BY: MUSIC EVOLVED RECORDS





# About Us

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The Ebonized Chill Tour is an international tour set to launch in 2025, aimed at raising awareness about the importance of mental health for entrepreneurs and professionals in the music and entertainment industry.

Through music, comedy, powerful speeches, and performing arts, our mission is to create a supportive and joyful environment for individuals facing mental health challenges.







# MEET THE FOUNDERS

WHO'S BEHIND THE VISION

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## EBONY ARCHER-BAYLOCK

### *THE EBONIZER*

Ebony "The Ebonizer" is an award-winning entertainer, certified speaker, coach, and serial entrepreneur. As a suicide survivor, she has become a passionate mental health advocate, embodying the belief that music can be a powerful tool in the fight against mental illness.

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## JEFFERY BAYLOCK

### *MR. NO CHILL*

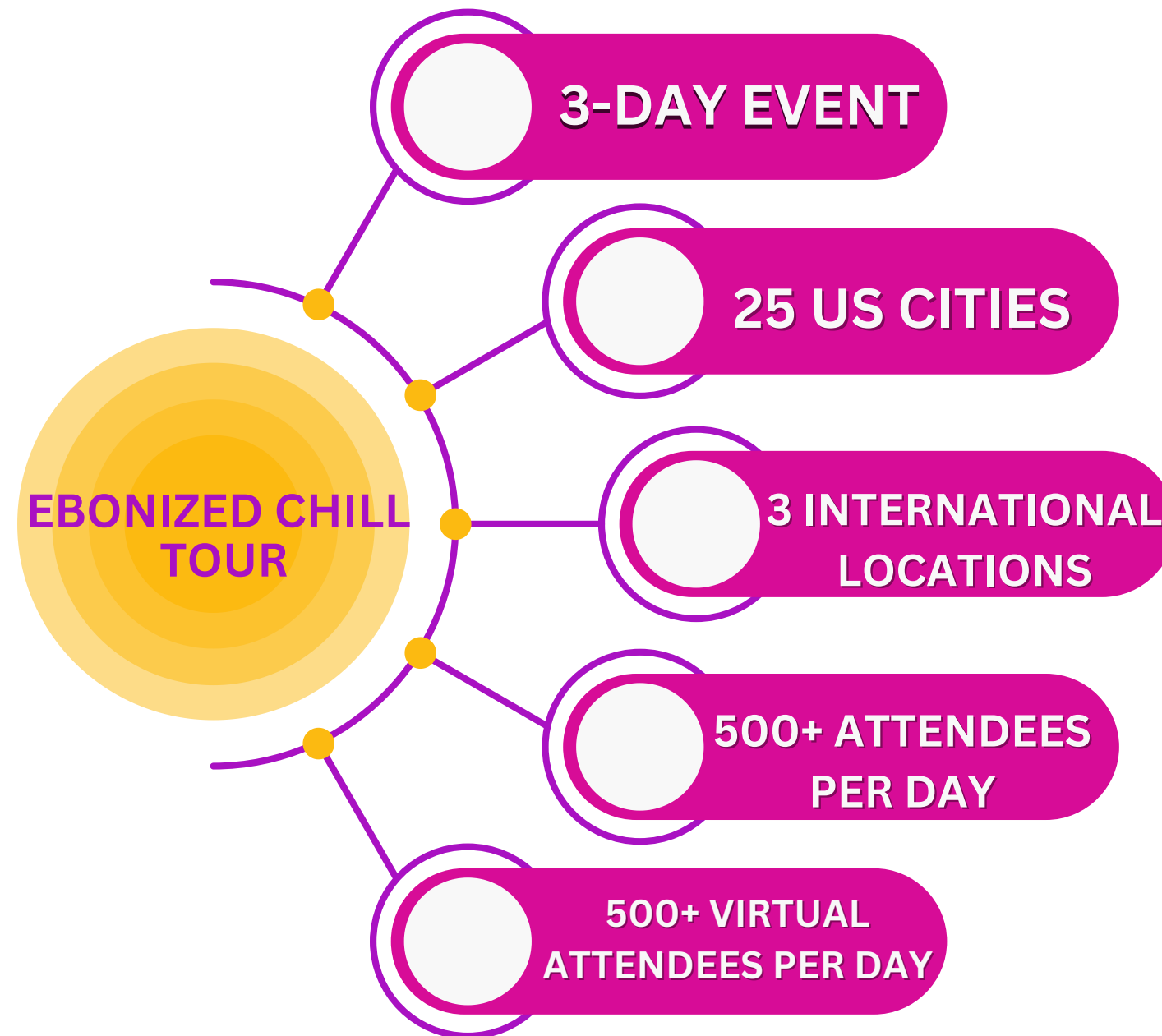
Jeff "Mr. No Chill" is a veteran comedian and host with 13 years of experience in the comedy scene. As a serial entrepreneur and mental health advocate, he believes that comedy has the power to heal past traumas. Through humor, he has transformed his pain into purpose and aims to inspire others to do the same.





# EBONIZED CHILL- AN INTERNATIONAL PLATFORM

The Ebonized Chill Tour is an international event, set to visit 25 U.S. cities and 3 international locations, to reach over 50,000 people in-person and virtually. Partnering with U Crave TV, the tour will expand its impact across multiple platforms.





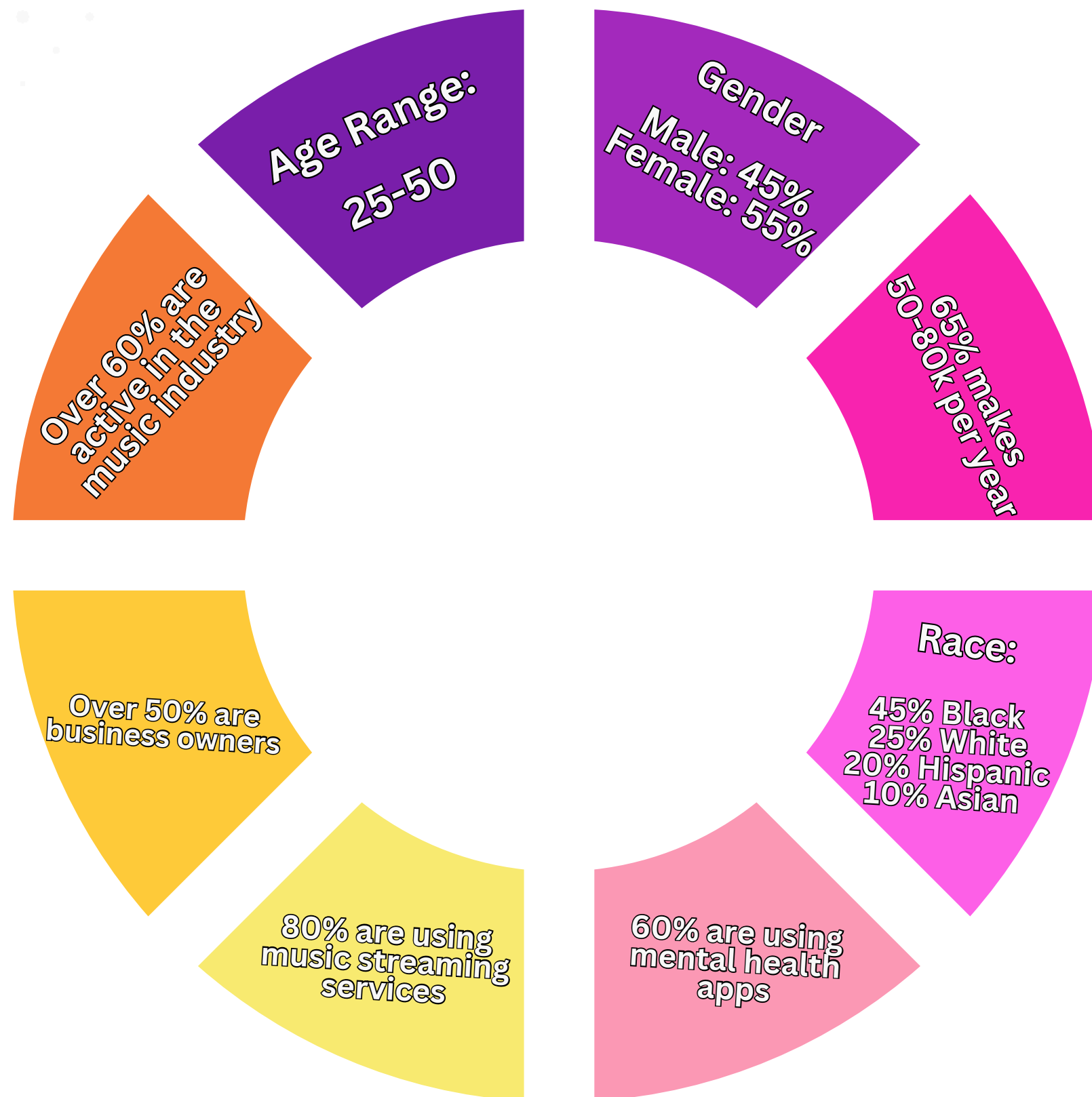


**Are you looking to connect with middle-class business professionals in the music and entertainment industries across the globe?**





# ABOUT OUR AUDIENCE







# OUR AUDIENCE'S INTERESTS

54% of our audience

ARE

Transitioning into digital banking

75% of our audience

ARE

Subscribed to streaming services (Netflix, Hulu, etc.)

52% of our audience

ARE

Suffering from some type of mental trauma or illness

52% of our audience

ARE

Interested in cryptocurrency, NFTs, etc.

47% of our audience

ARE

Interested in health & wellness (weight loss, supplements, etc.)



# Our Audience Is Responsive



Our **open rate** on our emails sent to our database is 40% and a click through rate of **25%**



When asked if our audience **would change a purchase based on sponsorship** for upcoming events, **71% of them said they would.**



Not only does our audience want to hear from us but **they want to know who we are working with** {companies just like yours}.







LET US INTRODUCE YOU TO.....

# KIYEN



## INDEPENDENT ARTIST, SELF REPRESENTED

### PERSONAL PROFILE

- AGE:** 27       **RACE:** BLACK
- MARTIAL STATUS:** SINGLE
- HOUSEHOLD INCOME:** \$65,000
- RESIDENCE:** ATLANTA
- INTERESTS:** Music streaming, recording and performing, music business, and NFTs.
- WANTS:** Tour internationally, receive global airplay, get signed by an artist management and booking agency, and want a successful career.
- FRUSTRATIONS:** Trying to stay mentally strong as an independent artist in the music industry





## RECORD LABEL OWNER, INDIE (SELF DISTRIBUTED)

### PERSONAL PROFILE

- ✓ **AGE:** 49    ✓ **RACE:** WHITE
- ✓ **MARTIAL STATUS:** MARRIED
- ✓ **HOUSEHOLD INCOME:** \$200,000
- ✓ **RESIDENCE:** NASHVILLE
- ✓ **INTERESTS:** Music business, artist management, digital banking, music distribution, and mental health support for artists
- ✓ **WANTS:** More exposure for signed artists, expand record label in other major cities, secure music distribution from a major distribution company and acquire financing
- ✓ **FRUSTRATIONS:** Trying to stay current with the new and current trends in the music industry and increasing revenue streams for label

# RONALD





# JACKIE



## MUSIC PUBLICIST, FREELANCER/OWNER

### PERSONAL PROFILE

- ✓ **AGE:** 35
- ✓ **RACE:** Asian
- ✓ **MARTIAL STATUS:** SINGLE
- ✓ **HOUSEHOLD INCOME:** \$90,000
- ✓ **RESIDENCE:** LOS ANGELES
- ✓ **INTERESTS:** Music industry trends, artist branding, digital marketing and media relation
- ✓ **WANTS:** To expand and build a multi-faceted PR agency focusing on indie artists and want to build a platform for upcoming artists.
- ✓ **FRUSTRATIONS:** Tired of how the “pay for play” model is overtaking earned media placements and wants more support for independent media outlets





# OUR REACH







# Our Reach

WE ARE DIGITAL

Including the combined following of our founders, artists, speakers, and event participants, our social media reach is:

- ✓ FB LIKES: 25,000+
- ✓ IG FOLLOWERS: 15,000+
- ✓ TIKTOK FOLLOWERS: 30,000+
- ✓ EMAIL LIST: OVER 30,000 SUBSCRIBERS
- ✓ Our mobile app is set to launch in January 2025, and we already have 4,000 people signed up on the waitlist for the release.





# OUR MEDIA PARTNER

## EXPANDING OUT REACH

U Crave is a TV streaming network set to launch in March 2025. Much like Netflix, U Crave will be available on a variety of platforms, including Roku, Amazon Fire, Apple TV, Android TV, as well as LG and Samsung TVs, along with mobile devices.

By being on these platforms, we will reach an audience of over 2 million viewers worldwide. U Crave will stream all our tour locations virtually and will promote our sponsors through both the network and mobile apps.







# CASE STUDIES & ACTIVATION IDEAS





# GROW YOUR EMAIL LIST

THIS IS HOW WE CAN HELP GROW YOUR EMAIL LIST

- ✓ We integrate our sponsors' **"Free Trial"** registration form directly into our website and mobile app.
- ✓ Our audience had the chance to opt-in for a free trial of their new mental health app.
- ✓ We sent email blast to **6,918 subscribers** and directed them to the registration form. **68% of the subscribers** opt-in for the free trial.
- ✓ The sponsor confirmed that **56% of the subscribers** became **paid subscribers**, which **tripled their return of their investment** as a sponsor.





## ACTIVATION

## IDEA



## Empowerment Panels & Q&A Sessions

GROW YOUR CONSUMER BASE BY ENGAGING IN OUR PANELS

- ✔ Organize panels with artists, mental health professionals, and sponsors discussing topics like resilience, mental health in the music industry, and self-care.
- ✔ Sponsors can co-host the panels, provide branded literature or products, and have representatives participate in the discussion.
- ✔ There will be **500+ participants** attending these panels. We will have tablets at the sign up table for all participants to sign up for the sponsorship email list.
- ✔ Given our past data, at least **43% of the participants that subscribe to the sponsors email list** will become **paid customers**.





# HOW WE WORK WITH OUR SPONSORS



## EVERYTHING WE DO IS CUSTOM

We don't use stock pages because we know that they don't work. We want to create something just for you, designed to help achieve your goals.

In other words, we want to hear about your goals and then build something just for you and your budget.

### SOME OF THE WAYS WE CAN WORK TOGETHER:

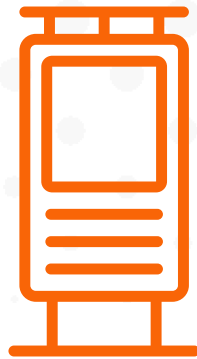
- EXPERIENTIAL MARKETING
- NAMING OPPORTUNITIES
- ONSITE ACTIVATIONS
- BRAND RECOGNITION
- ADVERTISING & MEDIA PRESENCE
- SAMPLING & PRODUCT PLACEMENT
- VIP OPPORTUNITES





# WE COVER ALL BASES

All of our sponsors receive the following benefits as a startup point but we don't stop there. Our goal is to develop an activation opportunity designed to engage your target audience in a meaningful way but we offer all of our sponsors the following assets to make sure we cover all the main asset categories.



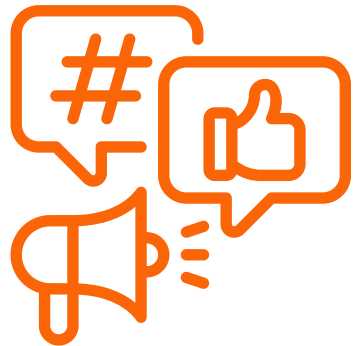
Logo placement on event signage and shirts



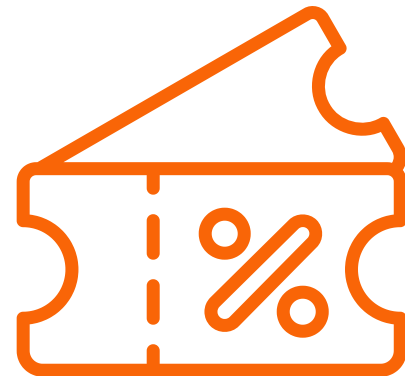
Exhibition opportunities



Free passes to attend event and exclusive VIP lounges



Social media promotion



Digital advertising and coupons



Discounted tickets for clients and customers



Sampling Rights



Opportunity to provide a blog post or other thought leadership piece

## What are we missing?

That's for you to decide.....



# LET'S CONNECT



**We are excited** to hear about your goals  
and how we can help you achieve  
them

## GET IN TOUCH

and let's talk about ways we can work together:

**Paulo David**

SPONSORSHIP DIRECTOR



paulo@musicevolvedrecords.net

www.ebonizedchill.net