



Sponsorship Opportunities

Get Mad Fest | 25th August 2018
Powered by Get Mad Entertainment Ltd



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EXECUTIVE SUMMARY

In a World where everything goes fast, and especially in a fast-paced environment such as London, escaping reality from time-to-time is a must. Theatre, concerts, festivals, clubbing, ... All means are good to have a good time alone or with friends. The entertainment industry fully contributes in helping people cope with the stress they accumulate daily.

With a constant increase in demand over the past few years, Caribbean parties and events are now popular like never, especially during the busy Carnival period, at the end of August. Londoners and international visitors reunite every year to share their passion for Caribbean music and dance at the largest European carnival: the Notting Hill Carnival. This event is recognized as the most important parade in the World, after Rio de Janeiro's carnival; 2 million attendants are estimated every year.

Get Mad Entertainment Ltd, founded 5 years ago by Ruiny Chalus, also identified an increasing demand from party-goers to get together on a smaller scale while still having fun the Carnival way. Formed by a team of young and dynamic music lovers, culture hungry and events aficionados, Get Mad quickly became a reference in the London Caribbean / Urban nightlife. Beside our various Carnival parties, we also strive to provide our audience with fantastic events throughout the year. We aim to promote new talents from the music industry, our main objectives are to facilitate interactions between people and offer unique event concepts for more fun and tailored experiences.

After 3 consecutive years of sold out carnival events, we have decided to take on a new challenge this year, by organizing: the "Ged Mad Fest"! The event will take place on the 25th August 2018 and will present an international line-up, with artists, deejays and performers mainly coming from the Caribbean. To meet the high demand of our audience, an exceptional show will be offered at the iconic venue "the Troxy", to 3000 guests, to mark the opening of the Notting Hill Carnival.

Welcome to the Get Mad Entertainment's world, enjoy the trip!



/ 1 /

INTRODUCTION TO GET MAD ENTERTAINMENT

1.1. The company

“Don’t get sad, Get Mad! “, is the motto of the music and entertainment company DJ Shakit founded in 2013.

When Get Mad Entertainment was created, the main goal was to unite Caribbean culture lovers from various horizons and provide them with the best entertainments ever. 5 years after, we are still committed to giving the best the entertainment world can offer, ranging from club nights, to cultural events, shows & concerts.



The Get Mad team with partners

Get Mad Entertainment is mainly known for organizing Caribbean, Urban and Cosmopolite events in London on a regular basis, but also for its famous Carnival parties. In the future, Get Mad aims to diversify its offer and propose a larger range of activities: workshops, brunches, Caribbean comedy show and other entertainment projects.

“Scandalous Saturday”, “Careless Sunday”, or “Bashment and Chill” are some of the few events that Get Mad Entertainment has been organizing in London for a few years now (see part 1.3 – Projects).



Bashment and Chill guests

1.2. Meet the Get Mad Team

Ruiny

Deejay, entertainer and event promoter

Founder of Get Mad Entertainment



Evolving as an international DJ for more than 10 years now, Ruiny Chalus is mostly known as “DJ Shakit”.

Originally from Guadeloupe, (a tiny beautiful French Caribbean Island), he fell in love with London in 2006 and made it his home since then.

System engineer during the day, DJ and promoter at night, Ruiny has a strong interest in cooking, sport and travel, but nothing equals his passion for music and entertainment.

A passionate DJ

DJ Shakit is known for his various performances in Guadeloupe, France, Turkey, Spain, United States and Africa, and of course in London on a regular basis (see Bashment and Chill).

From small and private events (Turkey Weekender, 300 to 400 guests) to huge ones (Sexion d’Assault, Famous French rap band) concert, +10

000 guests), DJ Shakit possesses a large pallet of tools to meet various audiences’ expectations.

An event promoter like no others

Those who are familiar with London nightlife and entertainment industry must have heard about Scandalous Saturday and Careless Sunday, these 2 Carnival events have been a huge success over the past years. These two key Carnival parties, first launched during Summer 2012, are now making hundreds of people happy to party every year.

DJ Shakit is also known for his other theme parties on/for popular yearly celebrations such as Halloween, Easter, Valentine’s Day, New Year Eve, etc. He has also helped in promoting artists from the French Caribbean scene in London, such as Sonia Dersion, Tiwony, Misie Kako, S. Rise or Fuckly through the organisation of mini-concerts and showcases.

His passion for music and for Caribbean culture naturally led him to co-organize and support many events, before starting entrepreneurship and creating the concept behind Get Mad Entertainment.



“Meet Ruiny from Get Mad, a reference for Caribbean parties in London”

Article by CaribExpat





Lina

Proper party girl, Event coordination is her passion. Sunday Sorbet, Belle by Myself, 1001 Caribbean Vibes, Be a Hero, ... Lina is known for organizing fun & convivial events highlighting the Afro-Caribbean culture.

Leila

Experienced in marketing and social media planning, Leila is a freelance community manager and is also involved in the organization of various events

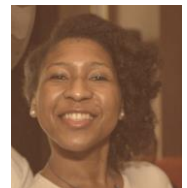


Seydoux

Teasers, promotional videos, flyers, brand design and much more... Seydoux's creativity has no limits and always contributes to boost Get Mad Ent's marketing operations. In addition, Seydoux organized various events and regularly take part of innovative entertainment projects.

Stephanie

With a background in administration, Stephanie recently joined the team and supports the social media, event promotion and administration functions.



Maeva

Maeva is experienced in Admin and Business Management, with a deep passion for Tourism, Events and Music. She also provides support to the social media, event promotion and administration functions.

Valerie

With a special talent for tableware, Valerie offers her services as a chef and a professional cake decorator for many years now.

In collaboration with her team, she always make sure to please Get Mad Ent's guests, from designing tailored cupcakes for Bashment and Chill's birthday to providing catering solutions for large audiences during bigger events.



Our achievements

Bashment and Chill, an innovative concept



Bashment and Chill is a recurrent Caribbean night which was 1st launched as a monthly event in 2015. After more than 2 years of partying the night has evolved and is now taking place twice a month.

We perceived the desire of people to be able to meet on regular basis to enjoy Caribbean music and have fun together in a friendly atmosphere. The Dogstar, in Brixton greets between 150 and 200 attendants for every party, which represents about 4800 guests every year.

The concept of this rave aims to be slightly different from our other events: we wanted to offer a small-scale party, affordable for all and very casual. For each edition, DJ Shakit offers a taste of his best selection as a resident DJ. We also rely on variety and novelty, this is why we have UK & international DJ's in rotation for each edition of this event: different styles, different techniques for all tastes.



With an atmosphere favourable to positivity and limitless enjoyment, Bashment and Chill is also an ideal place to boost media broadcasting.

Indeed, we had the privilege to welcome Channel 4 at our party when they came to record a new program called "Mark Francis Big Nights Out", the show had a huge success with over 3 million views on Facebook only.

**Mark Francis from Channel 4
experiencing Bashment and Chill!**



Scandalous Saturday



The first Scandalous Saturday has been held in the summer 2015, this fantastic celebration has marked the Carnival period, since then it has become one of the unmissable events of this bank holiday weekend. The event has been so popular from the first edition that we quickly had to increase the capacity to meet our audience's expectations. While the capacity was for 150 guests in 2015, more than 1000 guests have been welcomed at the last edition!

Scandalous Saturday has the particularity of greeting international and popular performers, such as **DJ Puffy from Barbados**, **Willy Chin from Miami**, or **Jugglerz Sound from Germany**, the famous German sound system organizer and artist promoter. The main objective is to work with these artists to offer exceptional and tailored experiences to the public.



Willy Chin performing at the Scandalous Saturday



DJ Puffy, Winner of the 2017 Red Bull 3style international contest

Careless Sunday



Similarly to the Scandalous Saturday, the Careless Sunday is one of Get Mad's yearly carnival parties.

Over 300 guests spread across two floors; two different ambiances depending on everyone's tastes and mood.

Activities such as UV lights and free body painting have been offered to guests for a total immersive experience, it's also a great way to encourage them to have more fun and social interactions.

Tipsy whining, the Madness at its highest

"Within each and every one of you there is a hero hiding, now is the time to find & release him/her to the wild world! From the moment you board the Get Mad Firebus & take a sip of the legendary Get Mad Punch you will become an official "Tipsy Whining" Firefighter!"

This private event greeted about 60 "Tipsy Whining" Firefighters, in a bus driving across London for a whole evening.

Designing this innovative concept was such a nice adventure as much for the Get Mad Ent organization as for the guests, who have been able to live an exceptional and memorable experience.



These events are the most popular ones organized by Get Mad Entertainment Ltd since its launch, amongst others (see annex 3 for more information).

So now... What?

Because ambition, passion and service are our drives, we intend to keep expanding our organization and offer this new concept, to meet the needs of our growing audience. Three time bigger than the Scandalous Saturday, as Mad as the Tipsy whining, and as friendly as the Bashment and Chill, **Get Mad Entertainment is taking a new challenge for 2018: The Get Mad Fest.**



- ✓ Date: 25th August 2018
- ✓ Location: London
- ✓ Caribbean event with an international dimension
- ✓ 3000 guests expected



/ 2 /

**“GET MAD FEST”, THE
BIGGEST CARNIVAL
OPENING PARTY**

2.1. Introduction to the event

The Carnival period is always a busy one in London and source of many opportunities. People come from all over the world to experience it: more than 2 million attendees are accounted for every year. Besides, it's important to mention that the Notting Hill Carnival contributes to London's economy at the level of £93 million.

This year, the Carnival will be running from the 26th August 2018 to the 27th August 2018, and promising experiences will also be offered as per usual.



Notting Hill Carnival Parade, 2017

In pass of the Notting Hill Carnival, the Get Mad Fest has an international dimension and will be held at the end of summer: on **the 25th of August 2018**.

A show full of experiences

This idea emerged from a desire to represent the Caribbean in its whole and to mix its various islands together, and above all to unite the Caribbean Culture Lovers. Being a Caribbean concert, Dancehall and Soca will be the predominant music styles.

In the image of a mini festival, several popular artists, deejays and entertainers from the Caribbean scene will perform on that day. Various showcases will also be offered to the public such as professional dancers, carnival bands and other engaging activities. Creating memories and unique experiences are the challenges that we decided to take this year.

In addition, a selection of food will also be available on site, provided by our partner and chef [Valoute Cook](#) (see Valerie's introduction, section 1.1 "Meet the team"), as a full event package.

An international and dynamic public expected

Our target audience is composed of people from 20 to 35 years old, living in Europe, with a strong interest in the Urban/Caribbean culture and music: afro-Caribbean descents, afro culture lovers and carnival lovers.

Moreover, this event will be used as a vector of culture and community experience: it will also be designed for families. The minimum age to attend the event is 16 and children from 14 are also welcomed, if they are accompanied at least by an adult. A total number of 3300 attendees will be expected during this night. ***See Section 1.3. for more information.***

A panel of exceptional artists and performers

To make this event as exceptional as memorable, we plan to offer the best of the best to our guests. As a mini-festival, 4 to 5 artists will be performing.

Voice, [International Soca Monarch](#) (2016, 2017, 2018) & [Calypso Monarch 2018 semi-finalist](#) and **DJ Puffy**, the [2017 Red Bull 3style Champion](#), are already confirmed to join this new adventure.

Shenseea, the youngest bashment revelation nicknamed “the dancehall princess” famous for her single ‘Loodi’ ‘Nothing dem nuh have ova me’ ‘Reverse’ and more ...

DJ Puffy, Expect a unique & incredible performance from the world-renowned Redbull 3Style 2017 Champion



More artists to be added ...

Discover Voice (Trinidad and Tobago)
Triple International Soca Monarch



Meet DJ Puffy (Barbados)
2017 Red Bull 3style Champion



The Troxy, an iconic venue

The Get Mad Fest 2018 will be held at the “Troxy”, **one of the 10 of London's must visit music venues (TimeOut)**. It is considered as a vital part of East London's past and was made a Grade II listed building. Built in 1980, the Troxy is famous for its history and many major music and art events are being held there.

Indeed, it has been converted for modern use and hosts music concerts, immersive cinema events, award ceremonies, conferences, product launches, indoor sport, film screenings, parties and weddings.



“So, you've never been to... Troxy?”
Article by Timeout London



It's particularly important to mention the **Buss Head Tour**, offered in August 2017 at the Troxy. The two main performers, Machel Montano and Bunji Garlin, are international popular figures of the Caribbean music scene. This successful Caribbean Urban concert shares lots of specificities with the Get Mad Fest in terms of content, scale and music orientation.

In addition, many other urban, hip-hop or classical events have taken place at the Troxy:

- **Beach House** (2018) - American pop band
- **Grupo Niche** (2018) - Colombia's most emblematic salsa orchestra concert
- **SHATTA WALE** (2014) - Afro-Dancehall Musical Concert
- UK World Cup Clash (2014) – reggae music contest
- Sisco's concert (2008)
- **Ghostface Killah & Raekwon**, Wu Tang Clan (2018) – Legendary american hip-hop and rap band

<https://togoout.uk/london/troxy/ghostface-killah-and-raekwon-wu-tang-clan-live-in-london?w01f8q8v85>

- Robbie Williams (2016) - Brit Icon Award celebration
- Mos Def and Talib Kweli (2018) – Famous hip hop artists

- Sting's concert (2014) – popular English musician, singer, songwriter and actor.
- Cirque du Soul Carnival Special (2016)
- Stereophonics (2012)
- Davido (2015) – international afrobeats artist
- Kano (2016) – American singer

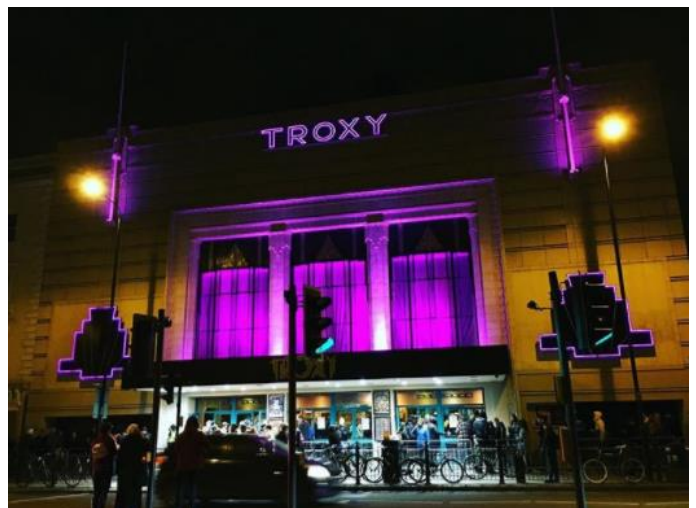
<https://www.timeout.com/london/music/kano-interview-grime-top-boy>

<https://elseven.co.uk/l7grime/kano-made-manor-london-show/>

<https://app.dice.fm/event/v6ml-kano-19th-mar-the-troxy-london-tickets>

- Illuminaughty (2017) <http://www.beatking.com/forums/topic/173637-illuminaughty-november-reign-london-hommega-20th-anniversary-17112017-%E2%80%93-the-troxy-london/?tab=comments#comment-328985>
- Gentleman's Dub Club (2017) <https://www.residentadvisor.net/events/900392>
- Animal Collective 2016 <https://www.timeout.com/london/music/animal-collective>
- Roots Manuva 2017 – <https://www.residentadvisor.net/events/978589>
- **The Urban Voodoo Machine live -2009**

See more information at: www.troxy.com



Our commitments

Be yourself

Get Mad Ent aims for this project to be a full evening of entertainment and fun for our guests. We plan to offer an immersive experience and make them feel that they stepped into a different world, a world where they can totally be themselves, and feel special as they are.

Sustainability

In terms of logistics, Get Mad will continue to work towards global sustainability. No paper tickets will be needed; guests will be encouraged to use electronic tickets.

Charity

A part of the profit will be released to a charity, which encourages the access to education and culture for the Caribbean community in London.

2.2. Marketing and promotion

Several promotional means will be used to effectively reach our target audience.

Offline marketing tools

- Flyer production and distribution – flyers will be distributed around London over 4 months
- Legal Postering (central London) 1000-1500 posters 2 months
- Press advertisement and releases – Magazines such as “Soca News” and “Time Out” amongst others
- Radio advertisements
- Creation of promotional Video teaser
- Promotional Animations

The marketing operations cited above will be spread all over Greater London for maximum coverage; with a focus on areas such as King’s Cross/Saint-Pancras (target of the week-enders and Carnival goer’s) and areas such as Brixton, Hackney (target of the Caribbean community)

Online marketing tools

- Social media campaign – 4 months of intensive advertisement and targeted marketing through Facebook, Instagram and other online social tools
- Online press – International and national platforms and listings
- Promotional Video teaser
- Promotional Animations
- Whatsapp advertisement via broadcasting

Human Resources

In addition to the Get Mad team and volunteers, the Troxy is offering a dedicated event team on the concert's evening to help run the schedule smoothly.

Moreover, national and international partnerships are being discussed to be renewed, such as with organizations based in Hollande and Spain. These promoters offer all-in-one packages for the Notting Hill Carnival, including the entrance to the Get Mad Fest.

Throughout the years we developed partnerships with various organizations: Turkey Weekenders, Ibiza Soca Festival and Dusk Boat Party, amongst others (see Annex 4)

Partnerships

Over the years we have developed a few partnerships with overseas promoters (France, Netherlands, Germany and more), each carnival they purchase discounted tickets in bulk for the groups they are bringing to the UK during this period.

2.3. Budget estimation

a) Expenses

Event Budget for The Get Mad Fest 2018

Expenses

		Estimated
Total Expenses		£59,420.00

		Estimated
Site		
Room and hall fees	£16,100.00	
Site security (included)		
Equipment (included)		
Insurance	£600.00	
Totals	£16,700.00	

Staff		
Door	£250.00	
Artists Management	£400.00	
Photographs	£400.00	
Camera crew	£400.00	
Totals	£1,450.00	

Publicity		
Graphics work	£150.00	
Photocopying/Printing	£300.00	
Voice Over	£70.00	
Totals	£520.00	

Miscellaneous		
Tickets	£100.00	
Car hiring	£150.00	
Miscellaneous	£500.00	
Totals	£750.00	

		Estimated
Marketing		
Online Marketing	£5,000.00	
Give away & Decoration	£1,000.00	
Totals	£6,000.00	

Artists		
Artists + related expenses	£30,000.00	
Deejays	£4,000.00	
Totals	£34,000.00	

b) Income

Event Budget for The Get Mad Fest 2018

Income

	Estimated
Total income	£77,500.00

Admissions (Tickets)				Estimated
Estimated	Actual			
500		Eventbrite Advance tickets @	£25.00	£12,500.00
1000		Eventbrite Advance tickets @	£30.00	£30,000.00
1000		Eventbrite Advance tickets @	£35.00	£35,000.00
				£77,500.00



/ 3 /

SPONSORSHIP BENEFITS

3.1. Target audience

The focus will be made on two categories of potential attendees.

Guest profile #1



- Male & Female
- 20 to 35 years old
- Live in Europe (mainly UK and France)
- Strong interest in the Urban/Caribbean culture and music: afro-Caribbean descents, afro culture lovers and carnival lovers.
- Socio-economic status: Middle class and Lower Middle class
- Strong ability and tendency to spend money

Guest profile #2



- Families with teen-agers (+14)
- 35 to 50 years old
- Live in London
- Strong interest in the Urban/Caribbean culture and music: afro-Caribbean descents, afro culture lovers and carnival lovers.
- Socio-economic status: Upper class and Middle class
- Moderate ability and tendency to spend money

3.2. Marketing opportunities

We offer many sponsorship options, depending on your needs and expectations:

- Giant screen for branding and products display through event (inside venue)
- Inclusion in our promotional event mail outs to database of 2.5K subscribers
- Brand profile feature in our ticketing platforms - last event received 3.7K views on Eventbrite in the final month
- Opportunity to access all event attendees for give aways/ promotions
- Inclusion in any public listings - previous event received features and publicity in Time Out London
- Collection of high quality event photographs with branding
- Inclusion in our boosted social media campaigns across Instagram and Facebook
- Brand inclusion on event artwork
- Allocation of tickets for you to invite special guests

3.3. Added value

On the short term:

- Showcase/Display products and services
- Full exposure
- Reconnect with customers and engage with an audience
- Boost your reach and exposure

On the long term:

- Create brand awareness
- Drive retail traffic
- Increase sales

The background of the slide is a blurred photograph of a stack of colorful folders in shades of orange, teal, blue, red, yellow, and pink. A silver pen with black dots is visible in the bottom right corner. A semi-transparent white rectangle is positioned in the center of the slide, containing the text 'ANNEXES' in bold yellow letters with a black outline.

ANNEXES

Annex 1. Get Mad Entertainment's online presence



www.getmadent.com

Website

- 2.5K mailing subscribers



[GetMad.Ent](https://www.facebook.com/GetMad.Ent)

Facebook

- 1,6 k followers
- 1,9 k post views a week

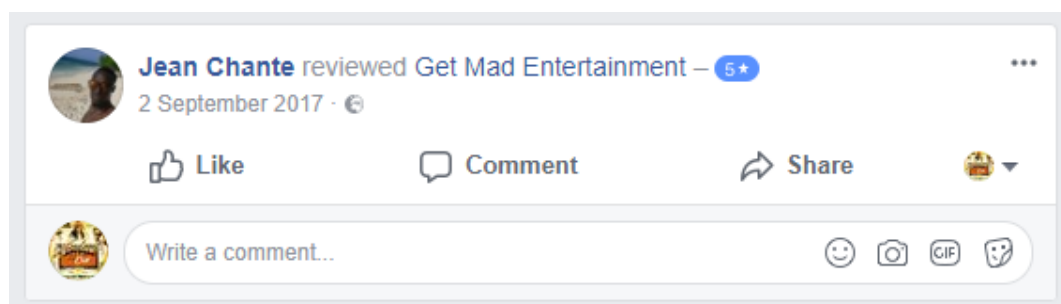


[GetMad Ent](https://www.instagram.com/GetMad_Ent)

Instagram

- 1,8 k followers

Annex 2. What do people think about Get Mad Ent?



Annex 3. Parties and events organized by Get Mad Ent Ltd

2017

Tipsy Whining bus party



Careless Sunday



Scandalous Saturday



2016

Kreyol Rendez-Vous
(2 Editions)



Careless Sunday



The Maddest Carnival Weekend
2016 with Jugglerz & Allan



2015

Naughty Valentine's



Careless Sunday



Outrageous Friday



2014

The Maddest Carnival Warm Up



2013

Shake it Up !

First ever Get Mad event!



Annex 4. Partnerships with other events

Get Mad Entertainment is also involved and support many other events, which mostly are run every year. In addition to Get Mad Ent co-promotion activities, DeeJay Shakit is also often called for DJing services.



Soca Ibiza

“Sun, Sea, Sand and SOCA”

- 1st Soca festival ever in Ibiza, Spain
- Hosted in World renowned Ibiza Rock hotel
- International Soca artists line up
- Over 300 attendees



<https://ibizasoca.com/>



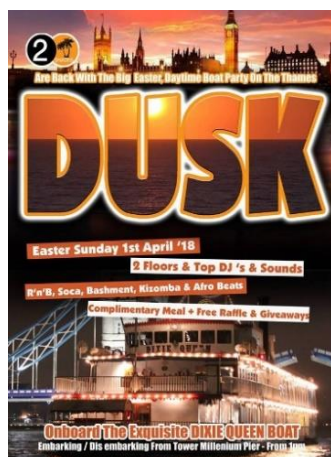
Turkey Weekender

“5 nights and days of non-stop partying”

- Hosted in a luxury hotel in Marmaris, Turkey
- 300 to 400 guests every year
- Original entertainment activities: boat parties, foam boat party, pool parties, splash water park, dance and music shows, comedy shows, ...
- All-inclusive package: airport transfers, exclusive hotel site, free meal package
- +20 DJs and performers in rotation from the Caribbean and Europe



[Official trailer](#)



Dusk Boat Party

“Creating waves as the sun goes down”

- Easter boat party on the Thames, London
- Hosted in the luxury “Dixie Queen Boat”
- 300 to 400 guests every year
- Caribbean and Tropical ambience
- 620 attendants over 2 floors



[2017 Edition video](#)

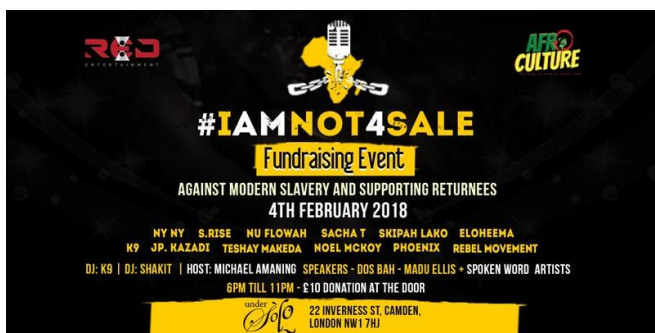
More partnerships:



Dancehall Getaway Festival, Portugal



Dancehall Origins, London



#IAMNOT4SALE Fundraising event, UK and Europe



Sunday Sorbet, London



Creole Day, London



Esy Kennenga in live, London

Annex 5. Photo gallery





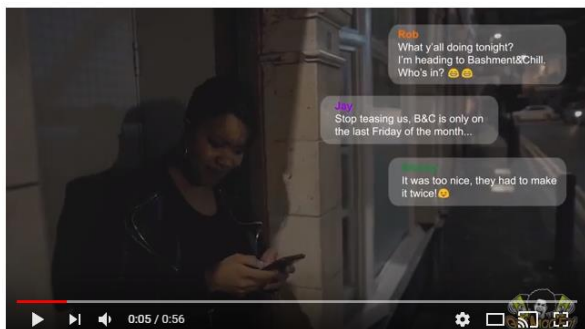
Annex 6. Video gallery



Poshest Made In Chelsea Star Tries Bashment!! | Mark Francis' Big Night Out

All 4 18 k vues • il y a 2 mois

Perspiring? Heaven forbid. **Mark** tastes the dutty wine at the HOTTEST club in Brixton. Find out more: <http://all4.com> Facebook: <https://www.facebook.com/all4>



Bashment and chill - Dancehall Party in Brixton



Careless Sunday teaser Notting Hill Carnival 2017 party



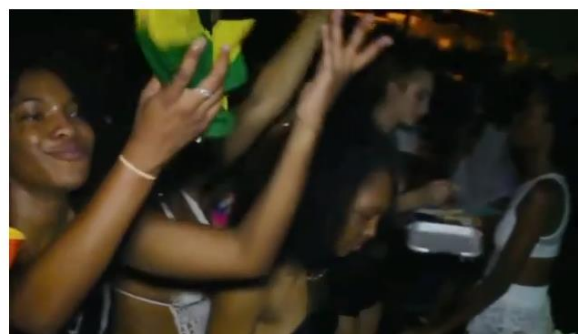
S.Rise, Missié Kako, Tiwony, @ Kreyol Rendez vous.

Zoom' in • 372 views • 1 year ago

Get Mad Entertainment presents... The **Kreyol Rendez-Vous** ! [1st Edition] This new concept will showcase some of the most



Party at Notting Hill Carnival with Get Mad Entertainment



Scandalous Saturday 2017 Teaser - Special Guest Dj Puffy & Willy Chin (Notting Hill Carnival Party)

More videos available on:

[Get Mad Ent website](http://www.getmadent.com)



[Get Mad Ent Youtube Channel](https://www.youtube.com/channel/UC...)



Let's keep in touch!



Get Mad Entertainment Ltd

✉ 159 Hither Green Lane,
London SE13 6QF
United Kingdom

☎ +44 (0) 7903 393 944

💻 info@getmadent.com



🖱 www.getmadent.com