



Event Date: 09.28.2019

Venue: PlayStation Theater

Frosty Media & Productions

278 Jefferson Ave

Brooklyn, NY 11216

Vybz Fest: Schools to the Streetz

Overview

Vybz Fest is creating a new experience that offers adolescents a new route via artistic expression that honors and endorses educational and economic freedom. Undeniably, music is a universal language that connects people from all walks of life. Unfortunately, most music festivals are solely marketed to adults (21 and older), plagued by drug use, and rather costly. It is through Vybz Fest where one will discover the beauty of economic and educational uplift via an artistic platform that highlights musical talent.

Vybz Fest is where education meets music that leads to communal growth - hence, our motto:

Vybz Fest: SCHOOLS to the STREETZ.



About Vybz Fest

Vybz Fest is a one night, indoor Hip-Hop music event marketed to the 15-25 year old demographic. The ultimate goal is to provide a low cost “Music Festival” style experience for guests. Vybz Fest will feature A-List artists as well as several local performers. Guests will also have an abundance of food options available for purchase by local food vendors.

Key Features

Vybz Fest is not just a music event that concludes when the last song is played. It is an immersive experience that continues to connect and engage with its fan base year-round in unique ways.

Music

A music event is only successful if the music selection is curated properly. This notion of success is the reason why the producers of Vybz Fest have taken great pride in curating a preliminary performer lineup that will be enticing for the target audience. Vybz Fest is also dedicated to giving up and coming artists the platform they need to launch their careers. With that being said, the producers of the event will be holding a series of smaller events preceding Vybz Fest where participants will compete for a grand prize of performing on the main Vybz Fest stage. These smaller events will also serve as a campaign to promote brand awareness.

Community Outreach

As Vybz Fest morphs into a yearly event, it will be devoted to giving back to the community in which it stands upon. Through the implementation of the internship program, which will give participants an inside look as to what it takes to put on a live event. To the scholarship program which will grant recipients the funds necessary to aid in receiving a higher education. Vybz Fest is not just a one night event, it is a year round effort that culminates in a night of fun, and good Vybz.

Food

Everyone loves to enjoy a good meal, or two, at any event. While taking this into consideration, Vybz Fest is partnering with the best local food vendors to offer a wide selection of cuisine. Guests will be able to purchase food and enjoy it at any of the Vybz Fest Lounge areas located throughout the venue.

Marketing Plan

Vybz Fest's marketing will be broken down into three recognizable phases.

1. Brand Introduction (Commencement of ticket sales)
2. Brand Awareness Check (Introduction of promotions)
3. Final Push (Push to sell out event, if not done so already.)

To maximize interaction with the target audience, marketing for the event will primarily be digital. The event producers will launch a social media based that will feature original content, as well as promotional videos. This marketing approach will provide an abundance of branding opportunities for our sponsors.

Sponsorship Packages

Gold- \$200,000

- 'Powered By-' Sponsor;
- Commercials/Marketing materials on main stage LED Screens;
- Dedicated LED screen for logo placement on Main Stage;
- Logo placement on all marketing materials;
- Logo placement on all Vybz Fest apparel;
- Logo placement on 85ft LED Screen in Times Square;

- Branding throughout venue;
- 20x MC mentions from main stage;
- 20x guest tickets

Silver- \$100,000

- Commercials/Marketing materials on main stage LED Screens;
- Dedicated LED screen for logo placement on Main Stage;
- Logo placement on all marketing materials;
- 10x MC mentions from main stage;
- 10x guest tickets

Bronze- \$10,000

- Commercials/Marketing materials on main stage LED Screens
***Pre-Show only*;**
- Logo placement on all official documents and press releases;
- 5x MC mentions from main stage;
- 5x guest tickets

*Custom sponsorship packages can be organized on a case by case basis.