



# **WJC Entertainment**

Sponsorship Packet



November 25, 2019

Dear Potential Sponsor,

I am writing to ask for your participation in and/or contribution to an event, which will be mutually beneficial. WJC Entertainment is planning a one of a kind dinner concert titled "Vibe-n-Dine" on February 14, 2020. This Valentine's Day event is an upscale creative black tie experience that will center around live R&B music from big name artists, feature entertainment from a well-known comedian, offer delicious food from a DMV Staple restaurant, as well as be hosted by one of the areas most popular radio hosts. WJC Entertainment is an entertainment company bringing both lavish and unique experiences to the Washington DC area. Our goal is to create an environment where the areas most elite can comfortably enjoy themselves while networking with likeminded individuals.

The plan is to rally participation from the local businesses, large and small to bring this exclusive experience to our community. Our upper level sponsors will even have the opportunity to meet and greet all 600+ guests as they enter the red carpet area. Every sponsor is greatly appreciated and will be thoroughly acknowledged before, during and even after this event.

Please contact William and Jasmine Credle of WJC Entertainment by phone at (240) 360-8056 or email ([info@wjcinvestments.com](mailto:info@wjcinvestments.com)) with any questions or concerns. Thank you for your valuable time and consideration. We look forward to hearing from you soon!

Sincerely,

William & Jasmine Credle  
WJC Entertainment  
(240) 360-8056  
[info@wjcinvestments.com](mailto:info@wjcinvestments.com)  
[www.wjcentertainment.com](http://www.wjcentertainment.com)  
[www.wjcinvestments.com](http://www.wjcinvestments.com)



**When:** Feb 14th 2020 @ 8PM

**Where:** Karma DC Live Music Venue  
2221 Adams PI NE Washington, DC  
20018

**Ticket Pricing:** \$79 - \$1,800

**Performers:** 3 mainstream R&B singers  
plus a major well known comedian

**Hosted by:** WPGC Radio Host

**Guest Chef:** (TBD)

**Expected Attendees:** 600+

## Target Audience

Geographic	Demographic	Psychographic	Behavioral
<ul style="list-style-type: none"> <li>- Washington, DC Metro Area</li> <li>- Urban &amp; Suburban</li> <li>- 6.2M Population</li> </ul>	<ul style="list-style-type: none"> <li>- Male &amp; Female</li> <li>- Ages 23 to 50 (Median Age 36)</li> <li>- Business professionals with disposable income</li> <li>- Couples both dating and married</li> <li>- AVG income 99K</li> </ul>	<ul style="list-style-type: none"> <li>- Creative thinkers</li> <li>- Interested in R&amp;B music</li> <li>- Lovers of art</li> <li>- Achievers</li> </ul>	<ul style="list-style-type: none"> <li>- Strong social media use and engagement</li> <li>- Event goers</li> <li>- Likely to spend on datenight experiences and gifts</li> <li>- Fashion forward, formal wear consumers</li> </ul>



## Why sponsor a music event?

- Concertgoers are loyal consumers. In 2015 [Digital Music News](#) pointed out over half of all spending on music went to live events!
- High social media engagement. [Ticketfly](#) found that 31% of 18-34 year old concertgoers spend more than half the time on their phone at events. This still does not include pre- and post activity tied to the concert. There is a high probability of this group of people sharing their experience with your product/service!
- Live events are experiences for music fans. They are loyal to artists, food, alcohol companies, and even music venues. They also appreciate the right pairing of brands with live events. A recent study showed that 44% of concertgoers have positive feelings towards sponsored brands. 40% said they were more likely to purchase sponsored brands!
- Brand spending to sponsors events is a growing industry. In 2014, [Sponsorship.com](#) found that music sponsorship spending totaled \$1.43 billion dollars! That's a 4.4% increase from 2013. This is because there is a direct connection between the increases from audience and brand spending and the number of live events. Why wouldn't you want to be a part of this growing industry?
- Sponsoring live events might be more affordable than you think. Commitment levels for concert sponsorships are much less than that of TV and radio. These ad campaigns not only often run for several weeks or months, but also provide in-venue advertising, which focuses on engagement. Direct consumer engagement leads to conversions, and ultimately to sales! Considering that most events happen in independent businesses and venues, event sponsorship is a largely untapped market.



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# Sponsorship Packages

<b>Exposure Opportunities</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>
Logo on sponsor board @ Event. (People see this when entering venue)	✓	✓	✓	✓
Shared 55' screen that will show an ad of your choice in 5 minute intervals throughout the event	✓	✓	✓	✓
Mention in Youtube promo video		✓	✓	✓
55" screen dedicated to only your business with an ad of your choice during the entire event (near performance area)			✓	✓
Mention on social media ads		✓	✓	✓
Mention in TV Commercial			✓	✓
Event Flyers			✓	✓
Flyers on stands at bar during entire event			✓	✓
Monogrammed napkins with your logo at event				✓
Logo on event ticket			✓	✓
Company name mentioned in all radio advertisement on major local stations				✓
Opportunity to participate in sponsor thank you gift bag. This bag is given to each guest as they leave. Be sure to include something useful, yet thoughtful so they will remember you when they get home!	✓	✓	✓	✓
Investment	\$1,000	\$5,000	\$10,000	\$15,000