

# SPONSORSHIP PROPOSAL

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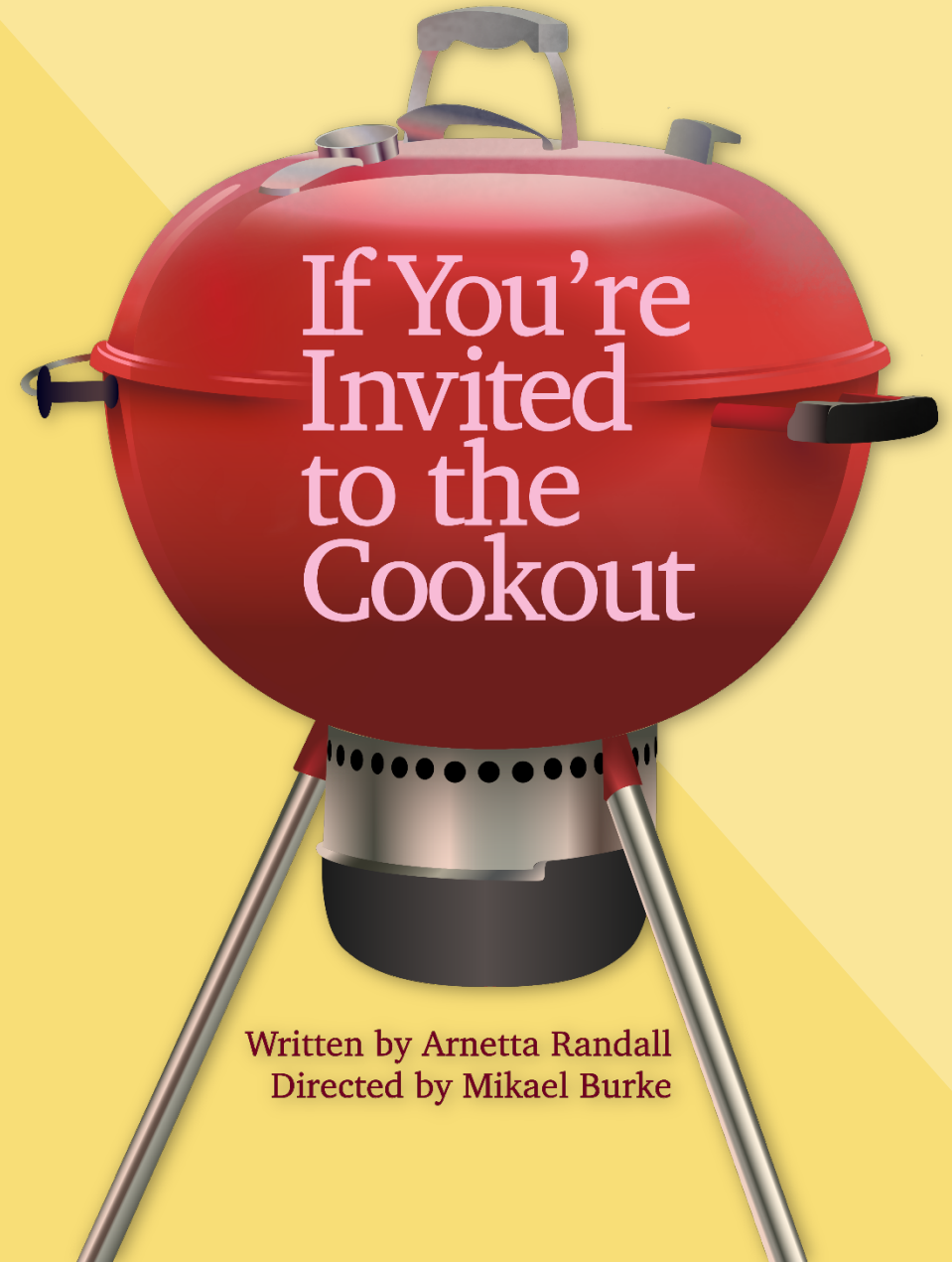
IF YOU'RE INVITED TO THE COOK OUT IS A  
FULL-LENGTH STAGE PLAY.

## Contact Information:

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Written by Arnetta Randall  
Directed by Mikael Burke

# SYNOPSIS

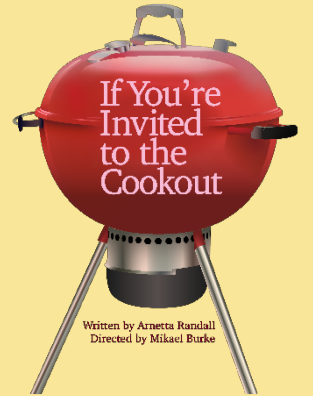
If You're Invited to the Cook Out is a full-length stage play.

The story follows Ally Smith, a young African American woman and a recent graduate of Yale recent returns home to introduce her family to her fiancé.

The fiancé, Ethan Wells is white and from a well to do family. His life is complete opposite of Ally's who's a native to the Southside of Chicago.

Ally is embarrassed by her family's humble beginnings and rambunctious nature. Her family is filled colorful characters, a cousin who doesn't approve of interracial dating, a stern disapproving father who doesn't think anyone is good enough for his daughter and a loud, outspoken grandmother who constantly bickers with the neighbors next door.

Will Ally and Ethan survive their first cook out, or will their differences prove to be too much to handle?



# BY THE NUMBERS

## BUYING POWER

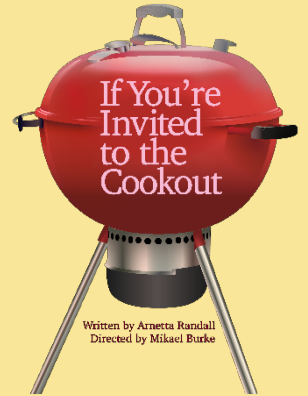
African American adults in the U.S. were estimated to represent over **\$1 Trillion** in total buying power, making them a powerful market force companies can't afford to overlook.

## THE VALUE OF INCLUSIVITY

Inclusive companies find that feature support of the African American community boosts their standing among consumers across the board.

## BRAND LOYALTY

**64%** of African Americans — versus 51 percent of Caucasians — spend more on products they perceive as “the best.”



# THE MARKET

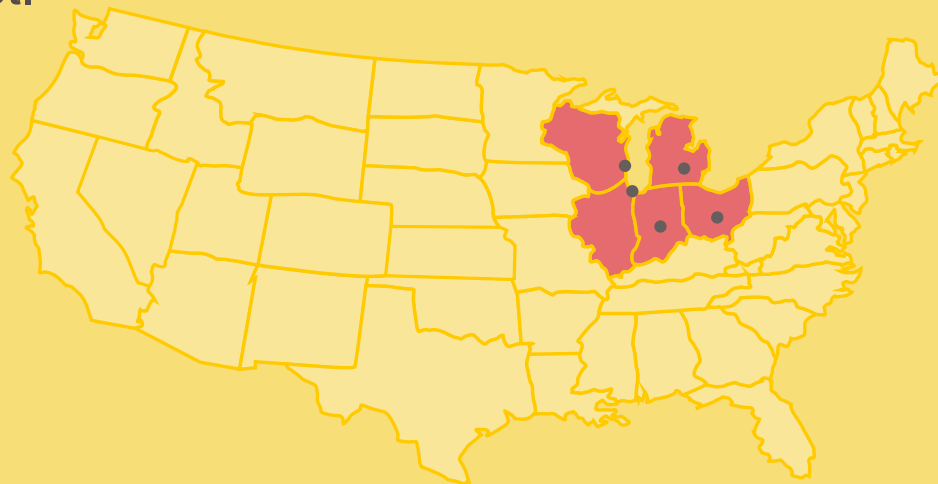
Show attendance of over

5,000

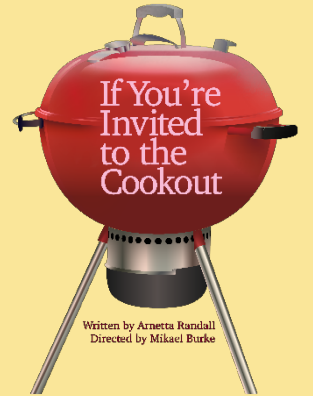
Across the country

5 Theaters

Ability to reach consumers in multiple markets in the mid-west.



- Chicago
- Columbus
- Milwaukee
- Indianapolis



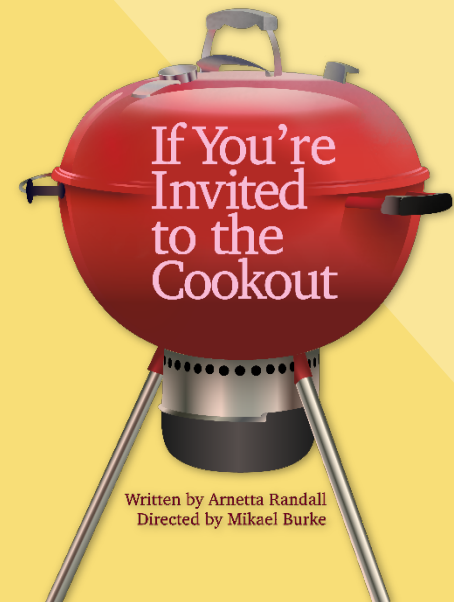
# ADVERTISEMENT

## Advertise in African-American media

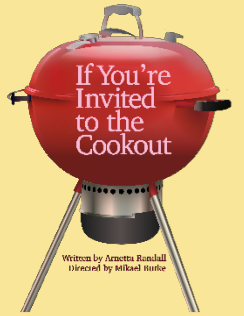
Of course, it's not enough just to show African Americans in your marketing materials. You must actually reach them with those materials, too. Do just that by avoiding a mass - market approach and embracing a more targeted strategy using niche media, including African - American newspapers, magazines & radio.

This play will give your brand the ability to connect with the African American consumer.

<https://www.business.com/articles/marketing-to-african-american-consumers/>



# INVESTMENT



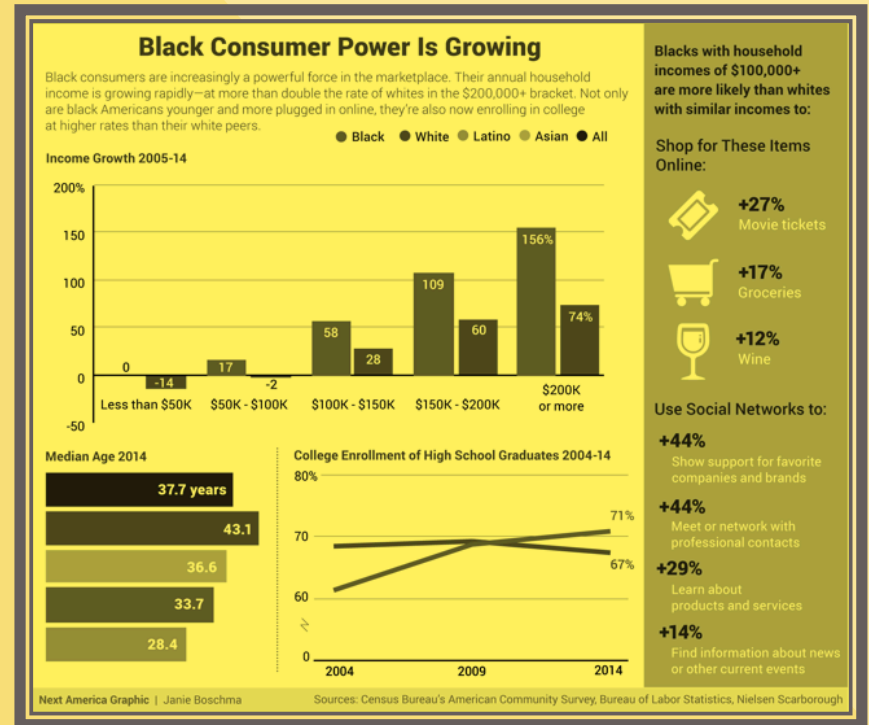
“Our research shows that Black consumer choices have a ‘cool factor’ that has created a halo effect, influencing not just consumers of color but the mainstream as well,”

*Cheryl Grace, Senior Vice President of U.S. Strategic Community Alliances and Consumer Engagement, Nielsen.*

“These figures show that investment by multinational conglomerates in R&D to develop products and marketing that appeal to diverse consumers is, indeed, paying off handsomely.”

From 2004 – 2014 the number of Black households with annual incomes of **\$50,000 - \$75,000** increased **18%** compared to **2%** for the total U.S. For Black households earning **\$100,000+ annually**, the increase between 2004 and 2014 was **95%**, compared with **66%** for the total population. \* **Nielson**

<https://www.nielsen.com/us/en/press-room/2016/nielsen-2016-report-black-millennials-close-the-digital-divide.html>



# STAR POWER

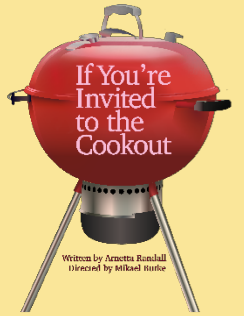


Tamera Fair has extensive experience on camera and on stage. She currently hosts a daily show on I Heart Radio, (The Brunch Bunch) Inspiration 1390 am that reaches over 260,000 listeners through broadcast, online and streaming platforms.

Jush Nesh is a rising star out of Chicago. Besides taking over the Chicago comedy scene, she has been featured on Comedy Central, Kevin Hart's The Next Level and HBO. Her unique brand of humor reaches nearly 100k followers on social media.



Damon can be heard weekly on the nationally syndicated Tom Joyner Morning Show doing the hilariously funny SERIOUSLY IGNORANT NEWS. Damon is on the staff of Chicago's SOUL 106.3 as the man on the street. Damon's numerous television appearances include 11 season BET's Comicview, including his own one-hour special. He's been featured on BET LIVE, Comedy Central's Premium Blend, The Joyner Sky show on TV ONE and HBO's P Diddy's Bad Boys of Comedy.



# Packages

Please contact Arnetta Randall at 773-426-7188

Package Level	Warm 2,500	Getting Warmer 5,000	Things are really heating up 10,000	Hot! 15,000	Now We're Cooking! 20,000
30-second Company promo played before each performance					*
Logo and link on programs and posters (distribution: 5000)			*	*	*
Logo or Company mention on purchased print, radio & TV advertisements				*	*
Lobby signage			*	*	*
Product sampling or promotional table				*	*
Presenting sponsor credit				*	*
Shoutout on Talent social media		*	*	*	*
Shoutout at performance	*	*	*	*	*
Logo and link on Website	*	*	*	*	*
Program advertisement page	¼ page	½ page	Full page	Full page	Full page
Tickets	2 general admission	2 general admission	2 general admission	2 premium seats	4 premium seats

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