

2021

EXOTIC FRUITS

SPONSOR PROPOSAL



EXOTIC FRUITS

A HYBRID MUSIC FESTIVAL

TARGET EVENT DATE: **Sunday, June 20th 2021**

Exotic Fruits Festival is a hybrid music festival, raising money to benefit (3) local Los Angeles organizations. It will feature 24 music performers, DJs and keynote speakers over 7 hours.

With the vaccine rollout showing some success in LA County and nationwide as of April, we are proposing the growingly popular hybrid format for this music event.

What does hybrid mean?

- The festival would be live streamed and have a live ticketed audience.
- ½ of the talent would perform live (6 Live music acts, 6 Live DJs)
- ½ of the talent would be pre-recorded at StandardVision Studio and premiered live during the festival. (9 music acts)

**Size of the audience and location of the event yet to be determined based on LA County COVID restrictions by June 2021 -- we hope to have the live stream at a more traditional outdoor venue but are prepared to continue with our plan to stream live from StandardVision Studios.*



OUR MISSION

We are **Exotic Fruits**, a festival featuring unique BIPOC, LGBTQIA+ and Femme artists. Our mission is to raise money for and awareness of 3 Los Angeles organizations — these groups are inspiring and making change in LA and beyond:

- **Project Q** - a non-profit organization that provides safe space for LGBTQIA+ youth. At the Community Center, LGBTQIA+ folx with housing insecurities can receive free mentorship classes and workshops, along with free gender-affirming haircuts.
- **The Boyle Heights Arts Conservatory** - BHAC advocates for the development of a new framework toward diversity in the creative arts, media, and technology fields—one that is socially and economically inclusive, and accurately reflects the City of Los Angeles in terms of ethnicity, gender, and age.
- **Feminist Center for Creative Work** - Feminist Center for Creative Work cultivates L.A.'s feminist creative communities and practices. *(Formerly Women's Center for Creative Work)*

We aim to create a discussion during the stream around activism; specifically organizing underprivileged communities and dismantling the status quo.

Also to further boost our outreach -- we plan on creating student assistant positions during the pre-taping and live stream for students at BHAC who are interested in getting hands on experience in larger scale studio production.



TALENT

The live stream will include:

- 9 Pre-Taped Music Artist Performances
- 6 Live Music Performances
- 6 Live DJ sets
- 2 Live Keynote Speakers
- 1 Live Drag Show

For the pre-taped performances, we're blurring the lines between music video and live performance. These performances will be posted to YouTube and Instagram in perpetuity following the festival (*sponsors will have full visibility on all posted content following the festival*).



CURRENT LINEUP

(additional headliner announced soon)

HEADLINER: B.Slade

Devin Tracy, Iman Omari, San Cha, Rob Milton, Harriet Brown, V.C.R, Def Sound, Annabelle Maginnis, Qur'an Shaheed, Donormaal, SIREN, Zuri Adia, Saturn Rising, and more.



SPONSORSHIP PACKAGES

KEY SPONSOR

at \$6,5000 each

As one of our key sponsors, you will be part of empowering young BIPOC and LGBTQIA+ artists. This is a great opportunity to support underprivileged communities in Los Angeles -- key sponsors will have their support made visible in every facet of our event.

1. **POSTER:** LOGO visible on the festival lineup poster as well as all web and print promotional content.
2. **WEBSITE:** LOGO visible on all website pages - and in view of streaming window. *(300x300 pixels)*
3. **POST SHOW VIDEO CONTENT:** LOGO attached as 3 second graphic bumper at the end of all festival related content posted to YouTube and Instagram in perpetuity. *(Each key sponsor gets their own bumper.)*
4. **DURING LIVESTREAM:** Key sponsors will be showcased with a short video every hour during the event.
5. **EVENT SPACE:** (4x) 3'x3' LOGO banners placed throughout the festival event space. *These will be visible in camera intermittently throughout the event.*

PARTICIPATING SPONSOR

at \$2,250 each

These two lower tiers are a wonderful way to chip in to show support for this community in Los Angeles. By being a participating donor, we offer a great value for visibility of participation. The community will be very grateful for your support.

1. **WEBSITE:** LOGO visible on all website pages. *(150 x 150 pixels)*
2. **POST SHOW VIDEO CONTENT:** Name listed in a 3 second scrolling video credit bumper (with other participating sponsors) attached to the end of all festival based content posted to Youtube and Instagram following the event in perpetuity. (note: name only, not logo).
3. **DURING EVENT:** Participating Sponsors will be thanked and have logo showcased in a 5 second special thanks bumper with other participating sponsors at the beginning and end of the 6 hour livestream event.
4. **EVENT SPACE:** (2x) 1.5' x 1.5' banners placed throughout the event space.

DONOR SPONSOR

at \$1,150 each

We are open to all levels of support. Feel free to reach out if you might have another way to sponsor or donate.

We also accept donations. We would love to hear from you!

1. **WEBSITE:** Name listed on 'Special Thank You' page on website.
2. **POST SHOW VIDEO CONTENT:** Name listed in credits of all festival based content posted to Youtube following the event in perpetuity. (note: name only, not logo. Not added to video only in credits).
3. **DURING EVENT:** Donor sponsors will have name listed with other donors in a 4 second scrolling thank you at the beginning and end of the stream.
4. **EVENT SPACE:** (1x) 1' x 1' banner placed in the event space.

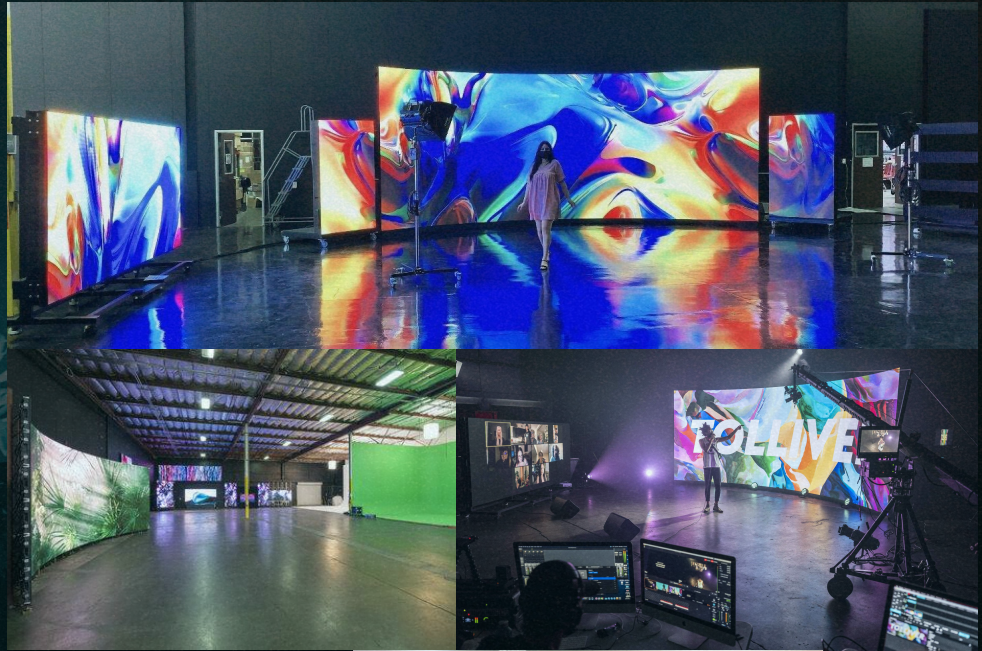
PRODUCTION VALUE

The pre-taped performances will be filmed at StandardVision Studios—a 10,000 sq/ft, multi-stage studio located in Atwater Village. The studio is equipped with a high resolution, 36x10ft LED wall. Filmed using the industry standard Arri Alexa Mini with Atlas Anamorphic lenses as well as top of the line Universal Audio Apollo hardware for live sound recording and post mixing/mastering.

IF LIMITED OUTDOOR EVENT IS ALLOWED: Due to our close connection with the music industry, we have partners with outdoor festival experience (*Desert Daze and Camp Flog Gnaw*) ready to put on a top-tier live event. (*This again is based on the possibility of easing COVID restrictions by June of 2021 in LA County.*)

Our lead technical director has worked on large scale productions in the last year with clients like; Cadillac, Disney Channel, ABC Networks, David Blaine, Carlos Serrao, David Black and 88 Rising. As well as musicians like: Dylan Brady, Kadhja Bonet, Jarina De Marco, Lil TJay, Lil Skies, Belly.

With the combined experience of our team, we are able to provide a top quality production and premium hands-on experience for the student assistants involved.



MEET THE TEAM



[Jacque Hammond](#) | Producer — is a music artist, coordinator, and magazine founder from Joliet, IL, based in the greater Chicago area. In 2020, she launched *QUITE ALL RIGHT*, an indie music magazine that highlights BIPOC artists in the digital and print spaces. As Creative Director, she has produced content with Day Vidya, Topaz Faerie, Driftershapeshifter, and more. She has also worked as a music coordinator with music supervisor Morgan Rhodes (*Dear White People*, *Self Made*, *Vinyl Nation*). As a music artist and performer, she's collaborated with several indie artists in the Los Angeles community and toured with Kelsey Lu. Her work has been featured on Pitchfork, OWN Network, KCRW, KPCC, STARZ, and Tribeca Film Festival.



[Jonathan Tolliver](#) | Producer — is a music artist and journalist from Chicago, now residing in Boyle Heights Los Angeles. He graduated with a M.S. in journalism from USC in 2015. As a journalist has conducted interviews with Chadwick Boseman, Lakeith Stanfield, Janelle Monae, Kelly Rowland and more. As a music artist and performer he's collaborated with numerous indie artists in the Los Angeles music community and is currently signed to Side One Dummy Records. He currently does outreach with BHAC and Project Q, teaching classes and doing on-air interviews for BHAC's own independent, youth operated radio station.



[Kellen Malloy](#) | Technical Director — is a film director and producer based in Los Angeles. In 2020, as a lead technical consultant for StandardVision Studios, Kellen has spearheaded their implementation of virtual production as well as coordinating productions for: Cadillac, Disney Channel, ABC Networks, 88 Rising, David Black Studios, Carlos Serrao -- as well as in studio music projects with Kadhja Bonet, Eddie Benjamin, Lil Tjay, Granson. As a freelance director Kellen has also worked with artist like Dylan Brady, Jarina De Marco, Def Sound, Tolliver, Annabelle Maginnis and more. In 2020 also working with David Blaine on his new ABC special 'The Magic Way'.



Jenell Randall
Production Designer



Nicole Kiki Jaffe
Graphic Designer

www.exoticfruits.tv

We're currently looking for financial sponsors to bring this project to life.

[READ OUR PROJECT PROPOSAL](#)

For more information about our **PRODUCTION APPROACH** and **FINANCIALS**.

EXOTIC
FRUITS
JUNE 2021

