



LOCAL LITTY

2020 SUMMER CONCERT SERIES

Exclusive Invitation

You are cordially invited to sponsor HitStreamr's 2020 Local Litty Summer Concert Series.

Local Litty is a free music festival series designed to span over the entire summer to give the youth and community a positive way to explore local talent and brands within their community. Featuring Celebrity Performances, multiple stages of non-stop music, the best Food Trucks from around the city, creative merch outlets, and sponsor activations Local Litty is dedicated to become Atlanta's premier festival for music lovers of all kinds. These exciting & free events are a unique opportunity to present your business and leave a lasting impression with the local community, Celebrity fans, and the next generation of consumers for an entire summer.

In the summer of 2020, we'll be heading to the renowned Furnace 41 club and plaza, located right outside of Atlanta where we will be live streaming our summer concerts.

As an event sponsor, you will have the opportunity to expose your brand to thousands of event goers and millions of viewers around the globe simultaneously.

Event Promotion

Hitstreamr aggressively promotes and engages via email campaigns, the company website, celebrity social media channels, and other media outreach programs (radio, etc). Our email campaigns alone will target more than 70,000 names beginning no less than 90 days prior to the 1st concert and continue for the duration of the concert series.

Sponsorship Opportunities

We offer a variety of sponsorship opportunities at the events available on a first-come, first-served basis. We will keep a wait list if sponsorships sell out. Regardless of the sponsorship you choose, your marketing dollars can help your business increase its visibility with a select group of prospects and uncover new business opportunities!

Sponsorship and signed contracts are due no later than 30 days prior to events. All sponsorship fees must be paid within 7 days of invoice.

Our Fan Base / Our Schedule

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Our Fans

Hip-hop has grown well beyond the urban market since the genre's first hit and according to SLMG's research, this group has \$1.2 trillion in spending power. The primary demographic for LLCS is 18 – 25.

Combined our headliners have an online social following of nearly 30 Million unique users on social media within this demographic.

We promote an affordable, friendly environment, and anyone of any age is guaranteed to have a good time.

2020 Summer Schedule

June 11, 2020 - Lil Tecca (2.7m followers), **Doja Cat** (2.6m followers)

June 25, 2020 - YK Osiris (2.4m followers), **Roddy Ricch** (3.1m followers)

July 9, 2020 - Dreamville's J.I.D. & BAS (1.5m followers)

July 23, 2020 - Ava Max (1m followers)

Aug 6, 2020 - Kehlani (9.6m followers)

Aug 20, 2020 - DaBaby (8.7m followers)

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Event Demographics

Viewers & Attendees from Around the World...



Our concerts bring together a wide range of music enthusiasts together from around the world.
We live stream our shows to help expose your brand locally, nationally & globally!

Sponsorships at a Glance

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\$5k - Bronze

- 4 sponsor tickets to all Events
- Company Logo on ticket registration page & email campaigns
- Company logo banner on gated entry 4' x 6'
- 13" Standing flag banner - 1x
- Logo on red carpet step-and-repeat

\$10k - Silver

- **Bronze Package Included**
- Company product samples for VIP area / Lounge Table Top retractable banners
- Sponsor recognition on jumbo screen(s) during local artist performances

\$15k - Gold

- **Silver Package Included**
(13" Standing flag banner - 2x)
- 30-second Company advertisement played during program commercial breaks

\$30k - Platinum

- **Gold Package Included**
- **Naming Event Sponsor(1)**
- Logo or Company mention on HitStreamr purchased print, billboard, radio and SM advertisements
- 4" x 12" Stage Banner during performances

\$100k - Naming Sponsor

- **Platinum Package Included**
- Company branded ticket purchase webpage
- VIP All Access
- **Naming Sponsor for entire series**
- Company branded streaming page
- 8' x 12' Company Logo banner at entry

SPONSORSHIP COMMITMENT FORM

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Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Yes, I would like to support (Event Name) at the following level:

_____ \$30,000 Platinum Sponsor _____ \$100k Naming Sponsor

_____ \$15,000 Gold Sponsor

_____ \$10k Silver Sponsor

_____ \$5,000 Bronze Sponsor

Please accept payment in the form of: _____ Check payable to "Hitstreamr" _____ Credit Card *(circle one)*: Visa MC AmEx

Name on Card: _____ Exp. Date: ____/____

Card Number: _____

SIGNATURE _____ Date: _____

Sponsorships Terms

All Sponsorship Agreements are subject to HitStreamr's (herein referred to as the Publisher) approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and that this Agreement is subject to all such terms which are expressly made a part of this Agreement.

Cancellations or changes in the Sponsorship Agreement are accepted only in writing to the Publisher, and must be received on or before the Sponsorship Closing Date for the applicable issue. The closing date is always 1 month (30 days) prior to any HitStreamr Live Event.

The Publisher will schedule, run, and invoice all contracts in possession on or before the advertising closing date of a scheduled issue. THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK AND ADVERTISEMENTS TO THE PUBLISHER. Advertisers/Sponsors are responsible for the submission of the advertising copy and materials by material deadlines. Payment is due and payable within 7 business days of receipt of invoice.

The advertiser/sponsor agrees to indemnify and hold harmless Publisher with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.