



SPONSORSHIP PROPOSAL 2019



THE CHRISTOPHER ENTERTAINMENT AGENCY IS A FULL-TIME ARTIST MANAGEMENT, BOOKING AND EVENT PRODUCTION COMPANY BASED IN HOUSTON TEXAS. FOUNDER, SHAWN CHRISTOPHER WAS THE LEADING VOICE OF RADIO IN SAVANNAH GEORGIA, AND THE COASTAL EMPIRE. WITH OVER 20 YEARS OF EXPERIENCE IN THE RADIO INDUSTRY, HIS VOICE AND PERSONALITY HAS BECOME A STAPLE IN THE AREA

TO OUR PARTNERS

The Christopher Entertainment Agency is a premier Houston-based event production and artist management company. The founder and President, Shawn Christopher, is a Savannah native and since the company's inception, had given back to the community and provided quality Christian entertainment to the many people that reside in the city and surrounding area known as The Coastal Empire.

Over the past 8 years, The Christopher Entertainment Agency worked to combine Christian entertainment with education and community uplift. In 2019, we will do it again with The Back to School Concert & Marketplace and The Homecoming Finale Concert at Savannah State University. During the Back to School Concert and Marketplace, CEA gives away over 200 bookbags complete with school supplies to kids from around the Savannah community while featuring great Christian artists such as Trey McLaughlin and from Steve Harvey's Little Big Shots, Caleb Serrano. Savannah State University's homecoming draws several thousand attendees including students and alumni from all over the nation, as well as many from Savannah and the Coastal Empire. In 2019 and for the 7th year, The Christopher Entertainment Agency and Savannah State University will conclude the homecoming festivities with a gospel concert featuring some of the top names in Gospel music. Some of the artists to grace this stage have been Yolanda Adams, Tye Tribbett, Bri Babineaux, and BET's Sunday Best winner Joshua Rogers.

As an event sponsor, you will receive the unparalleled opportunity of having your brand associated with these great community events, an illustrious institution and these A-list gospel artists. Also, you will have the opportunity to benefit from these media juggernauts, which will afford you several mentions on the market's leading radio stations and during highly rated television shows. Your company name and logo will have prominent placement on all printed and electronic advertisements, press releases, flyers, posters, and social media outlets. Additionally, our sponsors will be featured in video commercials played during the intermittent periods of the performance.

Our goal is to assist you in making a vital connection with the community and Savannah State University by ensuring that your company is prominently displayed both indoors and outdoors. These events promise to uplift this community, as well as, enhance the overall image of your company in the community and abroad. Also, at this event, we look to reward a deserving graduating high school senior or student at Savannah State University with a scholarship.

We look forward to discussing this further with you. If you have any additional questions or concerns, please feel free to contact me at 832-266-2040 or via email at

Shawn@christopheragency.com.

Thank you for your time and consideration.

A handwritten signature in black ink, appearing to read 'Shawn Christopher', with a stylized flourish at the end.

Shawn J. Christopher
Founder and President, Christopher Entertainment Agency

The Back to School Concert & Marketplace

Sunday July 28, 2019

The Christopher Entertainment Agency gives away over 200 backpacks complete with school supplies to the children of Savannah and The Coastal Empire and also features some of the best local and national Christian artists and talent!

With over 35,000 students enrolled in Savannah-Chatham County Public Schools, 48% all the way up to 100% of the students live at or below the poverty level. The Christopher Entertainment Agency aims to help those that may not be able to purchase their school necessities by giving away over 250 backpacks complete with school supplies to the children of Savannah and The Coastal Empire. The event also features some of the best local and national Christian artists and talent!

SPONSORSHIP PROPOSAL



The Homecoming Finale Concert for Savannah State University

Date: TBA | Venue: Tiger Arena

The Christopher Entertainment Agency presents the Homecoming Finale Concert for Savannah State University's Homecoming festivities with some of the best artists in Gospel music! This event culminates a week long of homecoming celebration for Savannah State University.

Savannah State University

For 128 years, Savannah State University has been an important part of higher education. As the oldest public HBCU in Georgia and the oldest institution of higher learning in the historic city of Savannah, SSU has served this community with distinction while meeting the educational needs of an increasingly diverse student population.

Homecoming provides an opportunity for alumni, students, faculty, staff and community members to unite and display a strong sense of school pride and spirit. The Christopher Entertainment Agency presents the Homecoming Finale Concert with some of the best artists in Gospel music. This event culminates a week long celebration of events for Savannah State University. With over 4,600 students, over 300 faculty and staff members, and an alumni network of over 25,000, Savannah State's Homecoming provides an optimal environment for exposing your company to your target audience.



SPONSORSHIP LEVELS



TITLE SPONSORSHIP

\$20,000

- Category exclusivity for event
- Company name and logo incorporated into event name for all advertising and promotional purposes, including all print, outdoor and broadcasts advertising, radio and television spots, posters and postcards (circa.15000) and event tickets.
- VIP ticket naming rights - (Homecoming Finale Concert)
- Name and Logo prominently positioned on the event landing page with hyper-link to website
- Video presentation and public thanks during the concert.
- Name mentioned in the Concert promotional video with logo.
- Large banners placed around event site, including around the main stage
- Company Name and logo prominently displayed in all print and outdoor advertising, posters, postcards and event tickets.
- Reserved product exhibition, display, or merchandising area in the event arena.
- 4 VIP tickets & 6 Floor Seating Tickets. - (Homecoming Finale Concert)



PRESENTING SPONSORSHIP

\$15,000

- Company Name and logo prominently displayed in all print advertising, posters, postcards (circa. 15,000) and event tickets.
- Company name mentioned on all broadcast (radio & television) advertisements with name and logo prominently displayed on television advertisements.
- Name and Logo prominently positioned on the event landing page with hyper-link to website
- Video presentation and public thanks during the concert.
- Name mentioned in the Concert promotional video with logo.
- Large banners placed around event site, including around the main stage.
- Reserved product exhibition, display, or merchandising area in the event arena.
- 2 VIP tickets & 2 Floor Seating Tickets. - (Homecoming Finale Concert)



STAGE SPONSORSHIP

\$10,000

- Stage naming rights with banner on main stage (category exclusivity)
- Reserved product exhibition, display, or merchandising area in the event arena
- Company Name and logo prominently displayed in all print advertising, posters, postcards (circa. 15,000) and event tickets.
- Name and Logo prominently positioned on the event website
- Video presentation and public thanks during the concert.
- 2 VIP tickets & 4 Floor Seating Tickets - (Homecoming Finale Concert)

MARKETING PLAN

Confirmed Media Partners



The events and our sponsors will receive advertisements & promotions via iHeartmedia Savannah’s market leading 100,000-watt radio station 94.1 The Beat, Love 101.1 and WSOK 1230/103.5. Promotions will be done via ticket giveaways (win it before you can buy it, VIP ticket prize packs), live liners, 60-sec promos, van hits, and artist’s interviews in addition to paid advertising. iHeartmedia Savannah will also provide access to the stations’ social media footprints measuring at over 100,000 subscribers, and a website homepage takeover with access to several thousand unique visitors per day.



Lamar billboards in the Savannah area are among some of the most popular outdoor advertising spaces with several thousand interactions per day. A package of six poster billboards will be secured at various locations around the city over a 30-day period. Sponsors’ logos will receive prominent placement on all outdoor advertisements delivering maximum exposure to vehicular traffic on expressways, highways, and primary arteries.



Through Comcast advertising, the event and event sponsors will receive approximately 84 video advertising units in the region on some of television’s most highly rated networks such as BET, Bravo, TBS, TV-One, and VH-1. Additionally, XFINITY will provide 200 promos spanning the various networks for ticket giveaways available through Xfinity.com..

Print Advertisements & Social Media

- 1. Press releases to the Savannah Morning News, Savannah Tribune, and Savannah Herald (circulated among over 300,000 subscribers.)
- 2. Print ads with sponsor company names and logos receiving prominent placement.
- 3. Prominent placement on event flyers (circa. 15,000) and posters.
- 4. Sponsor will be featured in Email marketing and social media blasts via Facebook, Twitter & Instagram with well over 2,000,000 subscribers.

SPONSORSHIP PAYMENT

SPONSHORHIP LEVEL

- ☐ Stage - \$10,000
- ☐ Presenting - \$20,000
- ☐ Title - \$15,000
- ☐ Other _____

BILLING INFO

Name / Company Name _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

PAYMENT OPTIONS

- ☐ Credit Card
- ☐ Debit Card
- ☐ Visa
- ☐ American Express
- ☐ Paypal
- ☐ Check Enclosed (Include if applicable)
- ☐ Discover
- ☐ Master Card

Name on Card _____

Card Number

Expiration Date

Month

Year

Auth. Code

Signature _____ Date _____

GET IN TOUCH

CHRISTOPHER ENTERTAINMENT AGENCY
SHAWN CHRISTOPHER

PHONE: 832-266-2040

MAIL: Shawn@christopheragency.com

WEB: christopheragency.com