

Spirit of
Praise

CELEBRATING

10
Years
OF INSPIRATION

YOUTH EXPLOSION

Only WPRS/Praise 104.1-FM and Spirit 1340, DMV's exclusive inspiration and gospel radio stations showcases today's hottest Contemporary and traditional Gospel artist. Whether it's on the radio, over the internet or live in concert, Praise 104.1 and Spirit 1340 delivers the best "inner-tainment" for their highly engaged, educated and enthusiastic consumers.

In an effort to reward our loyal listeners, through a partnership with GDI Events we are proud to present our 10th annual Spirit of Praise Youth Explosion – **Harvest Jam 17!**

Show Facts:

Date: Sunday, October 1, 2017 (Consumer activations will occur going into the following weekend.)

Time: 3:00 PM – 8:00 PM

Location: Bethel World Outreach Church – City of Hope in Olney, MD

Expected Attendance: 3,000+ (The SOP Experience will reach well over 400,000 consumers.)

Featured Artists: Uncle Reece, Canton Jones, Bizzle, Echelon Knox, Dee Black and more to be announced (See the attached video past artists.)

As a sponsor of Spirit of Praise, you will be able:

- To further develop your community outreach efforts by being woven into fabric of the Praise 104.1, WYCB and local faith based/church community.
- To craft a customized and personal message that will resonate with the participants and attendees of this celebration.
- To enhance your referral based marketing initiative.
- Develop a brand ambassador initiative that will be activated in the local churches.
- To increase your brand awareness and incremental customer acquisition.

In an effort to magnify the excitement surrounding Spirit of Praise, we are launching the 1st Annual Spirit of Praise Weekend Experience.

Sunday, October 1, 2017, Harvest Jam 17 Youth Explosion: Radio One DC will host a paid event featuring Gospel Hip Hop performers and other youth oriented artists.
Expected Attendance: 3000+
Sponsorship Opportunities: On-air, On-line, Social Media, Mobile and Venue/Event Activations
(See the following slides for sponsorship details.)

Friday, October 6, 2017, Dinner w/ an Exec: Radio One DC will host a paid event featuring a lunch & learn and networking opportunity with some of the most influential stake holders in the gospel industry.
Expected Attendance: 150+
Sponsorship Opportunities: On-air, On-line, Social Media, Mobile and Venue/Event Activations

Saturday, October 7, 2017 Spirit of Praise Concert: Gospel's Best will come together on one stage to celebrate and perform for the 10th Annual Spirit of Praise musical extravaganza.
Expected Attendance: 10,000+

Sunday, October 8, 2017 Spirit of Praise Gospel Legends Brunch.
In addition to serving a spectacular brunch, we will honor the legacy of a top gospel legend and offer a special performance by a leading artist.
Expected Attendance: 150+
Sponsorship Opportunities: On-air, On-line, Social Media, Mobile and Venue/Event Activations

Each of the aforementioned activations are completely customizable.

Title Sponsorship

As the title sponsor of Spirit of Praise, you will receive:

- Naming and exclusive category rights of the event.
- Inclusion in minimum of 200 promotional announcements, airing Monday – Sunday, 5A-5A, starting July 3, 2017.
- Strategically placed on-air interviews with on-air personalities.
- Inclusion in all social media post generated by the programming department for HJ17.
- Inclusion in all HJ17 related collateral material and promotional items.
- Exclusive ownership of the HJ17 social media campaign. Via our various social media platforms (Facebook, Twitter and Instagram), we will highlight all of the significant moments of this event, (before, during and after). Your messaging, logo and hash-tag will be stealthily included on various pictures, posts, tweets and tags.
- Photo Gallery sponsorship...Once the event is over, we will encourage our consumers to visit the Photo Gallery of the event on gdieventslc.com & praisedc.com, where your company's brand will be prominent positioned as well.
- Category exclusive ownership of all traditional on-line presence (e.g. dedicated home-page taker-overs, HJ17 landing page, etc...)
- Included on Title banner on stage all print media and back drops
- Dynamic and engaging consumer experience at the event.
- 5 ALL Access tickets to the event.

Total Proposed Investment: \$10,000
(One Sponsor Available)

Presenting Sponsorship

As a Presenting Sponsor of Spirit of Praise, you will receive:

- Exclusive category rights of the event.
- Inclusion in minimum of 100 promotional announcements, airing Monday – Sunday, 5A-5A, starting July 3, 2017. (Amount to be determined)
- Inclusion in 50% of all social media post generated by the programming department for HJ17.
- Inclusion in all HJ17 related collateral material and promotional items.
- Category exclusive ownership of 50 % of all traditional on-line presence (e.g. dedicated home-page taker-overs, HJ17 landing page, etc...)
- Dynamic and engaging consumer experience at the event.
- 3 ALL Access tickets to the event.

Total Proposed Investment: \$5,000
(Two Sponsors Available)

Social Media and Photo Gallery Sponsorship

As the social media and photo gallery sponsor, your company will receive:

- An exclusive ownership of the Spirit of Praise social media campaign. Via our various social media platforms (Facebook, Twitter and Instagram), we will highlight all of the significant moments of this event, (before, during and after). Your messaging, logo and hash-tag will be stealthily included on every picture, post, tweet and tag.
- Photo Gallery sponsorship...Once the event is over, we will encourage our consumers to visit the Photo Gallery of the event on gdieventsllc.com and praisedc.com, where your company's brand will be prominent positioned as well.
- Behind the Scene/Digital Campaign...Logo or hash-tag inclusion on all social media posts (Facebook, Twitter and Instagram) the day before, of and after the event.
- Exclusive sponsorship of our social media wall. We will build a social media wall that will be active throughout the concert experience, whereby our attendees will be able post and view their "virtual" thoughts in a real-time feed.
- We promote the use of a custom hashtag... encouraging all be a part of the conversation and tag their posts with a pre-determined hashtag
- On-air announcements...We will include your company in a bank of thirty (15)/:15 promotional announcements. (These announcements will air (5A – 2A) the day of and the week before the event.)

Total Media Campaign Net Investment: \$2,500
(One Sponsor Available)

Exclusive Category Sponsorship

As a Presenting Sponsor of Spirit of Praise, you will receive:

- Exclusive category rights of the event.
- Inclusion in minimum of 50 promotional announcements, airing Monday – Sunday, 5A-5A, starting July 3, 2017. (Amount to be determined)
- Inclusion in 25% of all social media post generated by the programming department.
- Inclusion in all SOP related collateral material and promotional items.
- Category exclusive ownership of 25% of all traditional on-line presence (e.g. dedicated home-page taker-overs, SOP landing page, etc...)
- Dynamic and engaging consumer experience at the event.

Total Proposed Investment: \$1,500
(Five Sponsors Available)

Stage Sponsorship

We will activate an on-site sponsorship by reserving a predetermined number of seats at the venue, entitled "The XYZ Section". During the event, we will make an announcement from the stage to invite all of the X number of attendees to sit in the XYZ/VIP section. We'll position a representative from XYZ company in that section to greet each of their guests.

As a stage sponsor, your company will receive:

- Real-time attendee engagement from the stage.
- A bank of twenty (10) promotional announcements. (These announcements will air (5A – 2A) one week before the event.)
- Inclusion in three (3) stage sponsor posts on Facebook, ten (10) days leading up to the concert.
- Consumer activation area at the event.

Total Media Campaign Net Investment: \$750
(Four Sponsors Available)

Ticket Sponsorship

As a ticket sponsor, your company will receive:

- Branded message on our electronic and printed ticket.
- Mentioned during ticket give-aways on air.
- A bank of seven (7) weekly promotional announcements. (These announcements will air (Monday – Sunday, 5A – 5A) starting, July 3, 2017.
- Consumer activation area at the event.

Total Media Campaign Net Investment: \$500
(One Sponsor Available)

Activation Area Sponsorship

As an activation area sponsor, your company will receive:

- Consumer activation area at the event.

Total Media Campaign Net Investment: \$150
(10 Sponsors Available)