



*Celebration of*

JULY 6TH, 2019  
12:00PM TO 4:00PM  
NEW ORLEANS, LOUISIANA

**THE FIVE  
HEARTBEATS**



# Event Details

Essence Festival is an annual celebration of black excellence, celebrating its 25th year. There is no better place to celebrate and honor once of the most iconic films in black culture!

This event celebrates the movie like never before, featuring:

- A screening of “Making the Five Heartbeats”
- A panel featuring Robert Townsend and other notable actors and contributors of the film
- Never before seen memorabilia from the film
- VIP meet & greet with panelists





# Why Sponsor?



**510,000**

people attended Essence Festival in 2018

**brand  
visibility**

This event, like the movie, will invoke

**nostalgia**

to drive ticket sales.

**target audience**

African-Americans ages 21-65

**14  
billion**

social media impressions  
throughout Essence  
Festival 2018

"Making the Five  
Heartbeats" was  
released in

**437**

theaters, for one night  
only. Many fans of the  
film did not get to see



## GREEN LIGHTHOUSE, INC.

May 7, 2019

To Whom It May Concern,

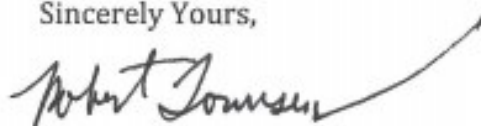
I am Robert Townsend, the filmmaker and recently, Miss Jenae Harris of the Hues Company reached out to me about doing several event screenings of my new documentary that was just nominated for an NAACP Image Award "MAKING THE FIVE HEARTBEATS". We discussed her idea of doing a "MAKING THE FIVE HEARTBEATS" event that would include some kind of reception, having a screening of the film and a Q&A afterwards for the audience with myself and maybe several other cast members.

I'm excited about her idea and I know this is something that will be a real treat for fans. I would be totally interested in showing my documentary to fans of the film around the country.

I know everything has to be based on scheduling and that is something that we can definitely work out. The Five Heartbeats is cherished by many and now the documentary is touching the hearts of those who have seen it as well.

At the end of the day, I know these events will be a win-win for the right brand. I look forward to working with you!

Sincerely Yours,



Robert Townsend

**Letter of Intent  
from Robert Townsend**



# The Team

## JASMINE

JASMINE IS OUR DIRECTOR OF COMMUNICATIONS. SHE HANDLES ALL ASPECTS OF OUR OUTWARD FACING BRANDING, MARKETING, COMMUNICATIONS AND MEDIA INQUIRIES. JASMINE HAS A PH.D. IN SOCIOLOGY AND IS AN ASSISTANT PROFESSOR IN PHILADELPHIA. PRIOR TO ENTERING ACADEMIA, JASMINE WORKED IN THE PUBLIC RELATIONS INDUSTRY AND OWNED HER OWN COMMUNICATIONS FIRM.

## ROBIN

ROBIN IS OUR DIRECTOR OF FINANCE AND MANAGES THE MONEY ASPECT OF THE HUES COMPANY. HER SKILLS IN ACCOUNTING KEEPS US ON BUDGET AND OUT OF THE RED. ROBIN IS THE DEPUTY DIRECTOR OF HUMAN RESOURCES FOR A LARGE PUBLIC AGENCY AND HAD BEEN IN THE HR INDUSTRY FOR OVER 25 YEARS.

## JENAE

JENAE IS OUR DIRECTOR OF BRAND PARTNERSHIPS, HANDLING EVERYTHING FROM PROCURING PRODUCT FOR OUR MONTHLY HUESBOX TO WORKING WITH VENDORS AND SPONSORS FOR OUR INTERACTIVE EVENTS. BY DAY, JENAE IS A LEGAL STUDIES PROFESSOR AND OWNS AN EVENT PLANNING BUSINESS.





Contact

**Jenae Harris**

**brandpartnerships@huesbox.com**

**Jasmine Harris**

**info@huesbox.com**