



PRESENTS

Millennial Maven Creative Foundation

Rooted In Rhythm: Uncovering Country Gems

Sponsorship Proposal

Rooted In Rhythm: Uncovering Country Gems is a transformative music showcase that shines a spotlight on the often overlooked and underrepresented musicians in the country music genre.

April 19th, 2025

3-9:00 p.m.

www.millennialmavencf.com

ABOUT ROOTED IN RHYTHM

"INSPIRATION"

Country music, with its deep roots in American history and culture, is home to countless undiscovered gems whose talents and stories have yet to be fully recognized. These artists, with their unique sound and perspective, have shaped the evolution of country music, yet their contributions often remain overlooked.

This showcase is dedicated to bringing these hidden talents to the forefront. By spotlighting these rising stars, we aim to celebrate the diverse voices and fresh sounds that are reshaping the future of country music.

Join us for an unforgettable evening of authentic melodies, heartfelt lyrics, and powerful performances that highlight the richness and creativity of country musicians. Together, we can uncover the next wave of country music legends and celebrate the genre's true diversity.

Rooted in Rhythm
COUNTRY MUSIC CONCERT

19TH APRIL 2025
3 PM - 10 PM
TUPPS BREWERY - MCKINNEY, TX

STEPHANIE URBINA JONES AND THE HONKY TONK MARIACHI

VALERIE PONZIO

ELSIE

KENTUCKY GENTLEMEN

PYNK BEARD

HOSTED BY:
NINA THE EMCEE

DJ RICK DOMINGUEZ

OUR PARTNERS

CREDIT UNION OF TEXAS
TUPPS
DESERI
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
Red Bull

FOR TICKETS: [MILLENNIALMAVENC.F.COM/ROOTEDINRHYTHM](https://milleennialmavencf.com/rootedinrhythm)

EARLY BIRD PRICING AVAILABLE UNTIL FEBRUARY 28TH

CONCERT LINE UP

Click On Picture To Get A Preview of Artist

Elsie



 31.1K

 62.2k

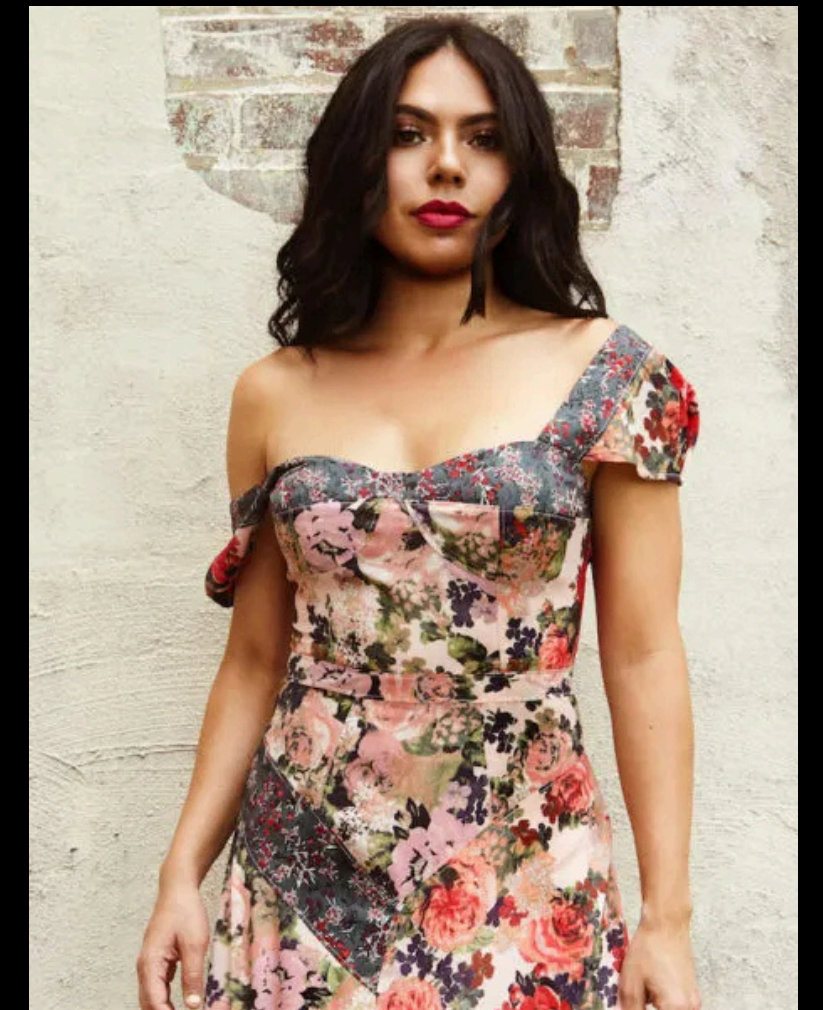
Stephanie Urbina Jones & The Honky Tonk Mariachi



 2K

 128

Valerie Ponzio



 49.5K

 87K

CONCERT LINE UP

Click On Picture To Get A Preview of Artist

The Kentucky Gentlemen



 16.5k

 11.2K

Pynk Beard



 59.6k

 125.6k

DJ Rick Dominguez



 3.2k

 756

TUPPS



402 E Louisiana St, McKinney, TX 75069

EVENT BREAKDOWN

Kick Off With Local Texas Acts

Start the event on a high note with an energetic DJ set and performances by talented local Texas acts. Get ready to groove and feel the rhythm as we set the stage for an unforgettable evening of music.

Country Trivia

In between acts, we will have some exciting country trivia-based games. Test your knowledge of country music and win exclusive prizes while having a blast with fellow music enthusiasts.

Artists Line Up

Stephanie Urbina Jones: Experience the raw talent and unique sound as she takes the stage. With her striking voice and powerful presence, she brings a refreshing twist to country music, captivating audiences with her authenticity and undeniable talent.

Elsie: Prepare to be mesmerized by the soulful and captivating performance of Elsie. With her powerful vocals and emotive storytelling, she will transport you to a world where emotions run deep and lyrics touch the heart.

Pynk Beard: Meet Pynk Beard, the hit songwriter formerly known as Sebastian Kole. After co-writing hits for Jennifer Lopez, Flo Rida, and Alessia Cara, the Grammy-winning "Here," Kole transitioned into country music, embracing his Alabama roots. Adopting the bold persona of Pynk Beard, complete with signature pink whiskers, he's now ready to bring his unique sound to the country scene.

The Kentucky Gentleman: Get ready to dance and sing along as The Kentucky Gentleman delivers an electrifying performance. With their infectious energy and catchy tunes, they will have you on your feet and immersed in the spirit of country music.

Valerie Ponzio: Get ready to be captivated by Valerie Ponzio, a talented singer from Texas who made a name for herself on The Voice. With her soulful country sound and powerful vocals, Valerie brings a unique and refreshing twist to the genre.



Main Stage: The epicenter of the event featuring performances from our specially selected entertainers on the Credit Union Of Texas stage in Tupps Brewery of Mckinney, Texas.

Mechanical Bull Ride Competition: The Mechanical Bull Ride Competition offers a thrilling and interactive experience for attendees, creating an engaging activation that allows brands to connect with the audience in a fun and memorable way.

Country Line Dance Lessons: The Country Line Dance Lessons activation offers brands the opportunity to engage with attendees through a fun and interactive experience that celebrates the spirit of country music and dance.

VIP Experience: A special section for guests to relax and enjoy the event with added comfort and exclusive services.

Country-themed Photo Booth: The Country-themed Photo Booth activation offers brands the opportunity to create a visually captivating and shareable experience that aligns with the event's theme.

Art Exhibit: "Rising from the Ashes" is a unique art exhibit that combines artistic expression and activism to address the impact of wildfires on marginalized communities, while providing workshops to empower individuals and support rebuilding efforts through the "Rooted In Rhythm" concert.



EVENT LAYOUT

AMENITIES

- 1. Merchandise and Artisan Vendors:** Set up a designated area where attendees can browse and purchase merchandise, including apparel, accessories, and handmade crafts, that showcase the talent and creativity of local artists and artisans.
- 2. Relaxation Lounge:** Create a designated space where V.I.P attendees can take a break from the festivities, relax, and recharge. Provide comfortable seating, shade, and possibly even massage chairs or calming activities to create a serene atmosphere.
- 3. Kids' Zone:** Cater to families by offering a dedicated area with activities and entertainment specifically designed for children. Include games, face painting, arts and crafts away from all the action.
- 4. Information Booth:** Set up an information booth where attendees can find event schedules, maps, and any necessary information. Staff the booth with knowledgeable volunteers who can assist with inquiries and provide guidance throughout the event.
- 5. Charging Stations:** Install charging stations throughout the event area to ensure that attendees can keep their devices powered up and connected. This amenity is particularly important in today's digital age, allowing attendees to capture and share their experiences on social media without worrying about running out of battery.



"GIVING"

CHARITABLE ELEMENT

At the heart of **Rooted In Rhythm** it is more than just a music showcase. It's an opportunity for aspiring artists and creatives to gain hands-on experience in the music industry. Mentees will have the chance to shadow and learn from industry professionals, observing the entire process of executing a music showcase, from planning and promotion to performance and production.

In addition to fostering talent and providing invaluable mentorship, a portion of the proceeds raised from this event will be dedicated to replacing instruments, equipment, and art supplies lost in the recent wildfires in L.A. This initiative not only supports emerging artists but also gives back to the community in a meaningful way, making a positive impact on those affected by the disaster. Your support will help us empower the next generation of artists while contributing to a worthy cause.





WHY SPONSOR US?

Current Partners



Brand Exposure

Gain significant visibility and exposure for your brand through our event, reaching a diverse audience of attendees and creating lasting brand recognition.

Community Engagement

Show your commitment to the local community by sponsoring our event, demonstrating your dedication to supporting and engaging with the people and organizations in the area.

Customer Engagement

Connect directly with potential customers and build meaningful relationships by sponsoring our event, providing opportunities for engagement and interaction with your target audience.

Media Exposure

Generate buzz and media coverage for your brand through our event, with opportunities for press releases, interviews, and features in local and industry-specific publications.

Social Media Promotion

Leverage the power of social media by sponsoring our event, with dedicated mentions, tags, and hashtags on our social media platforms, increasing your brand's reach and engagement.

Brand Alignment

Align your brand with our event's values, themes, and target audience, enhancing your brand's reputation and perception through association with our reputable and well-regarded event.

Custom Opportunities

Tailor your sponsorship to meet your specific marketing objectives, with customizable opportunities such as branded activations, product placements, or exclusive experiences, ensuring maximum impact and ROI for your brand.

SPONSORSHIP TIERS

Fiddle & Foot-Tapping-\$10,000 (5)

As a Fiddle & Foot-Tapping Sponsor your brand will have an impactful presence to capture the attention of our patrons.

- Logo placement on event marketing materials, such as posters, flyers, and digital ads, featuring support as the Fiddle & Foot-tapping Sponsor
- Recognition as a sponsor in event press releases and media coverage, highlighting the commitment to the lively and energetic aspects of country music
- VIP access and seating for a designated number of guests
- Opportunity to provide branded merchandise or promotional items with country-inspired design to event attendees
- Opportunity to host a branded activation or booth at the event, incorporating country-themed elements and interactive experiences for attendees

Boots & Banjos -\$ 7500 (7)

As a Boots & Banjos sponsor, your brand adds a vibrant touch to our event, with a significant presence that allows you to engage directly with our diverse audience.

- Logo placement on event marketing materials, such as posters, flyers, and digital ads, featuring support as the Boots & Banjos Sponsor
- Recognition as a sponsor in event press releases and media coverage,
- VIP access and seating for a designated number of guests
- Opportunity to provide branded merchandise or promotional items with country-inspired design to event attendees

Honky-Tonk Harmony-\$5000 (10)

As a Honky-Tonk Harmony sponsor your brand plays a key role in making our event shine, with numerous branding and interaction opportunities tailored to your needs.

- Prominent logo placement on event banners and signage, showcasing support as the Honky-Tonk Harmony Sponsor
- Recognition in event press releases and media coverage, highlighting the commitment to country music and harmony
- VIP access and seating for a designated number of guests

Build Your Own Experience

You can build your own package to curate the exact experience to benefit your company and meet your community engagement needs.

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- **Tell Us Your Goals and We'll Help You Meet Them!**
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"RESONANCE"



OUR HISTORY

The journey of our event curations is rich with impactful gatherings that have resonated with audiences far and wide. We launched with the groundbreaking Civilized Fest: Juneteenth Edition in 2022, attended by over 2000 individuals in Dallas, TX, marking a significant milestone in our history.

Our event portfolio expanded with the impactful Ms. Opal's Walk For Freedom in Dallas, TX, and Washington D.C. in 2023, drawing over 4000 attendees in person and 1500 virtually. The Wine & Waterfalls retreat in Helen, GA, saw a record attendance, growing from 50 to 200 women, with a promising start for 2024. Our reach extended to the younger demographic with the successful L.I.T Kids Assembly in San Francisco, attended by 300 enthusiastic children.



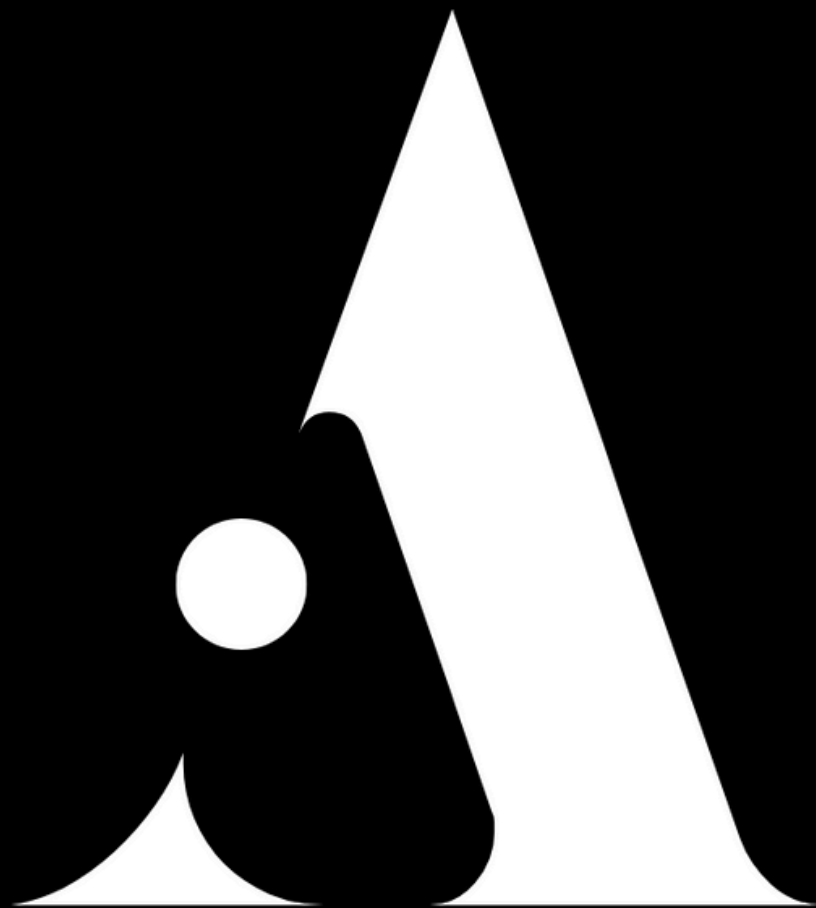
EMPOWERMENT

Valese Jones, better known as The Neighborhood Publicist, is the powerhouse behind Sincerely Nicole Media and co. A graduate of the University of Alabama and Adelphi University, Valese harnessed her expertise in communications and marketing to address a glaring gap in the market: PR education for small businesses.

Upon observing this need, Valese established Sincerely Nicole Media, a comprehensive creative agency providing public relations branding and event curation. Residing in Dallas, TX, Valese is celebrated for her foresight, client-first approach, and dedication to excellence. When it comes to elevating businesses, Valese and her team are fully committed, believing that their clients' success is a shared triumph.

www.sincerelynicole.net

**ABOUT THE
NEIGHBOR
HOOD
PUBLICIST**



ENLIGHTMENT

Jzon Azari (also known as Jzon the Azarian or JZA) is an author, writer, publicist and entrepreneur of Cameroon and Nigerian descent. Known to push the boundaries in his interviews and writings as a journalist, Azari captures more than just flavor in his savory dishes and eye candy content that has garnered him over 200M+ views. Azari's work has been acknowledged by the likes of supermodels Naomi Campbell and Tyra Banks, music legends Mariah Carey and Charlie Wilson as well as many notable Hip-Hop figures including Trina, LL Cool J, Mya, J.J. Fad, and others. Azari has also collaborated with a broad clientele including Dem Jointz (Aftermath), Keedron Bryant (Warner Records), Terayle Hill (Judas and the Black Messiah), Thaddeus Coates (Bridge Models), Darrell Johnson (Food Network) and more. His work has landed on numerous popular media outlets including GQ, FORBES, AFROTECH, Glamour, Food Network, VH1, GMA, ABC News, CBS News, ESPN, BET, Essence, Marie Claire, Entertainment Tonight, E! Entertainment, Yahoo!, Bossip, The Wendy Williams Show and various others for his immaculate vernacular which captures the essence of pop culture matters. Building a foundation for others to benefit from, Azari continues to add to his repertoire in hopes of propelling the careers of others that need that innovative push. Named one of Audiomack's official Tastemakers in 2018, Azari has helped hundreds of indie artists reach new heights by bringing them to the platform and exposing them to a brand-new audience through his crafty playlists monthly. With time Jzon Azari reminds his peers that by strengthening his relationships in the entertainment industry, he is the perfect asset to anyone's team which is just an additional aim many of today's major record labels and publicity firms pursue and trust his expertise to manage their most esteemed patrons.

**ABOUT
J'ZON
AZARI**

www.theazarian.com



"CONNECTION"



THANK YOU

Looking Forward To Working With You!

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