

**BLACK FLY ON THE WALL PRODUCTIONS PRESENTS...**

# **NOTHING BUT GEMS**

**PODCAST LIVE SHOW**

**CHARLOTTE, NC**



# WHO IS BLACK FLY ON THE WALL?

Black Fly on the Wall is a North Carolina-based podcast. As the biggest podcast in NC, we provide black men and women with a safe space to communicate. Whether we are discussing mental health, finances, relationships, or spirituality, Black Fly on the Wall serves as a haven for divine communication and expression of the soul.



# THE LIVE SHOW



**BLACK FLY ON THE WALL**

Black Fly on the Wall, the biggest podcast in North Carolina presents, “Nothing But Gems”, an intellectually stimulating Live Show gathering 400 guests for an evening to remember. Centered around relationships, mental health, spirituality, and finances. Prepare for a night filled with profound insights, captivating concepts, and valuable Gems of information. Join us in exploring a world of wisdom and inspiration through high-level conversations that promise to be truly enlightening. #Gems

# LIVE SHOW FLOW

FLOW

TICKETING

EXTRAS

SET UP: 5PM

GENERAL ADMISSION

SPONSORS

SOUND CHECK: 5:50

VIP

GIVEAWAYS

DOORS OPEN: 6:15

VIP PLUS

CROWD INTERCTION

SHOW STARTS: 7PM

ALL ACCESS

MUSIC



BLACK FLY ON THE WALL

SPONSORSHIPS

TIER 1

TIER 2

TIER 3

\$4500

\$2500

\$1500

SPONSOR OF THE HEADLINER  
SEGMENT, ACT 3

PRIMARY SPONSOR OF ACT 2,  
ELEVATED CONVERSATION

PRIME SPONSOR FOR OPENING ACT 1

SWAG BAGS TO THE VIP GUESTS

SWAG BAGS TO GENERAL TICKET GUESTS

LOGO PLACEMENT DURING ACT 1

LOGO PLACEMENT ON ALL SCREENS  
DURING HEADLINER SEGMENT

BRANDING TABLE ON SITE

ORGANIC ENGAGEMENT WITH GUESTS

1 PRODUCT REEL ON SOCIAL MEDIA

SOCIAL MEDIA STORY POST

S/O ON 1 EPISODE OF BLACK FLY ON THE WALL

COMMERCIAL, SEGMENT, OR APPEARANCE ON ONE  
EPISODE OF BLACK FLY ON THE WALL

PRODUCT PLACEMENT IN 1 EPISODE OF  
BLACK FLY ON THE WALL

# Tier 1

Tier 1 sponsorship is \$4500.

You will sponsor the headliner segment, Act 3.

- swag bags provided to VIP clients and Gen Admission
- Branding/Marketing Vendor Table strategically placed in the venue.
- Logo on screen during headliner segment
- You will be brought on stage before the headliner to introduce you to crowd and organically promote and highlight your business.

# Tier 2

Tier 2 sponsorship is \$2500.

- Sponsoring Act 2
- Branding/Marketing Vendor Table strategically placed in the venue.
- swag bags for guests in Gen Admission. Direct Marketing & Customer Acquisition.
- Logo placement on screens during Act 2



# Tier 3

Tier 3 sponsorship is \$1500.

- Vendor table strategically placed in venue
- Sponsor 3 Branded giveaways to guests. (Ex: Personal Training Studio gives away a free assessment)
- Logo placement on Screens for Act 1

# THE GUESTS

## ACT 1



Brian Okoye &  
Lisa Horne



Ray Singleton &  
Lexus Wilson

**“DATING RED FLAGS”**



# THE GUESTS

## ACT 2



Dutchess  
Lattimore



Surprise Guest  
NFL Hall of Famer

**“MASTERING THE PIVOT”**



# THE GUESTS

## ACT 3, HEADLINER



Announcement  
Coming Soon

“???”

## BLACK FLY ON THE WALL

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### COMMUNITY ENGAGEMENT & CUSTOMER ACQUISITION

Our Live Shows add a personal touch to high-level communication. Through intimate venue spaces, The atmosphere is conducive to impactful networking and organic customer acquisition. True engagement. Whether an attendee, guest on the podcast, or sponsor, you will be connected to dozens of highly engaged individuals.



### BRANDING

Branding is key and an event of this caliber provides an opportunity to enhance said brand. Whether you are sponsoring the event or a guest on the podcast, your brand will be on full display. Our mantra is “We grow, You grow”.



**BLACK FLY ON THE WALL**

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**THANK YOU**

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