

MASTER P

"I HAVE A DREAM"

BLACK HISTORY MONTH
BENEFIT CONCERT

njpac

PRESENTED BY **"YOUR COMPANY NAME"**

PERFORMING FOR A CAUSE
SPONSORSHIP PROPOSAL

I have a dream
BLACK HISTORY MONTH
BENEFIT CONCERT

njpac



FEATURING
MASTER P & FRIENDS
Performing for a Cause
FRI, FEB 28, 2025
ATTIRE: CAMOUFLAGE

PROCEEDS TO
SUPPORT
TEAM HOPE
FOUNDATION
TeamHopeFoundation.org



MASTER P BENEFIT CONCERT

A BLACK HISTORY MONTH *CHARITY EVENT*

The "I Have a Dream" Black History Month Benefit Concert celebrates the enduring legacy of trailblazers who have shaped history. This powerful event honors Black history and culture while supporting initiatives that uplift and inspire. With an intimate concert experience, the evening will feature Master P and friends performing for a cause, uniting people from all walks of life. The event will pay tribute to cultural icons while supporting youth programs, backpack giveaways, and financial literacy initiatives in inner-city schools. Attendees are encouraged to wear camouflage attire to honor the legacy of Master P and No Limit, adding a special touch to the celebration.

EVENT INFORMATION:

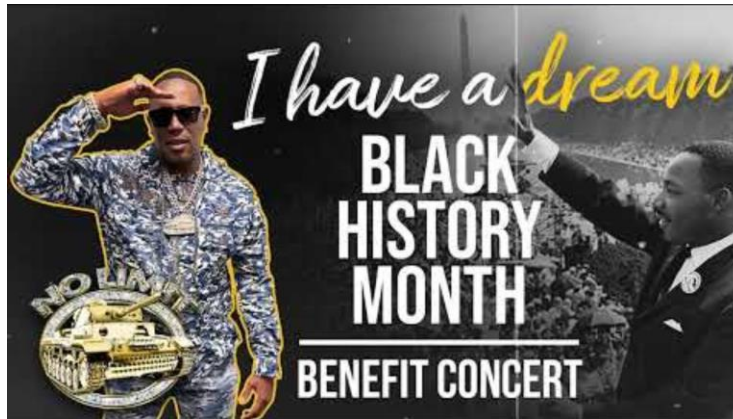
Friday, Feb 28, 2025 @ 8 PM
NJ Performing Arts Center (NJ PAC)
1 Center St, Newark, NJ 07102

ABOUT PERCY "MASTER P" MILLER

- Southern hip-hop pioneer/Founder of No Limit Records.
- Known for chart-topping albums, movies, and entrepreneurial ventures.
- A community activist and philanthropist.

HIGHLIGHTS

- **Master P** headlines sold-out events catering to thousands of attendees globally.
- An intimate benefit concert featuring a special **Heritage & Hope Awards Ceremony and Reception** celebrating Black Trailblazers and Cultural Icons. Including a special keynote address by Percy Miller.
- Proceeds to support the **Team Hope Foundation**, a 501(c)(3) non-profit organization dedicated to improving the quality of life for inner-city youth and senior citizens through diverse programs.



PERCY MASTER P MILLER
Entrepreneur. Music Mogul. Producer. Speaker. Author. Philanthropist.

MASTER P: A LEGACY OF MUSIC, ENTREPRENEURSHIP, AND PHILANTHROPY

Percy Miller, also known as Master P, is a renowned music mogul, entrepreneur, and philanthropist whose influence extends beyond the entertainment industry. As the founder of No Limit Records, Master P revolutionized the music scene with his innovative approach to business and artistry, establishing himself as one of the most influential figures in hip-hop.

More Than Just Music

Beyond music, Percy Miller has established himself as a visionary entrepreneur with investments spanning various sectors, including apparel, luxury goods, food production, and film. His extensive portfolio reflects his dedication to fostering diversity in business and bridging the wealth gap, especially for minority-owned enterprises.

Career Highlights

Master P's journey began with a passion for music and an entrepreneurial spirit. He founded No Limit Records in the early 1990s and quickly built it into a powerhouse label, producing numerous chart-topping albums and launching the careers of several successful artists. His unique blend of business acumen and creative talent has earned him a reputation as a trailblazer in the industry.

30 Years of Giving Back

Percy Miller's influence extends into philanthropy, which focuses on empowering the next generation through education and community support initiatives. As the founder of the Nola Walk of Fame and Chairman of the Team Hope Foundation, he works tirelessly to improve the quality of life for youth and the elderly. His efforts as a mental health advocate further demonstrate his commitment to uplifting individuals and communities alike. He is an ambassador for the National Alliance on Mental Illness to promote awareness and support.

Performing for a Cause

The *"I Have a Dream"* Black History Month Benefit Concert is dedicated to celebrating the legacy of Dr. Martin Luther King Jr. and other trailblazers who paved the way while supporting initiatives that honor Black history and culture. Through an intimate concert experience, this event will uplift people, foster unity, and acknowledge cultural icons while supporting a great cause.





The Team Hope Foundation is a 501(c)(3) non-profit organization dedicated to uplifting underserved communities and driving meaningful change. For over three decades, Team Hope has positively impacted the lives of inner-city youth and senior citizens through transformative programs and initiatives that inspire empowerment. The foundation helps guide young people toward brighter futures by preparing them for college and breaking the cycles of hardship. Their youth-focused programs emphasize academic support, career readiness, personal development, and counseling for abuse and grief, creating pathways to higher education and long-term success. Through the Entrepreneurship & Financial Literacy for Youth initiative, Team Hope equips young people with essential skills in entrepreneurship, financial management, and real estate. By offering workshops, field trips, and hands-on experiences, participants gain practical knowledge in personal finance, credit, investing, and property ownership. This fosters an entrepreneurial mindset and paves the way for financial independence. In addition to supporting youth, Team Hope is committed to enhancing the well-being of senior citizens. Their senior programs address critical needs by providing nutritious meals, transportation, companionship, community engagement opportunities, and mental and physical wellness resources. They also assist with financial aid, home safety improvements, and access to creative and recreational activities, enriching seniors' quality of life and fostering a sense of community. Through these comprehensive efforts, Team Hope Foundation remains dedicated to uplifting lives, empowering futures, and building stronger, more connected communities. For more information, visit TeamHopeFoundation.org.

OVER THREE DECADES OF GIVING BACK!
Join Us in Making a Difference

****Note: All sponsorships/donations are tax deductible per local regulations.***

PERCY MASTER P MILLER

Entrepreneur. Music Mogul. Producer. Speaker. Author. Philanthropist.

A Night of History and Purpose

Get ready for an unforgettable evening at the NJPAC, where entertainment meets history and philanthropy in a dynamic celebration. This star-studded event will feature electrifying performances from Master P & Friends, whose presence will light up the stage and create lasting memories. In honor of Black History Month, we will celebrate cultural icons and trailblazers making a meaningful impact in their communities.

Join Us in Making a Difference

We are excited to invite you to this historic event, where entertainment meets a powerful and impactful mission. By supporting our Black History initiatives and Team Hope Foundation, you are helping to create lasting change and make a meaningful difference in the lives of countless individuals. Together, we can continue to foster growth, opportunity, and unity through these vital efforts.



Why Partner with “P” as a Sponsor?

By partnering with P, you'll play an integral role in supporting this meaningful cause while elevating your brand's visibility. Your collaboration will amplify the event's impact, helping us achieve our fundraising goals and deliver vital support to those in need. Sponsorship opportunities come with exclusive benefits, including prominent branding, VIP access, and the chance to align your brand with a powerful mission during Black History Month.

A Vision for the Future

Master P's legacy is not just about music and business; it's about making a lasting impact on the world. His involvement in this event highlights his ongoing dedication to philanthropy and community support, demonstrating his unwavering commitment to creating positive change worldwide. Through his leadership and influence, he continues to inspire others and contribute to the betterment of society.



AUDIENCE DEMOGRAPHICS

AGE DISTRIBUTION

- | 18-24 years: 10%
- | 25-34 years: 25%
- | 35-44 years: 25%
- | 45-54 years: 30%
- | 55+ years: 10%

GENDER

- | Male: 45%
- | Female: 55%

INCOME LEVEL

- | Under \$50,000: 15%
- | \$50,000 - \$99,999: 25%
- | \$100,000 - \$149,999: 30%
- | \$150,000 - \$199,999: 20%
- | \$200,000 and above: 10%

EDUCATION LEVEL

- | High School Graduate: 20%
- | Some College/Associate's Degree: 30%
- | Bachelor's Degree: 35%
- | Master's Degree or Higher: 15%

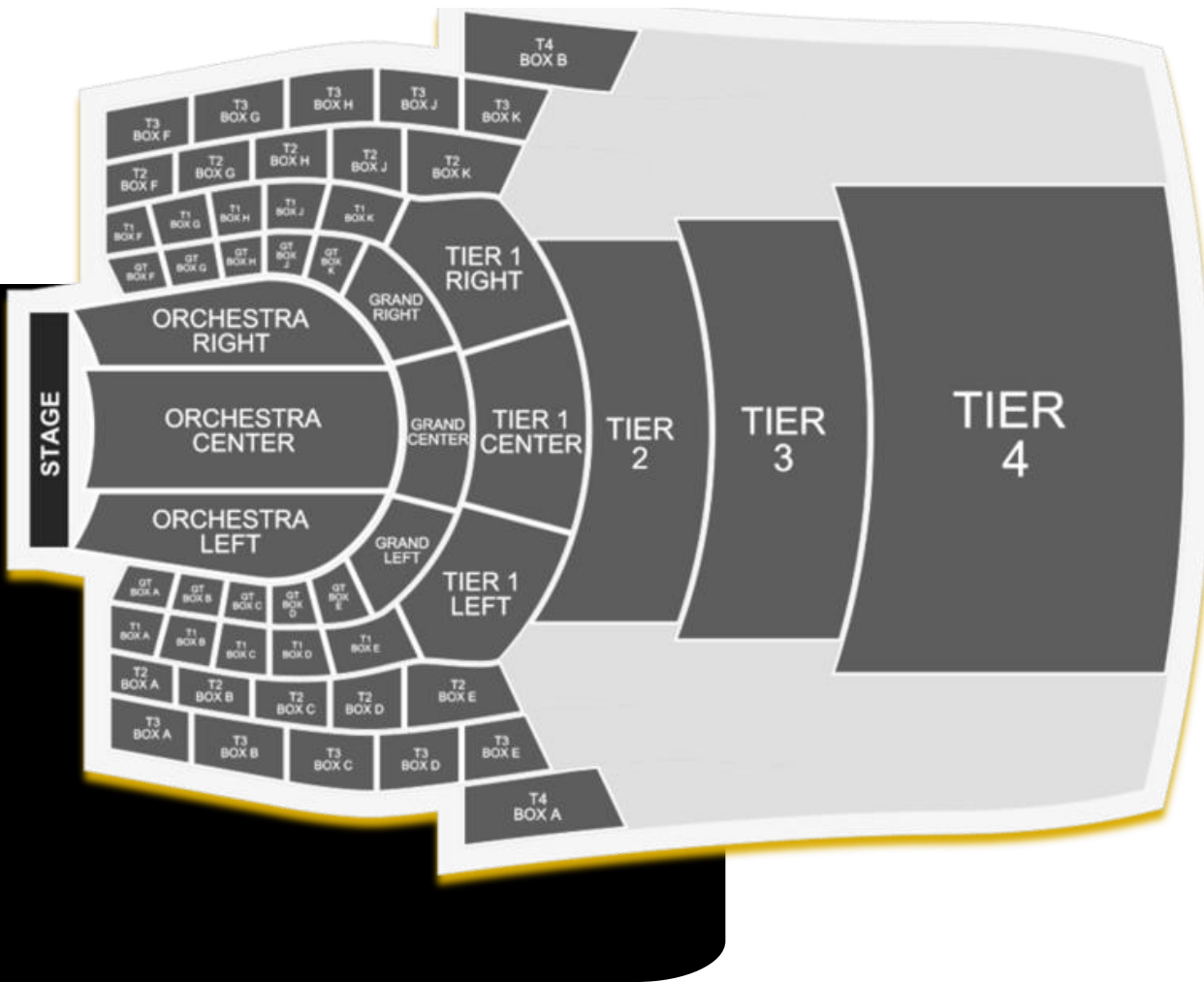


AUDIENCE DEMOGRAPHICS

GEOGRAPHIC LOCATION	OCCUPATION	INTERESTS AND LIFESTYLE	EVENT ATTENDANCE HISTORY
Local (NY Tri-State Area): 75%	Students: 10%	Music and Entertainment: 40%	First-Time Attendees: 40%
Regional (Southern U.S.): 10%	Young Professionals: 15%	Philanthropy and Community Support: 30%	Repeat Attendees: 60%
National (Other U.S. states): 10%	Mid-Career Professionals: 40%	Sports and Fitness: 10%	
International: 5%	Senior Executives/Business Owners: 20%	Fashion and Lifestyle: 10%	
	Other (e.g., retirees, freelancers): 15%	Technology and Innovation: 10%	

njpac

The NJPAC (New Jersey Performing Arts Center) is a premier multi-purpose venue located in the heart of Newark, NJ. Renowned for its state-of-the-art facilities and versatile event spaces, it hosts various events, including concerts, theater performances, family shows, and corporate functions. With a seating capacity of over 2,800 in Prudential Hall, it is an ideal venue for the *"I Have a Dream"* Black History Month Benefit Concert. Its versatile spaces and luxury amenities ensure a memorable experience perfectly suited to the grandeur and significance of this event.



NJ Performing Arts Center (NJ PAC)
1 Center St, Newark, NJ 07102

PERCY MASTER P MILLER

“I HAVE A DREAM” BLACK HISTORY MONTH BENEFIT CONCERT



Live for the first time at the NJPAC, this event promises to be truly special, with surprise guests and unforgettable performances. Join us for an inspiring evening of music, history, and celebration!

For more details, visit MasterPConcert.com

PERCY MASTER PTM MILLER

Entrepreneur. Music Mogul. Producer. Speaker. Author. Philanthropist.

PARTNER WITH “P” SPONSORSHIP OPPORTUNITIES



BENEFITS OF SPONSORING



Align Your Brand with an icon Percy “Master P” Miller

Partner with Master P to elevate your brand's connection to positive social impact and initiatives.



Gain Visibility Among Diverse Audiences and Media Coverage:

Leverage extensive exposure through diverse promotion and media coverage, amplifying your brand's presence.



Demonstrate Corporate Social Responsibility

Showcase your commitment to corporate social responsibility by supporting Black History Month initiatives.



Access Exclusive Networking Opportunities and VIP Experiences:

Enjoy unique networking opportunities and VIP experiences, allowing you to connect with Master P, cultural icons, and influential leaders.



Receive Prominent Logo Placement on Event Materials:

Benefit from high-visibility logo placement on event signage, promotional materials, and digital platforms, ensuring prominent brand recognition.



Engage with 2800+ Attendees Through Branded Activations:

Utilize branded activation opportunities at the event to engage directly with attendees, creating memorable interactions and brand engagement.



LEGACY PARTNER



"Presented by [Your Company Name]" \$100,000+ Title Sponsorship

- **Brand Exclusivity:** Recognition as the **exclusive presenter**, ensuring unique and elevated branding opportunities.
- **Top-Tier Partnership:** Acknowledgment as a title sponsor and the highest-level supporter of the event.
- **VIP Concert Experience:** Fourteen guests will receive Complimentary Grand Tier concert box seating with a hospitality package featuring VIP concierge service, beverages, and snacks.
- **Pre-Event Access:** Invitation for fourteen guests to attend the *Heritage & Hope* Reception with Master P and recognition as Legacy Partner.
- **Showcase Opportunity:** A 5-minute stage presentation to highlight your brand, message, or product before the main event.
- **On-Screen Presence:** Four 60-second commercials displayed on the big screen during the event.
- **6 Social posts** on @MasterP social pages leading up to the event reaching 4M+.
- **Brand Activation:** Opportunity to host an informational table in the main lobby, engaging with up to 2,800+ attendees. *Other customized brand activations to be discussed.*
- **Logo Placement:** Prominent display as "Presenter" on marketing materials, including:
 - Official Website MasterPConcert.com.
 - Event collateral, press releases, and media outreach.
 - Main event step-&-repeat in lobby and reception.
 - Signage throughout the venue, including VIP and backstage areas.
 - Front of VIP Bags and other key placements.



PREMIER SPONSOR



"Sponsored by [Your Company Name]" \$50,000 Sponsorship

- **Brand Exclusivity:** Recognition as a premier sponsor, ensuring unique and elevated branding opportunities.
- **VIP Concert Experience:** Ten guests will receive Complimentary Grand Tier concert box seating with a hospitality package featuring VIP concierge service, beverages, and snacks.
- **Pre-Event Access:** Invitation for ten guests to attend the *Heritage & Hope* Reception with Master P and recognition as Premier Sponsor.
- **Showcase Opportunity:** A 2-minute stage presentation to highlight your brand, message, or product during the pre-show.
- **On-Screen Presence:** Two 60-second commercials displayed on the big screen during the event.
- **4 Social posts** on @MasterP social pages leading up to the event reaching 4M+.
- **Brand Activation:** Opportunity to host an informational table in the main lobby, engaging with up to 2,800+ attendees.
- **Logo Placement:** Prominent display as "Sponsor" on marketing materials, including:
 - Official Website MasterPConcert.com
 - Event collateral, press releases, and media outreach
 - Signage throughout the venue, including VIP and backstage areas.





PARTNER OF HOPE



“Partner of Hope [Your Company Name]” \$25,000 Donor

- **VIP Concert Experience:** Five guests will receive Complimentary Grand Tier concert box seating with a hospitality package featuring VIP concierge service, beverages, and snacks.
- **Pre-Event Access:** Invitation for five guests to attend the *Heritage & Hope* Reception with Master P with recognition as a donor.
- **On-Screen Presence:** Logo displayed on the big screen during the event.
- **2 Social posts** on @MasterP social pages leading up to the event reaching 4M+.
- **Logo Placement:** Prominent display as “Sponsor” on Official Website MasterPConcert.com.

HERITAGE & HOPE DONOR

“Event Donor
[Your Company Name]”
\$2,000 Donation

- **VIP Concert Experience:** Two guests will receive Complimentary Grand Tier concert seating with a hospitality package featuring VIP concierge service, beverages, and snacks.
- **Pre-Event Access:** Invitation for two to attend the *Heritage & Hope Reception* with Master P.



"By partnering, you are more than just a sponsor. We see you as a true collaborator in our mission." — Percy "Master P" Miller



To sponsor, donate, reserve group seats of 10 or more, or for any other inquiries, please email info@masterpmasterclass.com.