



Music's Inspiration Celebration



Pre-Grammy Event

Friday | January 26th | 2018 | 5pm Red-Carpet Arrivals | 6pm-8pm Show

www.theMIC.us

MUSIC | FAITH | GRAMMY WEEK

FOLLOW US ON:



COME JOIN THE PRAISE PARTY!

Come JOIN the PRAISE PARTY during GRAMMY WEEK!

Let's celebrate the FAITH that FUELS our SOUL!

Music Industry's BIGGEST WEEK in Los Angeles, CA!

Celebrating The FAITH...



NEW YORK

Purpose for **theMIC** Music's Inspiration Celebration?

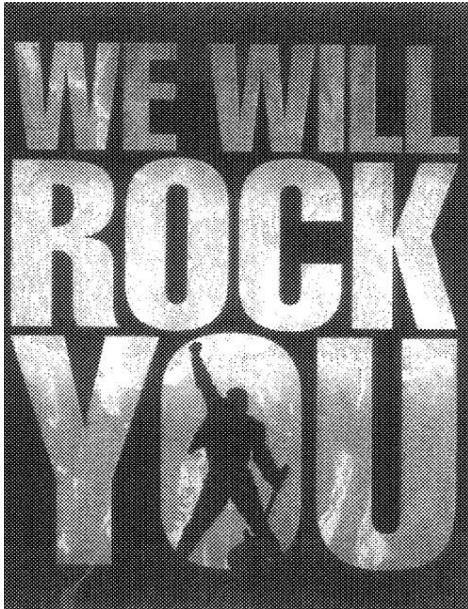


MUSIC'S
BIGGEST WEEK

FAITH

INSPIRATION

CHARITY



Music's Inspiration Celebration, **theMIC** is a Celebration & Platform for the Music Industry to celebrate their FAITH during GRAMMY WEEK!

Created to provide a **DIVERSE** platform for believers in the Music Industry, to reflect on their hard work and the faith it took to make it in the Music Industry! In addition, to recognizing and celebrating Faith in the Music Industry, **theMIC** also raise awareness and funds in support of the fight against **domestic violence** & **under privileged children** through *The HELPPPPing Hands Foundation* as well as other beneficiaries we TEAM-UP with during Grammy Week!

Beneficiaries: Minnie's Food Pantry, The Nimby Experience and Pucker-Up For A Cause Campaign!

Each year during Grammy Week, **theMIC** will boasts a high-powered red carpet and pre-reception before the 2 hour Praise Party begins!

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Sponsorship Deck

info@RCMMediaProductions.com 877-841-8088

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Music's Inspiration Celebration

THE MUSIC INDUSTRY | AND THEIR FAITH



CO-BRANDING

Present/Previous
Sponsors and Media
Partners:



Will you
join us?



TOYOTA
Let's Go Places

Each year we allow Businesses the opportunity to participate in our events by sponsoring these Highly Anticipated Events! As a Sponsor, you have the opportunity to **CO-BRAND** your Name, Company, Foundation with this awesome **pre-Grammy event** that honors musicians, artist, song-writers, music producers and the Music Industry as they celebrate their faith. And, at the same time contributing to a deserving charitable organization along with **The HELPPPPing Hands Foundation**. This 501(c)3 non-profit organization meets the needs of *domestic violence victims* and *under-privileged children*.

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MUSIC'S BIGGEST WEEK...

WE DID IT FOR **OSCAR WEEK** | NOW LET'S DO IT FOR **GRAMMY WEEK** | PICS FROM OUR OSCAR EVENTS BELOW



LOU GOSSETT JR.
"LIVING LEGEND AWARD"



Gospel Goes to Hollywood - Arrivals

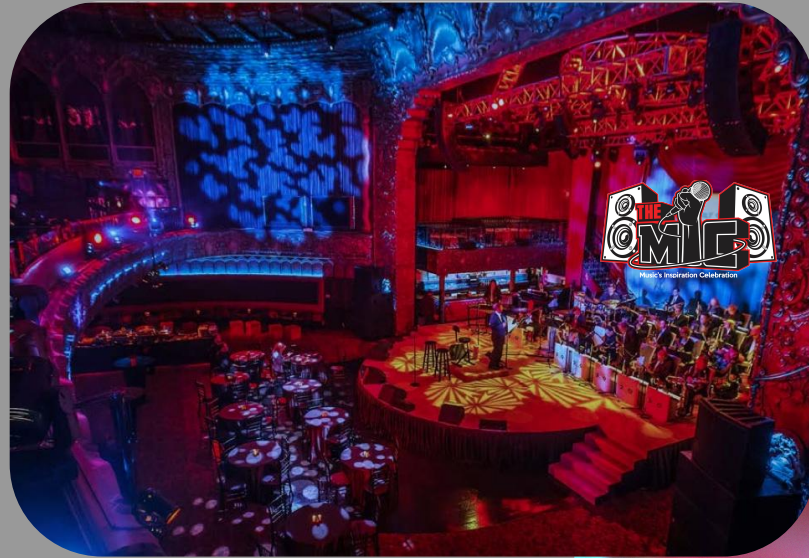
Wendy Williams [Subscribe](#) 199,355



PRAISE PARTY DURING GRAMMY WEEK!

We Did It During Oscar Week | NOW...Let's Do It During GRAMMY WEEK

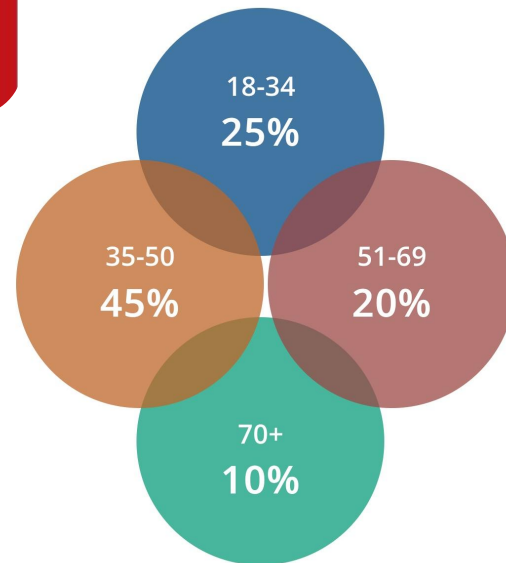
CLICK VIDEO BELOW



Television Partners



theMIC DEMOGRAPHICS



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Title/Presenting Sponsor \$250,000

- Recognition as "Title/Presenting Sponsor" in all press, promotional and advertisements materials and interviews including print, broadcast, radio and social media sites associated with event.
- Acknowledgement/Recognition by the host during the event as **Music's Inspiration Celebration** AKA **"theMIC"** **PRESENTED BY "Your Company"**
- Corporate Branding on "Save the Dates" and Invitations
- Company Name and Logo on Step and Repeat
- VIP Seating for 30 guests at the event (3-Tables)
- Name/Business/Company/Foundation will be featured on **theMIC** Website w/company Link throughout the YEAR!
- Name/Business/Company/Foundation LOGO on TABLE
- 4 pop-up banners positioned throughout venue
- 5 minute presentation during the event
- 30 second Digital Signage during the event
- Back Cover AD of **theMIC** Magazine
- Exhibit space/branding area (1 6ft table)
- Gobos featuring Your Company Logo throughout the event
- Gift bag insertion of product and/or promotional materials
- 2 Company Representatives will be granted "FULL BACKSTAGE ACCESS w/VIP Guest Artist & Celebs"
- As the Title/Presenting Sponsor you may customize the perk of your choosing.

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Official Sponsor \$100,000

- Recognition as "Official Sponsor" in all press, promotional and advertisements materials and interviews including print, broadcast, radio and social media sites associated with event.
- Acknowledgement/Recognition by the host during the event as the "Official Sponsor"
- Corporate Branding on "Save the Dates" and Invitations
- Company Name and Logo on Step and Repeat
- VIP Seating for 20 guests at the event (2-Tables)
- Name/Business/Company/Foundation will be featured on **theMIC** Website w/company Link throughout the YEAR!
- Name/Business/Company/Foundation LOGO on TABLE
- 2 Pop-up banners throughout the venue
- Inside Cover AD of theMIC Magazine
- Exhibit space/branding area (1 6ft table)
- Gobos featuring Your Company Logo featured throughout the event.
- Gift bag insertion of product and/or promotional materials.
- Company Representative will be granted "FULL BACKSTAGE ACCESS w/VIP Guest Artist & Celebs"

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Spotlight Award Sponsor \$50,000

- Recognition as "Spotlight Award Sponsor" in all press, promotional and print advertisements
- Acknowledgement/Recognition by the host during the event as the "Spotlight Award Sponsor"
- Award named in YOUR HONOR
- Company Name and Logo on Step and Repeat
- Name/Business/Company/Foundation will be featured on **theMIC** Website w/company Link throughout the YEAR!
- Name/Business/Company/Foundation LOGO on TABLE
- VIP Seating for 10 guests at the event
- 1 full page AD in **theMIC** Magazine
- Exhibit space/branding area (1 6ft table)
- Gift bag insertion of product and/or promotional materials

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Microphone Sponsors \$25,000

- Recognition as "Microphone Sponsor" in all press, promotional and print advertisements
- Recognition during event as "Microphone Sponsor"
- Name/Business/Company/Foundation will be featured on **theMIC** Website w/company Link throughout the YEAR!
- Name/Business/Company/Foundation LOGO on TABLE
- VIP Table for 8 guests at the event
- 1 full page AD in **theMIC** Magazine

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VIP Table Sponsors \$10,000 | Table Sponsors \$5,000

VIP TABLE SPONSORS

- (8) VIP Seats @ VIP Table (VIP Tables Closer To Stage)
- Name/Business/Company/Foundation LOGO on TABLE
- Full-Page AD in the**MIC** Magazine

TABLE SPONSORS

- (8) Seats @ Table
- Name/Business/Company/Foundation LOGO on TABLE
- Full-Page AD in the**MIC** Magazine



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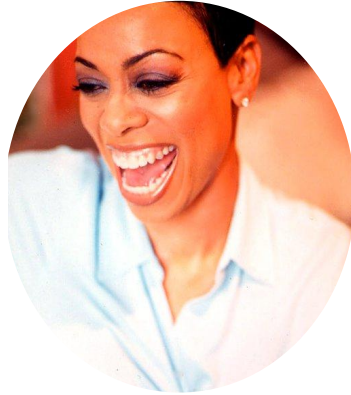
COME ENJOY THE PRAISE PARTY WITH US...GRAMMY WEEK



Music's Inspiration Celebration, theMIC 2018
theMIC EXECUTIVE TEAM
As well as a crew of "Team Helpppp"



Tomeka B. Holyfield
Creator/Executive Producer



Phyllis Caddell-M
Senior Publicist/Event Manager



Reid Johnson-Rich
Senior Publicist/Event Director



Linda Luna
Publicist/Guest Coordinator