



Dear Prospective Corporate Sponsor:

Corporate Sponsorship opportunities with the Art Voices Matter 2017 Masterclass Series

Creating Crimson presents “Art Voices Matter” Celebrity Masterclass Series, a music learning workshop intended to educate, mentor and connect developing artists to celebrity artists in the music industry. By attending the masterclass series, developing artists will receive necessary resources and strategies to further pursue a successful lifelong career in the music industry from established and legendary celebrity music artists. Similarly, fans of the featured celebrity artists will gain an opportunity to get a more intimate perspective of each artist and their craft, how they launched their careers and how they are currently navigating the music industry. Each workshop involves a lecture-style format as well as a small performance and/or demonstration of their craft. The masterclass has the potential to bridge the gap between the digital age of millennials and noteworthy artists that have paved the way while also entertaining loyal fans and supporters.

Creating Crimson’s mission is to partner with the arts and music community to provide platforms for artist development, enrichment and unique opportunities in the music industry that allow artists to create a “blue print” of their career path as an independent artist. Education, mentoring and developing networking skills in the music industry are primary objectives of Creating Crimson. International Soul/Jazz artist Kenya McGuire Johnson leads the company as its Senior Consultant and Coach. In addition to one-on-one coaching of clients, Creating Crimson produces innovative events for creative artists with workshops and social media events providing valuable information to help them advance their careers.

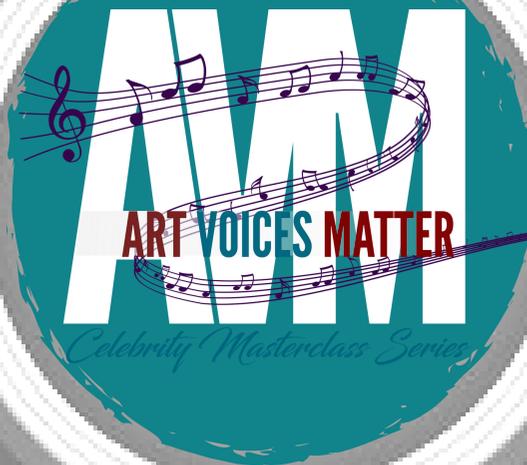
Our endeavors to put forth a unique experience for attendees require a financial responsibility of corporate and private sponsors. Your support will help expose artists and music lovers to a once and a lifetime experience. In addition, by becoming one of our sponsors, much of your target market will gain more exposure to your company given it will be showcased on all of our event promotional materials (please see attached form for more details). The event location is in an economic robust areas (south loop/downtown) which affords opportunities to gain visibility and network with area businesses and organizations. This is an excellent way to showcase your services to a niche audience.

Sincerely,

Kenya M. Johnson
Executive Producer of Art Voices Matter



presents



June - October 2017

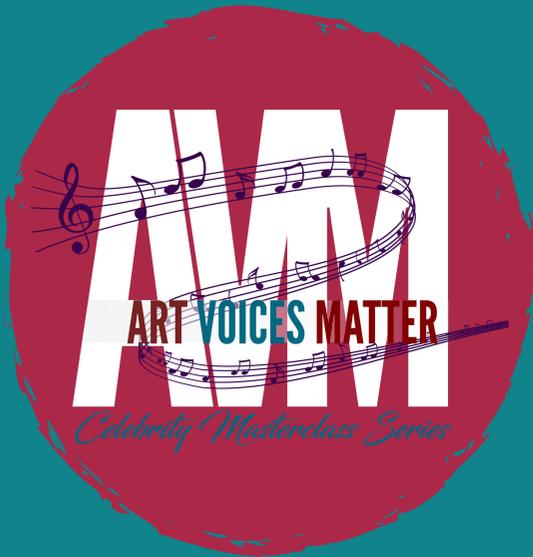
The background is a teal color with a collage of musical elements. There are several musical notes of various shapes and sizes scattered across the page. In the center, there is a circular graphic that looks like a lens or a camera viewfinder. Inside this circle, the letters 'AMM' are written in a large, bold, sans-serif font. Below 'AMM', the text 'ART VOICES MATTER' is written in a smaller, all-caps font. At the bottom of the circle, there is a small, illegible line of text. The overall aesthetic is artistic and musical.

SPONSORSHIP PACKET



MISSION

“Art Voices Matter” Celebrity Masterclass Series is intended to elevate the minds of new artists and music enthusiasts as well as veteran artists. We aim to educate individuals on the evolving music industry as well as how to navigate and become responsible digital citizens of their brand/image in order to create lasting careers. We curate networking environments establishing a community of artists and music lovers as a base of support. “Art Voices Matter” is a five-month series featuring internationally acclaimed singers, songwriters, producers and rappers who will present a midday masterclass workshop discussing their personal and professional background including overall songwriting process while sharing advice for navigating the rapidly changing current music industry.



CONCEPT

Celebrity artists with a strong Chicago following will present a midday masterclass discussing their personal/professional background, advice for navigating the music industry and songwriting process for audiences in Chicago

Artists will perform 2-3 selections acoustically (one accompanist)

PianoForte Studios will be the main venue for the masterclass series

Recital Hall, 1335 South Michigan Avenue, Chicago IL 60605

Capacity: 100 seated; 130 standing

Website: www.pianofortechicago.com

The space offers an intimate salon atmosphere one rarely finds outside of Europe with excellent acoustics and stage lighting, as well as reference-quality recording capability.



DEMOGRAPHICS

Local, regional artists and musicians from soul, R&B, gospel, hip hop, pop and jazz music genres. Music enthusiasts, singers, songwriters, music managers/entrepreneurs, music teachers, vocal coaches, producers and sound engineers.

Ages 18 – 60

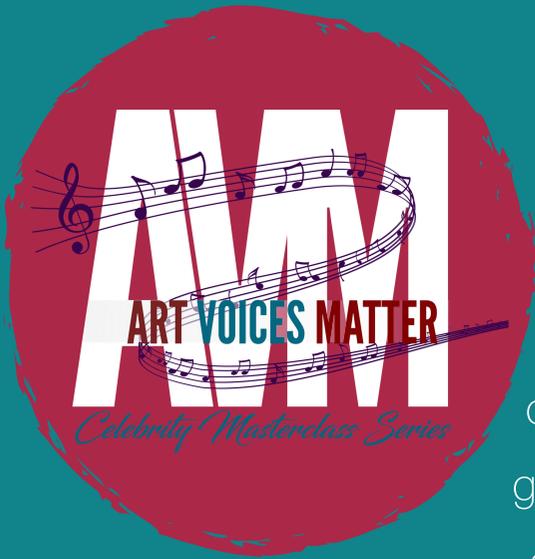
The background is a teal color with a collage of musical elements. There are several musical notes of various shapes and sizes scattered across the page. In the center, there is a circular graphic that looks like a lens or a magnifying glass. Inside this circle, the letters 'AMM' are written in a large, bold, sans-serif font. Below 'AMM', the words 'ART VOICES MATTER' are written in a smaller, all-caps, sans-serif font. The background also features faint, sketchy outlines of musical instruments like a violin and a pencil.

MASTERCLASS OPPORTUNITIES



PARTICIPANTS

While Chicago is a strong market for overall music performances, there is a deficit in artist development opportunities and engagement beyond performance. Celebrity artist masterclasses provide community engagement, fellow artists networking and mentoring, increased presence of music industry professionals, diverse available activities/options for artists and followers, and potential future masterclasses in other markets.



SPONSORS, DONORS & PARTNERS

The Masterclass series will involve a variety of participants from diverse demographics and communities in which sponsors, donors and partners will gain greater exposure. The age range of participants will vary from 18-60 years of age due to series attracting developing artists and music enthusiasts alike.

Chicago's south loop area is a thriving and growing part of downtown with increased retail, health/medical and educational institutions. The series will further attract diverse participants due to location, convenience, and its attractions. The potential for participants to travel from other regions to attend the series is high given the caliber of celebrity artist presenters. Similarly, a live on-line stream registration option is available. This will allow sponsors, donors, and partners to gain exposure to potential customers who reside beyond the

Chicagoland area. The series will be marketed on local major FM radio conglomerates and pitched for TV, print and online media giving sponsors, donors and partners multimedia exposure



CONFIRMED CELEBRITY ARTISTS

**JUN
17**



CLAUDE MCKNIGHT

Take 6; Singer/Songwriter; Gospel/Jazz/Soul

One of the original members of the multi-grammy award winning a capella gospel/jazz group Take 6. Being the most awarded a cappella group in history, Take 6 awards include 10 Grammys, 10 Dove Awards (Gospel Music Awards), Best Jazz Vocal Group honors for seven consecutive years in Downbeat's prestigious Reader's and Critic's Poll, a Soul Train Music Award, BRE (Black Radio Exclusive) Vocal Group of the Year, two NAACP Image Award nominations, induction into the Gospel Music Hall of Fame and countless other musical and humanitarian citations. In addition to being a member of Take 6, Claude has traveled internationally for solo performances and masterclass workshops in addition to being the producer and host of his own on-line radio program. He is currently in the studio working on new material and has a host of remarkable lessons and strategies to offer developing artists given his longstanding history in the music business.

JUL
15



CHANTAE CANN

Singer/Songwriter; Soul/Jazz

Chantae's music blends the exploratory sounds of jazz with the feel good vibes of soul. Based in Atlanta and a Chicago native, Chantae is not a novice to the music world. She has traveled globally as a background vocalist for the likes of Leon Timbo, P.J. Morton and Grammy Award winning artist India Arie while collaborating with such artists/bands as Jaspects, The Foreign Exchange, Zo!, Khari Cabral Simmons and most recently the Grammy Award winning band Snarky Puppy. Her current solo project "The Journey" debuted at #1 on the iTunes Jazz Chart and #7 on the Billboard Jazz Chart.

**AUG
19**



MARK DE-CLIVE LOWE

Producer/Pianist/DJ; Deep House/Jazz/Soul/Alternative

Musical polymath Mark de Clive-Lowe seems an impossibility at first sight - juggling piano, synths, live sampling and beat-making all on-the-fly, brought to life with a casual ease that's mind-boggling. During his hugely formative decade at the epicenter of London's underground music scene, Mark helped evolve broken beat alongside some of the UK's most forward-thinking trailblazers, establishing himself as a new voice in progressive electronic music and leading global tastemaker DJ Gilles Peterson to designate him "the man behind a million great tunes." Mark has featured at festivals including Montreal Jazz, North Sea Jazz, Uberjazz, Tokyo Crossover Jazz Festival, Montreux Jazz Atlanta and is an established performer globally from South Africa to Japan and across the US and Europe.

SEP

9



PHONTE

The Foreign Exchange; Producer/Songwriter/Lyricist/Singer; Hip-Hop/Soul/Alternative

A widely respected, down-to-earth rapper and singer -- as well as a producer, arranger, and engineer -- Phonte (aka Percy Miracles, El Tigallo) was a member of Little Brother, a trio that formed during the late '90s at North Carolina Central University. While LB was still thriving, Phonte established the Foreign Exchange with Dutch producer Nicolay; that act debuted in 2004 with *Connected*, followed by the Grammy-nominated *Leave It All Behind* (2008) and *Authenticity* (2010). Phonte released his first solo rap album, *Charity Starts at Home*.

Throughout his career, Phonte has been involved with numerous outside projects; he collaborated with DJ Mitsu, Murs, Darien Brockington, DJ Shadow, 4hero, and the Roots, among several others, and recorded a series of side-splitting (but affectionate) covers EPs with multi-instrumentalist Zo!



SEP

9



ZO!

Producer/Pianist/Songwriter; R&B/Soul/Jazz/Funk

Influenced by a wide range of music genres introduced to him at an early age, Zo! utilizes multiple layers of thick instrumentation to shape his compositions, as demonstrated on his solo albums namely, ManMade and SunStorm. While touring his own material regularly, Zo! can also be seen on stage as the keyboardist and Musical Director for GRAMMY-nominated duo, The Foreign Exchange. In 2014, he completed music work for the Adult Swim animated series, Black Dynamite. Zo! most recently co-produced The Foreign Exchange's 2015 release, Tales From The Land Of Milk and Honey. Most recently, Zo! has released his newest offering, SkyBreak (2016).

OCT
28



MC LYTE

Lyricist/DJ/Philanthropist; Hip-Hop/Rap

Legendary lyricist, DJ, voice over talent, actress, entertainer and icon, MC Lyte is still making the crowds move across the globe. MC Lyte first appeared on the scene in 1988 with her debut album *Lyte As A Rock*. At the tender age of 17 she began schooling other MCs in the art of rhyme, and since that time she has proven that greatness always prevails with a total of ten albums (9 plus a "GREATEST HITS") to her credit. Lyte is the FIRST rap artist ever to perform at New York's historic Carnegie Hall and the FIRST female rapper to ever receive a gold single. She was the FIRST female solo rapper ever nominated for a Grammy! Ten years later her 2003 album "Undaground Heat vol.1" hosted by Jamie Foxx, garnered this rap legend her second career Grammy nomination. It was released on her own label SGI/CMM. The single "Ride Wit Me" also received a BET Award nomination for Best Female Rap Performance. In 2006, MC Lyte became the first solo female rapper to be honored/inducted on VH-1's HIP HOP HONORS.



KENYA M. JOHNSON

Executive Producer of AVM/Owner/Coach Creating Crimson Artist Development Services; singer/songwriter; R&B/soul/jazz

International recording artist and songwriter Kenya delivers smooth, soulful vocals with a jazz influence that creates a contemporary groove. Kenya's album *My Own Skin* (2015, Expansion Records - Europe & KenyaMJ Music Productions - US) charted at #1 on the UK Soul Chart for four consecutive weeks. Here in the States, two singles from the album, "Be Here" feat. Kloud 9 and "Let Me", reached Top 40 on the R&B Billboard Chart, while the title track "My Own Skin" made Top 40 on several smooth jazz radio charts. In addition to performing, Kenya holds a master of arts degree in counseling with a focus on student development. She has decided to combine both her music and counseling/coaching passions by establishing her creativity coaching and artist development service, *Creating Crimson*, which is an entity provided under her company KenyaMJ Music Productions, LLC.

THE TEAM

Primary producer: Kenya M. Johnson (Owner of CC/KenyaMJ Music Productions)

Publicity/Media Relations: Christi Harber & Latrea Morrow (WithanEye PR Firm);

Kisha Scott (Game Media, LLC)

Project Manager: Sherry Trotter (Project SRT)

Marketing/Promotion: Kendall Duffie (D3 Entertainment Group)

Social Media/Branding Strategist: Navarrow Wright (Maximum Leverage Solutions)

Graphic Design/Website Management: Stephanie Hearon (DreamLoud)

Lead Administrative Assistant:Carolynn Frearson (CC Assistant)

Hired interns and volunteers for simple administrative tasks day of event

FINANCIAL PLAN

Celebrity Artists Masterclasses

- Artist compensation/fee (\$750-5K per artist)
- Artist travel (\$1K-3500K per artist)
- Admission tickets range \$35-150
 - General admission \$35-75 (general seating, gift bag)
 - Premium VIP \$50-100 (reserved seating, swag bag including autographed merch, meet & greet/photo opp)
 - Exclusive VIP \$90-150 (first row reserved seating, swag bag including autographed merch, meet & greet/photo opp, private group dinner with artist directly after workshop at nearby restaurant)
 - On-line/live stream registration (\$25-65)
- Refreshments/catering (in-kind partnership/sponsor vs fee)
- Team receives fee for service (approx \$3000/month total)
- Secure funding from sponsors/donations and in-kind partners
- Approx 40-50K needed for entire series expenses

The background is a solid teal color with a faint, artistic pattern of musical notes and staves. In the center, there is a circular logo with a double-line border. Inside the logo, the letters 'MAM' are prominently displayed in a large, bold, sans-serif font. Below 'MAM', the words 'MUSIC CENTER' are written in a smaller, all-caps font. At the bottom of the logo, there is a line of text that appears to be a website URL, possibly 'www.mamusiccenter.com'.

SPONSORSHIP LEVELS

PLATINUM SPONSOR

25K

- Premier name listing in event promotional materials
- Named as Premier Sponsor of the event
- Premiere logo/name display on all event promotional materials
- Premiere logo/name display on all event signage
- Sponsor listing in Creating Crimson Newsletter
- Sponsor logo and hyperlink on Art Voices Matter Website
- Sponsor feature in Creating Crimson Newsletter & Art Voices Matter Website*
- Tickets - Reserved VIP seating per event
- Photo opportunities at each event with producer and special guest celebrity
- Include in all press releases and media submissions
- Opportunity to engage consumer
- Live mentions during the event and media interviews
- Name recognition on social media
- Merchandise Opportunities
- Opportunity to showcase product or service*
- Logo on monthly video recap*
- Logo on live stream*

GOLD SPONSOR

15K

- Preferred name listing in event promotional materials
- Named as Preferred Sponsor of the event
- Premier logo/name display on all event promotional materials
- Premier logo/name display on all event signage Sponsor listing in Creating Crimson Newsletter
- Sponsor logo and hyperlink on Art Voices Matter Website
- Tickets - Reserved seating per event
- Included in all press releases and media submissions
- Live mentions during the event and media interviews
- Name recognition on social media

Celebrity Masterclass Series

SILVER SPONSOR

10K

- Featured name listing in event promotional materials
- Named as Featured Sponsor of the event
- Featured logo/name display on all event promotional materials
- Featured logo/name display on all event signage
- Sponsor listing in Creating Crimson Newsletter
- Sponsor logo and listing on Art Voices Matter Website
- Tickets - Reserved VIP seating per event & General Admission per event
- Live mentions during every event

ART VOICES MATTER
Celebrity Masterclass Series

BRONZE SPONSOR

5 K

- Name listing in event materials
- Name logo/name display on event promotional materials
- Sponsor listing in Creating Crimson Newsletter
- Sponsor logo and listing on Art Voices Matter Website
- Tickets - Reserved VIP seating per event General Admission per event



ART VOICES MATTER
Celebrity Masterclass Series



"I wanted to create a space for independent artists to learn necessary tools to advance their careers, direct from the artists who have successfully walked the path in the music industry. I have learned so much as an independent artist from some of music industry's most prestigious professionals. Now that I have a blue print, my goal is to pay it forward and help other artists create their own blue print of how to succeed and have longevity in the entertainment industry."

Kenya M. Johnson

Executive Producer of Art Voices Matter



THANK YOU FOR YOUR
CONSIDERATION