



# House Head Summerfest 2018

## GOSPEL of HOUSE MUSIC

**SPONSORSHIP PRESENTATION & PROPOSAL**

House of Black

Black Star Entertainment Group LLC

West Orange, NJ 07052



Julie Black, Owner/Producer

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## Overview

It began on Saturday, August 8, 2015, the first House Head Summerfest (HHSF) produced by **House of Black**, at the Oskar Schindler Performing Arts Center (OSPAC) in West Orange, New Jersey. It was the start of a three-year journey, which culminated on August 13, 2017, with the start of a new tradition with the introduction of GOSPEL Summerfest (GSF).

**House of Black** is the brainchild production company of budding empresario, Julie Black-Peart, known to the entertainment industry as Julie Black. She is a former booking agent who has been producing events, from small comedy and jazz concerts in her backyard to the Summerfest events at OSPAC. While naysayers tried to convince Julie there was no room for another house music event, she forged on to see the Summerfest grow annually, from 1,500 patrons in year one, to approximately 3,500 in 2017. House Head Summerfest earned legitimacy as a go to event by the New York Times Thing to Do Calendar in 2016, and has been touted as “a classy event”, compared to the others. GOSPEL Summerfest is in the development phase. In 2017 it was met with positive responses from both patrons and performers and has expected growth for 2018 and beyond.

Armed with a love for house music and living in the suburb of West Orange, NJ, Julie’s vision was to bring this music genre to the staunch lovers of house - *house heads*, in Essex County. Knowing the other New Jersey house music festivals were well established events, sponsored by their respective towns and big brand names, Julie was determined to bring an event to her hometown, and make it different from the rest. With no sponsors, she did it on her own; creating an event for people like her, mature adults, who in years past, spent until the wee morning hours at clubs like Paradise Garage, The Shelter, Club 88, Zanzibar and a host of others. Most importantly, without a budget, Julie took a leap by asking every host, artists, DJ, security and helping hand if they would donate their time; and they did, until 2017, when she chose to bring in some non-local talent to enhance HHSF and the GSF.

To compete, she made the Summerfest a free event that was a cut above. She chose a venue with serene surroundings and actual bathrooms. “This is not a port-a-potty event,” she says. She provided a variety of food and vendors; a place where people could dance and reminisce to the music they love. Most important she enlisted talent the people would want to see and hear, all with an incentive to give something back. So, the mission of OSPAC, a non-profit organization, became hers: *To create an environment where Essex County artists of all socio-economic and cultural origins may explore, create and communicate their craft in a supportive and nurturing environment; to present works of artistic expression by local, regional and visiting artists in an effort to foster the communications of ideas and perspectives; and to provide*



*educational experiences to students of all ages with a special emphasis on programming for children of diverse cultures in low socioeconomic backgrounds.*

All that remains is to make the Summerfest events bigger and better from this day forward. Here is where House of Black is seeking your help.

We look forward to discussing the possibilities.

## Goals

1. Gain sponsorships for House Head Summerfest (this year incorporating the theme, **GOSPEL of HOUSE**), from businesses that believe in the vision of **House of Black** - supporting the mission of OSPAC. Sponsors are sought for:
  - a 40 x 60 frame tent, to shield patrons from the elements and the blazing summer sun. The tent shall be adorned with the sponsor's signage.
  - talent procurement. A successful event showcases talent the public wants to hear and see. This includes covering guarantees, round trip travel expenses, hotel accommodations and local ground transportation.
  - a portable dance floor, to provide increased area for self-expression.
  - Food, to provide green room refreshments to the DJs and performing artists.
  - advertising their own business through our events.
2. Develop the **House of Black** House Head Summerfest GOSPEL of HOUSE event and brand to a higher end event, capable of drawing name artists and DJs.
3. Upgrade OSPAC's sound system and lighting board to state-of-the art, to optimize productions in support of the OSPAC mission.

## Specifications

### About OSPAC

OSPAC is a 2,800 capacity amphitheater in the heart of Essex County. Please see photos below.

- 4 Boland Drive, West Orange, NJ 07052 - [OSPAC Google earth view](#)
- Built in 2001, it is a modern facility alongside beautiful Crystal Lake
- Ample parking for vehicles

- Indoor male and female restrooms
- Two secure dressing rooms with private bathrooms for talent

## House Head Summerfest

### **THIS YEAR: August 11, 2018. Free from 12-2PM, \$5 thereafter & requesting donations**

The theme this year is the **Gospel of House Music**, a subgenre of house music that has always been there, now breaking new ground. In recent years, we have seen traditional and contemporary gospel music kicked up a notch to attract a wider, more radio-friendly audience. The same is happening for house music; and we are celebrating it at HHSF 2018.

The roster of talent as of early June:

- **HHSF Official Host DJ Jose Burgos:** Jose has been a DJ at each event. So well liked, that he was made the official HHSF DJ in 2017. Jose has just under 5k Facebook friends.
- **DJ Ameer Brooks:** Seventeen-year-old DJ phenom with just under 5k Facebook friends.
- Performing live, **George Sykes III and the New Truth** featuring **SuSu Bobien**. George is a talented music producer who has written and produced songs for many successful artists. SuSu Bobien is Georges latest protege, releasing her latest single ["Let's Have Some Church"](#) on June 7 this year.
- **Special Guest Host: Tony "Tune" Herbert**, President/CEO at New York Multi-Cultural Restaurant & Night Life Chamber of Commerce Corp. Former host of Dance Trax USA.
- More DJs and performing artists are slated for addition to the bill.

### **PAST EVENTS:**

#### **August 8, 2015, noon - 8pm, Free**

This **inaugural event** focused on promoting local and upcoming talent along with several established artists.

**Artists:** CeCe Rogers, Kenny Bobien, Vicky Martin and Taana Gardner

**DJs:** Host DJ, Gene Allen. Featured DJs: Paul Jennings, Jose Burgos and Hassan Black.

**Host:** Julie Black

**Presenters:** House of Black in conjunction with Garage Head Gene

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### August 13, 2016, noon-9pm, Free

The 2nd annual HHSF was about promoting local New Jersey's DJs and established artists, some who returned to be a part of the growing event. DJ Jose Burgos was introduced as the official Host DJ of HHSF.

**Artists:** Xavier's Gold, Kenny Bobien, guest appearance by Vicky Martin showcasing her new release *My Superhero*, and new artist Michelle Riviera. There was a surprise performance by CeCe Rogers.

**DJs:** Host DJ, Jose Burgos. Featured DJs: Naeem Johnson, Dwayne "Spem" Richardson, Ceasar Kelly and Tony V. Special set by DJ Shaheer Williams and featuring teen DJ phenom Ameer Brooks.

**Hosts:** Tony "Tune" Herbert and Julie Black

**Presenters:** House of Black

### August 12, 2017, noon-9:30 pm, Free

#### *One Summer Day - Club 88 Grand Reunion*

Our theme of our 3rd annual event was intended to capture the essence of favorite house music venue Club 88 in East Orange, NJ. This year featured beloved DJs from the legendary nightclub and gave patrons a throwback event that had everyone reminiscing of days gone by. A banner year for HHSF, the event drew its largest crowd and featured the most established talent yet.

**Artists:** CeCe Rogers showcasing his new USB Records single [\*When We All Pull together\*](#), featuring Jeff Redd, Kenny Bobien and Aaron K. Grey; and Hunter Hayes.

**DJs:** *From Club 88:* Lionel "Burt" Burton, Stephon Johnson and Kevin O; and Host DJ Jose Burgos,

**Hosts:** Sir Charles Dixon and Julie Black, with special surprise guest host Billie Prest, manager of Club 88.

**Presenters:** House of Black

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## GOSPEL Summerfest

**August 13, 2017, 2 - 6 pm, \$15 adults / \$5 children**

### ***God's Got Flavor!***

This inaugural, themed event brought gospel talent from co-sponsor Ace Beat Music and other gospel house, rap and dance talent to OSPAC for the first time.

**Artists:** George Sykes presents S III & The Truth featuring Su Su, Kenny Bobien; Dawn Tallman, the Queen of Gospel Energy, Dawn Williams, Carmen Brown, Minister Steve, Darren Deac, Marc Sir Dane, Lisa Foster Wilson and Interpretive Works: 3D Ministries featuring rapper Gauge.

**DJ:** Rich Williams

**Hosts:** Paula Brion, Strictly Rhythm Records *First Lady of Dance* and Sir Patrick, host of 963 img internet radio.

**Presenters:** House of Black in conjunction with Acebeat Music

## Media

### I. HHSF 2015

[Introducing HHSF. Backstage interviews.](#)

[New Jersey's DJ Jose Burgos spins and moves the crowd at inaugural event.](#)

Video credits: BlackUnderground718 presentations

[West Orange Patch announcement.](#)

### II. HHSF 2016

Facebook alone gives a snapshot of the interest growing in the Summerfest. More than 1,000 patrons attended the event, even more showed interest.

<https://www.facebook.com/events/1242358592442756/>

### III. HHSF 2017

[CeCe Rogers performs.](#)

[Hunter Hayes performs.](#)

[MC Sir Charles Dixon \(of WBLS fame\) host HHSF 2017](#)

[DJ Lionel "Burt" Burton throws it back Club 88 style.](#)

#### IV. GSF 2017

[George Sykes presents S3 & The Truth feat Kenny Bobien](#)

[Praise rapper Gauge](#) of Interpretive Works: 3D Ministries

[Interpretive Works: 3D Ministries - Photo](#) - [Video](#) - [GSF 2017](#)

#### V. PHOTOS - OSPAC



The patio overlooking Crystal Lake



View from the hill

Aerial View (credit Google Maps)

Blue dot: OSPAC, Crystal Lake, grounds and parking lot

Entrance/exit bottom left onto Prospect Ave. Immediately off Exit 8B, Int 280 East/West

