



"WHERE IMPACT MEETS MUSIC"

SPONSORSHIP PROPOSAL

A background image showing two young women at a music festival. The woman on the left is wearing a black hat and a black top, holding a yellow drink. The woman on the right is wearing sunglasses, a white crop top, and denim shorts, also holding a yellow drink. They are both smiling and appear to be dancing or moving to music. The background is slightly blurred, showing other people and festival lights.

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Unlike any other music festival, iJAM's main goal is to mix music genres and provide an overall holistic approach to music, health, and soul. We believe by merging different genres of music, such as Reggae, Rock and Soul, our wide demographic will experience the attributes of what "One Love" really means. Headlined and developed by 2x Grammy Winning Morgan Heritage, iJAM looks to provide a lineup that will have you on your feet the entire show! Enjoy world reknown performers, taste great food from around the world, and help us spread the global love for mankind! "where impact meets music.

FESTIVAL OVERVIEW

RADIO PARTNER

WE HAVE PARTNERED WITH IHEARTMEDIA FOR IJAM MUSIC FEST! WITH OVER 2,000 COMMERCIAL SPOTS OVER 6 RADIO STATIONS WE WILL TARGET YOUR CUSTOMER DEMOGRAPHIC!



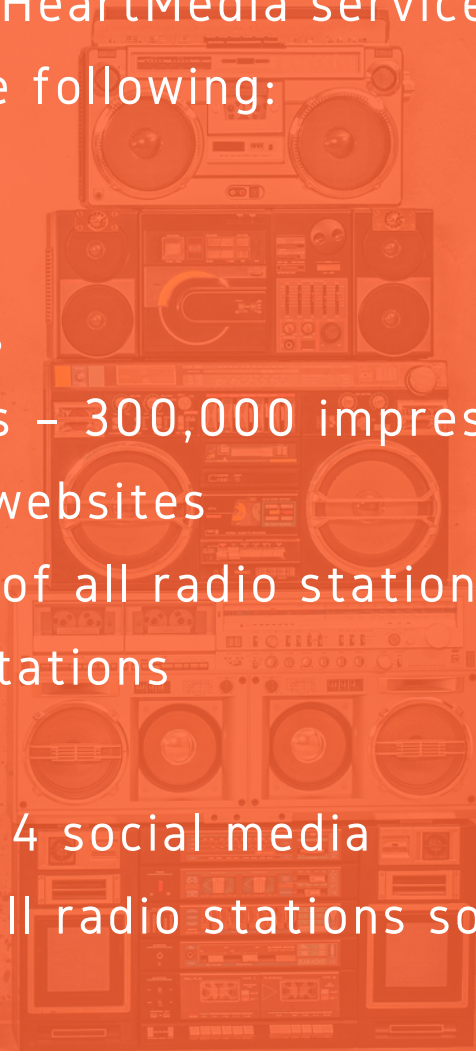


RADIO VALUE



Radio Value: In addition to 2,000+ radio ads, iHeartMedia services will include a digital campaign that will include the following:

- A. Streaming Ads – 100,000 impressions
- B. Podcast Network Ads – 50,000 impressions
- C. Banners on the website of all radio stations – 300,000 impressions
- D. Dynamic lead inclusion on all radio station websites
- E. Multiple eBlast inclusion to the mailing list of all radio stations
- F. On air giveaway mentions across all radio stations
- G. Online contest on all radio stations
- H. Event listing on all radio station websitesI. 4 social media (Facebook, Instagram, Twitter) posts across all radio stations social media handles.



FESTIVAL HEADLINER

2 X GRAMMY WINNING MORGAN HERITAGE

Morgan Heritage is not only one of the creators of this festival but they will also be headlining the event. The group is not only in Reggae but also in music as a whole. Morgan Heritage's name is duly cemented in history, as critics, fans and music lovers anxiously awaited their latest album 'Loyalty'. The group which is based locally is known for their riveting stage presence and showmanship. So it is no surprise that the Royal Family of Reggae has decided to bring that energy home to Central Florida where they reside.





HOLISTIC CORNER

VEGAN | HEALTH & WELLNESS VENDORS | CBD HOMEOPATHY





BENEFITING NONPROFIT



Our aim to save millions with hygienic health could not be accomplished alone. The Morgan Heritage Foundation aims to partner with Clean The World as our non-profit and our focus will be on the music experience while the Morgan Heritage Foundation and Clean the World will focus on the WORLD!

By recycling soap and other discarded hygiene products, Clean The World saves lives with items that traditionally end up in landfills. Approximately 3,600 children under the age of 5 years old die every day due to respiratory infections and diarrheal diseases that are preventable. With access to clean water, proper sanitation, and adequate hygiene, morbidity rates can be reduced by 50% or more.

iJAM Music Festival looks to leverage our performers and celebrity connections to spread the word of what a GREAT job Clean The World is doing Globally! Throughout their history over, 50 million bars of soap, hygiene kits, and other WASH supplies, contributing to a 60% reduction in the rate of deaths related to poor hygiene have been distributed. Having served over 10 million people in 127 countries within the past 10 years, Clean The World is on a mission to provide WASH for All.

Benefiting Clean the World



1ST ROUND OF ARTIST
ANNOUNCEMENT

APRIL 4TH 2020

TINKER FIELD, ORLANDO FLORIDA

MORGAN HERITAGE BUSY SIGNAL

LESS THAN JAKE BAHAMEN

MARCIA GRIFFITHS

BORIS BILBRAUT FORMERLY OF
CULTURA PROFETICA

PUMPA GONDWANA LAZA MORGAN

JEMERE MORGAN ESH X SCHIEF

SAILOR JANE

MORE TO BE ANNOUNCED





- iJam Music Festival
- April 4th
- Tinker Field, Orlando Florida
- Doors: 1pm to 11pm
- Showtime: 2pm to 10pm
- Projected Attendance: 10K-30K+

LOCAL PERFORMERS

iJAM looks to help local inspiring artist with their musical journeys. We will host and provide the opportunity for several bands to open for the Festival. This talent search will give each band/artist a large platform to showcase and build their musical portfolio.

Performing categories will be the following:



WHY SPONSOR

Backed by top-tier talent, world-class production, a long-standing reputation and loyal fan base, we plan to deliver a robust marketing and promotional package.

- Making an influential mark in the music and lifestyle industry
- Opportunities to interact with artists, leaders, actors, models, media, publicists, stylists and entertainment executives.
- Increasing brand equity and promoting your brand to a very wide demographic
- 2,000 Advertisement opportunities through radio Campaign

A warm, golden-hour photograph of a festival crowd. In the upper left, a person's arm is raised holding a glass of beer. The background is filled with out-of-focus people and lights, creating a bokeh effect. A large white text box is overlaid on the lower half of the image.

\$200,000

TITLE SPONSOR

We only have one best friend, and it would be you. Your partnership is exclusive, and your company would be the official presenter of The IJAM Music Festival. Your brand will be intimately associated with everything Festival related and will gracefully accompany all of the promotional materials. Your partnership will help us make this event a memorable experience.



WHAT YOU GET

- Title association with the event.
- Exclusive branding right on festival logo, backstage, and throughout the venue.
- Branding right to the exterior and interior of the venue.
- Exclusive presentation of product type at the event.
- Right to retail products at the event.
- Display booth space backstage of the event.
- Host event launch for media.
- Branding right for event launch.
- Prominent title placement of your logo on all promotional materials.
- Inclusion of company name/logo in all event digital, television, radio and print ads.
- Guaranteed 10 brand mentions during event.
- Mentioned in all press releases, including one sponsor quote for main release.
- One appearance of performing artiste to facilitate press release and photograph.
- Company logo and link, where applicable, to the event website.
- Ticket Package (10 Backstage passes and 15 VVIP Tickets, 15 VIP Tickets, 25 General Tickets).
- Advertising space with link to company/product on festival website



ONE LOVE SPONSOR

\$100,000

- Exclusive of product type at the event
- Prominent placement of your logo on all promotional materials
- Display/retail booth space at the event
- Promotional signage on the exterior and interior of the event
- Inclusion of company name/logo in all event digital, television, radio and print ads
- Guaranteed 7 brand mentions during event
- Ticket Package (6 Backstage passes and 10 VVIP Tickets, 10 VIP Tickets, 15 General Tickets)
- Advertising space with link to company/product on event website

ROCK STAR SPONSOR

\$75,000

- Company logo on all promotional materials•
- Inclusion of company name/logo in all event digital, television, radio and print ads
- Guaranteed 5 brand mention during event
- Inclusion of company name/logo in all event advertisements
- Some promotional signage on the interior of the event. Display/
- retail booth space at the event
- Ticket Package (4 Backstage passes and 8 VVIP Tickets, 8 VIP Tickets, 10 General Tickets)

REGGAE SPONSOR

\$50,000

- Company Logo on select promotional materials
- Inclusion of company name/logo in all event digital, television, radio and print ads
- Mentioned at least 3 times during event
- Mentioned in all press releases
- Banner displayed at the event
- Ticket Package (2 Backstage passes and 6 VVIP Tickets, 6 VIP Tickets, 10 General Tickets)

A warm, golden-hour photograph of two women at what appears to be a music festival. The woman on the left is wearing a dark fedora and has her eyes closed, while the woman on the right is wearing sunglasses and looking down. The background is blurred, showing other people and festival lights.

SOUL SPONSOR

\$25,000

- Company logo on select promotional materials
- Inclusion of company name/logo in all event digital, television, radio and print ads
- Mentioned at the event
- Ticket Package (2 Backstage passes and 4 VVIP Tickets, 4 VIP Tickets, 10 General Tickets)

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GOLD SPONSOR

\$10,000

- Vendor space 15x15
- Mentioned at the event
- Ticket Package (2 Backstage passes and 4 VVIP Tickets, 4 VIP Tickets, 6 General Tickets)

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COMMUNITY SPONSOR

\$5,000

- Company logo on select promotional materials
- Inclusion of company name/logo in all event digital, television, radio and print ads
- Mentioned at the event
- Ticket Package (1 Backstage passes and 2 VVIP Tickets, 2 VIP Tickets, 5 General Tickets)

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EVENT PARTNER

\$1,000

- Vendor Space 10x10
- Company Name on flyer, festival shirts



FOOD VENDOR

\$500+10%

- Vendor Space 10X10
- Personal Flyer
- Electricity

CORPORATE

\$700

- Vendor Space 10X10
- Personal Flyer
- Electricity

DIRECT SALES

\$400

- Vendor Space 10X10
- Personal Flyer
- Electricity
- Tent Space

WE WOULD LOVE TO WORK WITH YOU!

Willie Carey

Sponsor & Strategic Consultant

Email: hello@cfldeals.com

Facebook: Central Florida Deals

Website: www.cfldeals.com



Mojo Morgan

Festival Co-Founder / Owner

Grammy Award Winning Morgan Heritage Band

Email: mojomorgan@earthlink.net

Facebook: Morgan Heritage