



*kg*PR

be seen. be heard.

kgPR
present

SAFAREE

“PARADISE”

HOT NEW SINGLE MIDWEST PROMO TOUR



BRAND PARTNER SPONSORSHIP

PROPOSAL

APRIL 2017

SAFAREE

“PARADISE” PROMO TOUR

1ST LEG

DATES:

5/19TH

5/23RD

5/25TH

5/26TH

5/28TH

5/30TH

6/1ST

6/3RD

6/5TH

6/7TH

MARKETS

Las Vegas (Billboard Awards-5/21st)

Minneapolis (single release date)

Milwaukee

Chicago

Detroit

Cleveland

Pittsburgh

Columbus

Cincinnati

Louisville

VENUE (upscale)

TBD

Where:

Small Intimate Venues 500-800

(social media RSVPs & radio winners/invited VIP guests)

Time:

9P

Radio Partner:

TBD (iHeart or Radio One)

kgPR

SAFAREE

“PARADISE” PROMO TOUR

2ND LEG

DATES:

6/14TH

6/16TH

6/18TH

6/20TH

6/22ND

6/24TH

6/26TH

6/28TH

6/29TH

7/1ST

MARKETS

St. Louis

OKC

Memphis

New Orleans

Albuquerque

LA (BET Awards 6/25TH)

New York (NBA Awards)

Hartford/Bristol (ESPN Campus)

Philly

DC

VENUE (upscale)

TBD

Where:

Small Intimate Venues 500-800

(social media RSVPs & radio winners/invited guests)

Time:

9P

Radio Partner:

TBD (iHeart or Radio One)

Note:

Dates and markets are subject for change.

kgPR

SAFAREE

“LOVE & HIP HOP HOLLYWOOD” WATCH PARTY TOUR

DATES:

7/17TH

7/24TH

7/31ST

8/7TH

8/14TH

8/21ST

8/28TH

6/28TH

MARKETS

Jacksonville

Orlando

Miami

ATL

Littlerock

Houston

Dallas

Denver

VENUE (upscale)

TBD



Where:

Sport Bars/Lounges 300-500

(social media RSVPs & radio winners/invited guests)

Time:

9P

Radio Partner:

TBD (iHeart or Radio One)

Note:

Markets are subject for change.

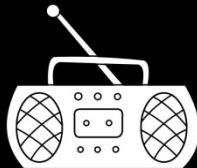
kgPR

PRESENTING/TITLE Brand Sponsorship Opportunities & Benefits

Sponsorship \$20,000 per market (20 markets/8 markets for LHHH Watch Party Tour)

As our PRESENTING/TITLE sponsor, your brand will be the presenting sponsor and receive title branding for the promo tour. Your brand's branding placement will be customized and highly visible at each venue. This is an impactful, effective opportunity for your brand to be in 1st position to develop brand awareness to this dynamic influential group of tastemakers/influencers in each market.

- Promo Tour Ownership as PRESENTING sponsor for this organic lifestyle experience.
- Your brand's name mentioned in radio ads/your BRAND presents Safaree's Promo Tour with 2 week run of radio spots in each market.
- Your brand Logo in 1st position on the step & repeat.
- Your brand Logo strategically featured throughout the venue.
- Your brand name mentioned by Safaree thanking the brand during all press interviews.
- Your brand Logo in 1st position as presented by on ALL electronic invitation.
- 10 VIP guests w/VIP Table & Bottle Services at each venue.
- Your brand logo posted on Safaree's social media platforms in 1st position.
- Safaree will tweet 3X when arriving in each market thanking our presenting brand partner.
- Post-event photos and recap for social media platforms.
- Potential to generate 50-65 million radio & social media impressions for our Presenting Sponsor per market.



kgPR

CO-SPONSOR Brand Sponsorship Opportunities & Benefits

Sponsorship \$15,000 per market (20 markets/8 markets LHHH Watch Party Tour)

As our CO-SPONSOR, you will receive a platform for direct association with the invited guests. Guests will be able to experience your brand in an organic and tasteful way allowing them to adopt your brand's message. This package is tailored for our Co-Sponsor to brands with mid-size budgets—products that may not necessarily need event ownership but have the infrastructure in place to take advantage of the national media coverage.

- Brand name mentioned in radio ads at the end of the spot in 2nd position with 1 week run of radio spots in each market.
- Brand Logo in 2nd position on the step & repeat.
- Brand Logo strategically placed throughout the venue.
- Brand name mentioned by Safaree during promo tour parties (brand reps acknowledge).
- Brand Logo in 2nd position on ALL electronic invitation.
- 6VIP Guests w/VIP Table & Bottle Service.
- Brand Logo posted on Safaree's social media platforms.
- Safaree will tweet twice when arriving in each market thanking brand co-partner.
- Post-event video/photo recap for social media platforms.
- Potential to generate 30-40 million radio & social media impressions for our Co-Sponsor per market.



kgPR

SUPPORTING-SPONSOR Brand Sponsorship Opportunities & Benefits Sponsorship \$10,000 per market (20 markets)

As our SUPPORTING SPONSOR, your brand will receive a display area at the venues for the invited group of tastemakers.

- Brand Logo in 3rd position on the step & repeat.
- Brand strategically place with a display/signage area in the venue.
- Brand name mentioned by Safaree during promo tour parties (brand reps acknowledge).
- Brand Logo in 3rd position on ALL electronic invitation.
- 4 VIP Guests w/VIP Table & Bottle Service.
- Brand Logo posted on Safaree's social media platforms in 3rd position.
- Safaree will tweet once when arriving in each market thanking supporting brand partner.
- Post-event video/photo recap for social media platforms.
- Potential to generate 10-15 million social media impressions for our Supporting Sponsor per market.





CONTACTS:

kweisi gharreau
Brand Strategist
kgPR-LA

312.217.7246: Direct
kgharreau@kgpr-la.com
www.kgpr-la.com

Steven Gill
312.929.9160
sgill_impact2@yahoo.com

Ahyende Sandy
212.603.9963
ahyende.sandy@gmail.com



"THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT" Peter Drucker

kgPR