



Hoodstock™ Music, Car & Empowerment Fest

Thursday, October 4th - Sunday, October 7th, 2012

An Amazing 4-Days Of Music, Cars, Empowerment And Celebration!

How Would You Like to...



- ❖ Make an impact upon society today and well beyond today?
- ❖ Have your business exposed positively to thousands of people within the local marketplace and grow your market share and brand as we honor the life and culture of Miami?
- ❖ Associate with one of the most well-respected icon hip-hop organizations in the country that was birthed in Miami?
- ❖ Get in front of a diverse mix of music aficionados, aspiring talent, and serious affluent industry professionals ranging in age from 21-45?
- ❖ Invest in supporting the dreams of the local artist through empowerment, self-development and business education?
- ❖ Present your brand at Hoodstock in Miami, Florida; the gateway to the Americas allowing for brand penetration with people living in and with ties into those markets?
- ❖ Grow your on-line presence through Hoodstock™ branding opportunities?
- ❖ Impact the next generation by having 5% of your sponsorship dollars going to the non-profit charity of your choice?

Eighteen Years of Vision.



Hoodstock™ 2012 is a remarkable music fest that gathers music fans, artists, and DJs from all over the world back to the roots of Hip Hop in Miami 305 to exhibit the latest and most innovative singers, rappers, B-Boy dancers, urban graph artists, videographers, and DJ performances to an audience of thousands.

Hoodstock™ is one of the most widely anticipated events in the Hip Hop community. The very first Hoodstock was held in 1994 right in the heart of Miami in the Wynwood community. It changed the essence of the music of that day; becoming a new Hip Hop sound that rose from the local artists.

Hoodstock™ attracted thousands of people. Throughout the years the press has reported from 1000 to 10,000 people in attendance. Hoodstock™ brought in money and fun, and was the start of positive change in the area.

Hoodstock™ has spawned events all throughout the United States and beyond. The last Miami Hoodstock™ was held in 2008. Today we bring Hoodstock™ back to its roots and this year it will be better than any other. Why? because we are not only about the performance, we are going to change the face of the music scene again as we focus on business - body, soul and mind. This year it is about giving back! It's about empowering new artists, working with serious DJs and affluent industry professionals, and gathering together music aficionados; everyone interested in being a part of the vibe of the historic stage and in opening doors to new talent.

Hoodstock™ has built the careers and supported the dreams of many new artists and this year will be no exception. As a large part of making a vibrant Miami community, we invite you to open the door to investing in the dreams of the local artist; empowering their lives through self-development and business education.

HOODSTOCK

follows the **HEART** of Raul “DJ Raw” Medina and is the event that showcases the **Community**; bringing **PRIDE**, money and *fun* to artists, fans, DJs, graffiti artists, B-Boys, and to all those with **TALENT** and a **DREAM** but who don’t see how to grasp the brass ring.

HOODSTOCK



DONNA E. NATALE-PLANAS / Herald Staff

OYS FROM THE HOOD: Etienne 'Kurage' Thomas, Juan Serrano, Raoul 'DJ Raw' Medina, front, and Edward 'NME' Jean.

Hip-hop acts give peace a chance

By **MARIKA LYNCH**
Herald Staff Writer

You've heard of Woodstock. Now meet Hoodstock: a hip-hop concert for '90s kids, Wynwood style.

It's baggy pants instead of bell bottoms. Nose rings, not mood rings. And a cry against violence — not on faraway shores but in Miami.

Hoodstock, the third annual 12-hour festival at Roberto Clemente Park, is Raul Medina and Peter Price's effort to put their neighborhood on the hip-hop map. The concert, featuring more than 20 groups from Miami to Tokyo, runs from noon to midnight Oct. 13 at the park, 101 NW 34th St.

It's Dade's only inner-city hip-hop festival, said Cess Silvera, of How Can I Be Down, a group running a similar event on South Beach the same weekend.

"We want to educate the children on the true hip-hop culture," Price said.

But Price and Medina, a.k.a. DJ Raw, think their culture is misunderstood. When people see dreadlocks, they think hoodlums. When people see Medina's full plate of gold teeth, they think gangs.

That used to be the case for them. But not anymore.

They've turned their childhood gang into a recording company that promotes

IF YOU GO

Hoodstock, a free hip-hop festival, runs from noon to midnight Oct. 13 at Roberto Clemente Park, 101 NW 34th St.

local groups. Knock Out Posse, the original gang name, changed to Knock Out Productions. They have their own hip-hop group. They operate a pirate hip-hop radio station out of a converted school bus they call the "Partridge Family, Year 2000." A

PLEASE SEE HOODSTOCK, 9

hips

The Hoodstock™ Team.

Giving Back | Dreams Fulfilled | Results Realized



Raul Medina

DJ-Promoter | Visionary
Leader | Giving Back

Raul Medina aka “DJ Raw” had a dream to help his family and friends. No one was playing their music so he built a radio station. No one was helping the community so he rounded up his friends - the KO Posse - and moved from gang to promotion company. He had stumbles in his life but he never forgot the dream to give back. He became a comeback story, taking advice from a teacher and a mentor and grew into the man with a dream revived; to use Hip Hop as the vehicle to raise up the next generation and make lives changed, families restored and dreams come true.



**Najeebah
Whyte-Medina**

Serial Entrepreneur |
Singer | Dream Builder

Najeebah, successful CEO for over 11-years of multiple businesses was born with a powerful gift to spot a great opportunity. She is an awesome delegator, with astounding leadership skills, and as a result is very talented. Najeebah has been singing since the age of 6 years old in banquets and concerts. In her late teenage years it is documented her performance at the Molson Center stage with world renowned singer Celine Dion, followed by an appearance in her "Call The Man" music video. Najeebah recently wrote and produced a new song; "All We Need Is Freedom" soon to be released featuring her sisters and legend DJ Raw. Her mantra- "Your Dreams Can Come True, Just Believe." Her creativity finds its self-expression not only in song but in motivational speaking, natural health, travel, fashion and hair. She is natural to the core and influences those around her to become the best both inside and out. She inspires and people follow. She has played an integral part in the success of Hoodstock. She is here to serve.



Joyce Bryant

Attention to Detail |
Results | Freedom

My professional career has spanned 20 + years. I had a long and successful career with one of the top automotive companies in the world. In my time with General Motors, I built a solid reputation as a solution driven professional that always got the job done. I came to discover that my strengths and passions were truly about taking a total approach to finding solutions to a situation; a quality consistently held at a high regard and value. As such, this quality aided my natural progression into my next career, which has become Bryant Concierge.

I am often asked, "What is a Concierge?" It's simple. A Concierge is someone who takes a complete approach to your needs and then meets and exceeds your expectations in ways that you would not have expected. A true Concierge adds a personal element to each and every transaction and knows how to tap into a variety of resources in order to creatively serve the client's needs at the highest level. So get the contracts done, contact the media, create the VIP packages, work with the sponsors and on and on. I can't wait to work with you.

Supporting Team Credits.



HOODSTOCK presents

USA. **juan Hernandez** videographer. **doug Weber** experienced non-profit executive & entrepreneur. **sandy “Dr Butterfly” Finklin** speaker. **oski Gonzalez** DJ entertainer. Canada. **michael Rosenfeld** Youth Expressions organizer. **joe Denizac** performer. Japan. **santiago jojo Torres** performer. **bertrand Joseph** graphic artist. Australia. **seth “Brimstone” Schere** P.A.T.H. Germany. **mustafa Hoodstock** Foundation. **zak Gotay** power promoter. www.hoodstock305.com

The Herald
MONDAY, OCTOBER 14, 1996

BUSINESS MONDAY

COVER PHOTOS: Raoul Med (in cap, aka DJ Raw), in his mo radio station with Edward Jea aka Nme, to his right; Etienne Thomas, aka Kurage; and Ber Noel, aka Smokey Black. Photo: Carl Juste, Herald staff. . . . Bottom left, the hip hop room Liquid in Miami Beach. Photo: Jennie Zeiner. . . . Bottom right: Roland Jaramillo in his new Mi clothing store, Flava Station. Photo by Jeffery Salter, Herald staff.

The Business Section of the Herald recognized Hoodstock for changing artists lives and fulfilling dreams!

Music.
Language.
Fashion.
Business.
South Florida
joins the

HIP HOP

The Legendary Event.



- ❖ An Ultra-cool four days of music, film and the spoken word with the goal to bring the artist and the fan the most amazing opportunities to celebrate, grow, and just have FUN. There really IS something for everyone!
 - ❖ A day of **Empowerment** where you get to sit under amazing motivational speakers who have come to change lives
 - ❖ The **Celebrity “Join the Legends” Dinner** where artists can break bread with top music legends, DJs, and a mogul or two
 - ❖ **Night Club** Performances throughout the city
 - ❖ **Hoodstock’s Best Auto Car Show** first annual show of the best classic and high-end cars, music, and performing artists
 - ❖ All leading up to the **Historic VIP Hoodstock™ Stage** in-the-Park Run-Off ...AND....
 - ❖ The ability to compete in the **Hoodstock™ 2K-Challenge music contest** (a \$25,000 value for the winner)
 - ❖ **Music Auditions** to find nine (9) local artists or groups that will make up “Miami’s Greatest 9” and win a spot on the stage
- ❖ When you associate with Hoodstock™ you are associating with one of the most well-respected icon Hip Hop organizations in the country. The Hoodstock™ name is well known throughout the hip hop community. It has spawned several spin-off events and organization throughout the USA & the globe (this is not an exaggeration!).
- ❖ Hoodstock™ provides access to thousands of live audience members plus thousands of additional views from our websites and social media networking sites. Plus one becomes aligned with a consistently excellent and highly entertaining event! Attendees remember the event fondly and the special event posters and programs are kept as souvenirs for years. Enter into the Legacy of Hoodstock™ and see how you can participate in the celebration!

Event LineUp.



- ❖ **Oct 4, Day 1 Orientation** (est. 12pm - 4pm) a MUST show event. Not only will we be welcoming our registrants, artists, performers, sponsors and 2k Music Contest Challenge Winners to Hoodstock -- making sure that everyone knows where to go and what to expect -- aspiring artists and DJs will get to perform their music. We are in Show Biz and the show always goes on!
- ❖ **Oct 5, Day 2 Empowerment** (est. 10am-3pm) Some of the top motivational speakers in the business will be presenting and empowering new artists. This is a 'must attend' event. This event will change the way you see your business and how you do business as we prepare for Greatness. Our 2K Music Contest Challenge Winners will also be introduced.
 - ❖ **Celebrity "Join the Legends" Dinner** (est. 7pm-10pm) Join us and sponsor a full multi-course meal "Having Dinner with the Celebrities." This night is not for everyone only for those who know & understand that many business deals are cut during a meal such as this. Being able to dine with your Mentor, Producer, DJ, Rapper, Song Writer, Dancer, Publisher, A&R rep, Graffiti Artist, or CEO Icon in the Industry can change your company's future.
 - ❖ **Night Clubs** Performances throughout the city. Extend your Hoodstock experience
- ❖ **Oct 6, Day 3 Hoodstock's Best Auto Car Show** (est. 11am-6pm) Be a part of the Red Carpet Car showcase. This event is for those who love the fast cars, the classics, and high-end luxury. Also, join with the dancers, graph artists, musicians and spoken word artists that will perform and showcase their skills.
 - ❖ **Night Clubs** Performances throughout the city. Extend your Hoodstock experience
- ❖ **Oct 7, Day 4 Historic VIP Hoodstock Stage** (est. 1pm - 12am) HOODSTOCK™ offered aspiring talent an opportunity to perform in front of thousands. HOODSTOCK™ aims to educate artists about the music business as well as offer them the stage. Join the 2K Music Contest Challenge winners, Miami's Greatest 9 and many of Miami's successful artists and DJ's who have paid some of their early dues on the HOODSTOCK™ stage and make music History.

Audience Demographic.

- ❖ Hoodstock™ has drawn thousands of people ranging in ages from 21 - 45.
- ❖ Miami has one of the most diverse cultures of any USA city. It is the gateway to the Americas allowing for branding opportunities to people living in and with ties into those markets.
- ❖ Hoodstock™ draws people not only from Miami but from across the United States, Canada, the US territories, Caribbean Islands and other parts of the world.
- ❖ It brings in a diverse mix of music aficionados, aspiring talent, and serious affluent industry professionals who will want to know and become familiar with your brand.
- ❖ This year, the associated music contest (Hoodstock 2K-Challenge) and music auditions open up the Hoodstock™ demographic even further so that future customers can be introduced to the cache of your brand.



DAVID BERGMAN / Herald

Raul Medina brought change to South Florida's Hip Hop music style & blew the place apart

“In 1994, DJ Raw said, Hoodstock hosted 27 rap artists and 2,000 attendees. The number jumped to about 50 rappers and 5,000 people in 1995. This year: 70 acts and 7,000 people over the three-day event.”



Branding Opportunities.

Title Sponsor



- * Link on the header of the Hoodstock website - Promotion starts immediately & continues through event & compilation album
- * Logo on stage banner behind acts and signage at various locations throughout event
- * Two (2) V.I.P. Badges with access to all Hoodstock 2012 events
- * Two (2) tables as attendees enter venue for your promotional items (and on-site exhibit space at the park)
- * Dedicated sponsorship announcement press release sent to South Florida media & posted to Hoodstock Facebook & Social Media sites immediately through event
- * Brand signage at the event throughout venue, including step and repeat
- * Logo on all flyers, posters, promotional material and specifically
 - * on one entire side of the HOODSTOCK 2012 promo bags
 - * on the HOODSTOCK compilation album
 - * on the DVD HOODSTOCK movie
 - * on HOODSTOCK T-shirts
- * 15-minutes of stage time where your artist performs or a company spokesperson has the opportunity to enrich the crowd on the day(s) of your choosing. If you prefer, we can designate an artist or DJ Raw to speak on your behalf
- * Create an on-line Hoodstock Google Ad-word Campaign, managed for 60-days, to promote our Hoodstock sponsors and bring heightened awareness to your brand and web presence
- * Use our text mobile marketing throughout the event to create a database of Hoodstock event attendees for your company
- * Reserved full-page Ad space on event program either on front inside cover or inside back page (supply ad-ready copy)

Investment: This is a Full 4-Day Event Sponsorship. Call for the Special Investment deal for you. There are only 2 Available

Branding Opportunities.

In-Kind Sponsors



- * Link on the header of the Hoodstock website - Promotion starts immediately & continues through event
- * Logo on stage banner and signage at various locations throughout event
- * Two (2) V.I.P. Badges with access to all Hoodstock events
- * Two (2) tables along prominent walk flow for your promotional items (and on-site exhibit space at the park)
- * Dedicated sponsorship announcement press release sent to South Florida media & posted to Hoodstock Facebook & Social Media sites starts immediately and continues through to the event
- * Brand signage at the event throughout venue, including step and repeat
- * Logo on all flyers, posters, promotional material and specifically
 - * on the HOODSTOCK promo bags
 - * on HOODSTOCK T-shirts
- * 5-minutes of stage time each day (or up to 10-minutes at the park) on the day(s) of your choosing where your artist performs or a company spokesperson has the opportunity to enrich the crowd. If you prefer, we can designate an artist or DJ Raw to speak on your behalf
- * Create an on-line Hoodstock Google Ad-word Campaign, managed for 60-days, to promote our Hoodstock sponsors and bring heightened awareness to your brand and web presence
- * Use our text mobile marketing throughout the event to create a database of Hoodstock event attendees for your company
- * Reserved half-page Ad space within event program (supply ad-ready copy)

Investment: This is a Full 4-Day Event Sponsorship. Call for the Special Investment deal for you. There are only 6 Available

Branding Opportunities.

Diamond Sponsors



- ❖ Link on the header of the Hoodstock website - Promotion starts immediately & continues through event & compilation album
- ❖ Logo on stage banner behind acts and signage at various locations throughout sponsored event day
- ❖ Two (2) V.I.P. Badges; with access to the sponsored Hoodstock 2012 event day
- ❖ Two (2) tables along prominent walk flow for your promotional items (and on-site exhibit space at the park for Sunday Sponsor)
- ❖ Brand signage at the event throughout venue, including step and repeat
- ❖ Logo on all flyers, posters, promotional material and specifically:
 - ❖ on the HOODSTOCK 2012 promo bags
 - ❖ on the HOODSTOCK2K compilation album
 - ❖ on HOODSTOCK2K t-shirts
- ❖ 10-minutes of stage time where your artist or company spokesperson has the opportunity to enrich the crowd
- ❖ Create an on-line Hoodstock Google Ad-word Campaign, managed for 60-days, to promote our Hoodstock sponsors and bring heightened awareness to your brand and web presence
- ❖ Use our text mobile marketing throughout the event to create a database of Hoodstock event attendees for your company
- ❖ Full-page ad within the event program (supply ad-ready copy)

Investment: These are Individual Day Sponsorships. Call for the Special Investment deal for You. There are only 4 Available.

Branding Opportunities.

Gold Sponsors



- ❖ Logo featured on the Hoodstock website Link on the header of the Hoodstock website - Promotion starts immediately & continues through event
- ❖ Logo on stage banner and signage at various locations throughout sponsored event day
- ❖ Two (2) V.I.P. Badges with access to the sponsored Hoodstock 2012 event day
- ❖ Two (2) tables along prominent walk flow for your promotional items (and on-site exhibit space at the park for the Sunday Sponsor)
- ❖ Logo on the HOODSTOCK 2012 promo bags
- ❖ 5-minutes of stage time where your artist may perform or a spokesperson for your company will have the opportunity to enrich the crowd.
- ❖ Create an on-line Hoodstock Google Ad-word Campaign, managed for 30-days, to promote our Hoodstock sponsors and bring heightened awareness to your brand and web presence OR use our text mobile marketing throughout the event to create a database of Hoodstock event attendees for your company; your choice

Investment: These are Individual Day Sponsorships. Call for the Special Investment deal for You. There are only 8 Available.

Branding Opportunities.

Silver Sponsors



- ❖ Logo featured on the Hoodstock website immediately
- ❖ Shout-outs on Hoodstock social media sites immediately through to the event
- ❖ Signage at various locations throughout sponsored event day
- ❖ Logo on the Hoodstock 2012 promo bag
- ❖ 5-minutes of stage time for your company or artist to enrich the crowd
- ❖ Create an on-line Hoodstock Google Ad-word Campaign, managed for 30-days, to promote our Hoodstock sponsors and bring heightened awareness to your brand and web presence

Investment: These are Individual Day Sponsorships. Call for the Special Investment deal for You. There are only 10 Available.

Branding Opportunities.

Bronze Sponsors



- ❖ Logo on the Hoodstock website immediately
- ❖ Shout-outs on Hoodstock social media sites immediately through to the event
- ❖ Signage at various locations throughout sponsored event day
- ❖ During the show your company will receive an honorable mention
- ❖ Create an on-line Hoodstock Google Ad-word Campaign, managed for 30-days, to promote our Hoodstock sponsors and bring heightened awareness to your brand and web presence

Investment: These are Individual Day Sponsorships. Call for the Special Investment deal for You. There are only 12 Available.

Branding Opportunities.

Copper Sponsors



- ❖ You will see your logo on the Hoodstock website
- ❖ Shout-outs on Hoodstock social media sites immediately and continues on through to the event
- ❖ During the show your company will receive an honorable mention or shout out

Investment: These are Individual Day Sponsorships. Call for the Special Investment deal for You. There are only 15 Available.

Branding Opportunities.

Preferred Vendor Sponsors



- ❖ Want to sell your goods at the Hoodstock event?
- ❖ Want access to the fans, DJs, and VIP guests?
- ❖ Decide to become a preferred vendor.

Investment: These are Individual Day Sponsorships. Call for the Special Investment deal for You. There are only 10 Available.

Branding Opportunities.

Challenge Sponsor for Contest & Auditions



Do you want to encourage New Artists?

Do you want to be the one that makes someone's dreams come true?

We are SEEKING Two (2) Challenge Sponsors for
the Music Contest - The Hoodstock 2K-Challenge - *and*
for the Music Auditions to find “Miami’s Greatest 9”

You will receive:

The only Two Banners on the Hoodstock2kChallenge site linked to your URL address,
very very powerful, ...along with

2 VIP badges ...AND...

your logo placed on the Hoodstock site ...AND there's more...

your logo on the promo bags ...in ADDITION

A Banner at the Hoodstock 2012 Day in the Park Music Fest
where the Historic Competition will take place!

Investment: Call for Your Special Sponsorship Deal Today. There are only 2 Available

LET'S TALK.

Design the Perfect Opportunity



For Your Sponsorship Opportunity
pick up the phone now and dial...

Raul "DJ RAW" Medina

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