



Hoodstock™ Music, Car & Empowerment Fest

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

FOR THE ARTISTS An Amazing 4-Days Of Performance & Celebration!

How Would You Like to...



- ❖ Make an impact upon society today and well beyond today?
- ❖ Have your artist exposed to thousands of people and grow their personal brand and that of your company?
- ❖ Associate with one of the most well-respected icon hip-hop organizations in the country?
- ❖ Get in front of a diverse mix of music aficionados, extraordinary fans, and serious affluent industry professionals ranging in age from 21-45?
- ❖ Present your artist's 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 1% of your sponsorship dollars go to a non-profit charity chosen by the Hoodstock Team?

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.

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 your personal 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 music and 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 personal brand.



DAVID BERGMAN / Herald

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 Sponsored Stage.

Day 1 Orientation



- ❖ Perform at the kick-off to Hoodstock
 - ❖ a MUST show event
 - ❖ We are in Show Biz and the show always goes on!
 - ❖ You get a 10-minute session on the stage

Investment: Call for the Special Investment deal for You. There are only 10 opportunities to perform.

The Sponsored Stage.

Day 2 Empowerment



- ❖ Perform during our Day of Empowerment
 - ❖ This is a 'must attend' event
 - ❖ This day will assist you to Prepare for Greatness
 - ❖ Perform on Empowerment Friday and show who really is the next face within the Music industry.
 - ❖ You will have a 10-minute session during the day.

Investment: Call for the Special Investment deal for You. There are only 20 opportunities to perform.

The Sponsored Stage.

Day 2 Celebrity “Join the Legends” Dinner



Sponsor your place at the table

- ❖ ...to make the deal, create the relationship or just to impress
- ❖ Join us to have “Dinner with the Legends.” 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, Publisher, A&R Rep, Graffiti Artist, or CEO Icon in the Industry can change your future.

Investment: Call for the Special Investment deal for You. There are only 12 sponsorships and 3 opportunities to perform.

The Sponsored Stage.

Day 3 Hoodstock's Best Auto Car Show



- * This event is for those who love the fast cars, the classics, and high-end luxury.
- * Be one of the dancers, graph artists, musicians, spoken word artists, or designers that will perform or showcase their skills from the stage.
- * Make history! Perform or showcase your talents at the first annual Hoodstock Best Auto Car Showcase that mixes fast, classical and luxury with the best of the Arts.

Investment: Call for the Special Investment deal for You. There are only opportunities for 16 artists to perform

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.”



The Sponsored Stage.

Day 4 Artist "Run-off" at the Park



I would love to perform in the park at Hoodstock 2012 and become a part of the legacy!

- ❖ 1pm: At this time we launch our guest speakers, host and comedy amateur acts, bands, DJs, and dance groups
- ❖ 3pm: We believe in honoring our Hip Hop Greatest. Miami's Greatest 9 will perform. They will each have 5-minutes to show off their amazing skills. Who is the Greatest 9? You audition for your spot. Step out into your greatest!
- ❖ 4pm: Stage Time is limited to 9 acts, 6-min per. **Rising Stars**
- ❖ 5pm: Stage Time is limited to 9 acts, 6-min per. **Independent Artists**
- ❖ 6pm: Stage Time is limited to 8 acts, 7-min per. **Independent Labels**
- ❖ 7pm: Stage Time is limited to 6 acts, 9-min per. **Shine Time**
- ❖ 8pm: Stage Time is limited to 4 acts, 15-min per. **Prime Time Majors**
- ❖ 9pm: Stage Time is limited to 2 acts, 30-min per. **So You've Got What It Takes**
- ❖ 10pm: Stage time is limited to 6 acts, 5-min (10-min total) per. **In-Kind Sponsors**
- ❖ 11pm: Stage time is limited to 4 acts, 10-min per. **Diamond Sponsors**
- ❖ 12pm: Stage time is limited to 2 acts, 15-min per. **Title Sponsors**

Investment: Call for the Special Investment deal for You. There are only 50 opportunities to perform.

The Sponsored Stage.

Music Contest



- ❖ Get your music heard by a panel of top DJs in the country
 - ❖ Sign-up for Hoodstock's 2K-Challenge
 - ❖ Join Hoodstock's Social Media Site www.Hoodstock305.com and check out the full rules and winner's package.
 - ❖ It's a \$25,000 package of goodies!

Investment: FREE to aspiring artists where such contests are legally allowed

The Sponsored Stage.

Open Auditions



We are calling all solo artists & groups if you think you have it, come out and battle

- ❖ Battle for a place on Hoodstock's historic stage
 - ❖ Get your music heard by a Hoodstock panel of DJs and musicians
 - ❖ Hoodstock team will choose 9 artists or groups to represent Miami at Hoodstock.
You will become known as "Miami's Greatest 9"
- ❖ Join Hoodstock's Social Media Site www.Hoodstock305.com to keep abreast of all the upcoming Hoodstock news
- ❖ Perform on the same stage where past music greats have launched their careers

Investment: \$25 to Aspiring Artists.

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: Call for the Special Investment deal for You. (Individual Day Sponsorships)

The Important Stuff.



❖ Terms and Conditions

- ❖ There are no refunds on any of the HOODSTOCK 2012 Sponsor Package opportunities.
- ❖ It will be the sponsor's responsibility to be on time for performances. No exceptions.
- ❖ "The Show Must Go On" as planned by Hoodstock LLC.

LET'S TALK.

Design Your Spot on the Historic Stage



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

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