



# Hoodstock™ Music, Car & Empowerment Fest

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

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



# How Would You Like to...



- ❖ Sell your goods at the historic Hoodstock event?
- ❖ Have access to the fans, DJs, and VIP guests?
- ❖ Have an opportunity to get your products into the “HoodSAC” Promo bags for the event?
- ❖ Get in front of what the press has reported over the years to be from 1,000 to 10,000 fans
- ❖ Grow your on-line presence through the Hoodstock™ vending opportunities?

**Decide to Become a Hoodstock Vendor Today**



# 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.



**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 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.



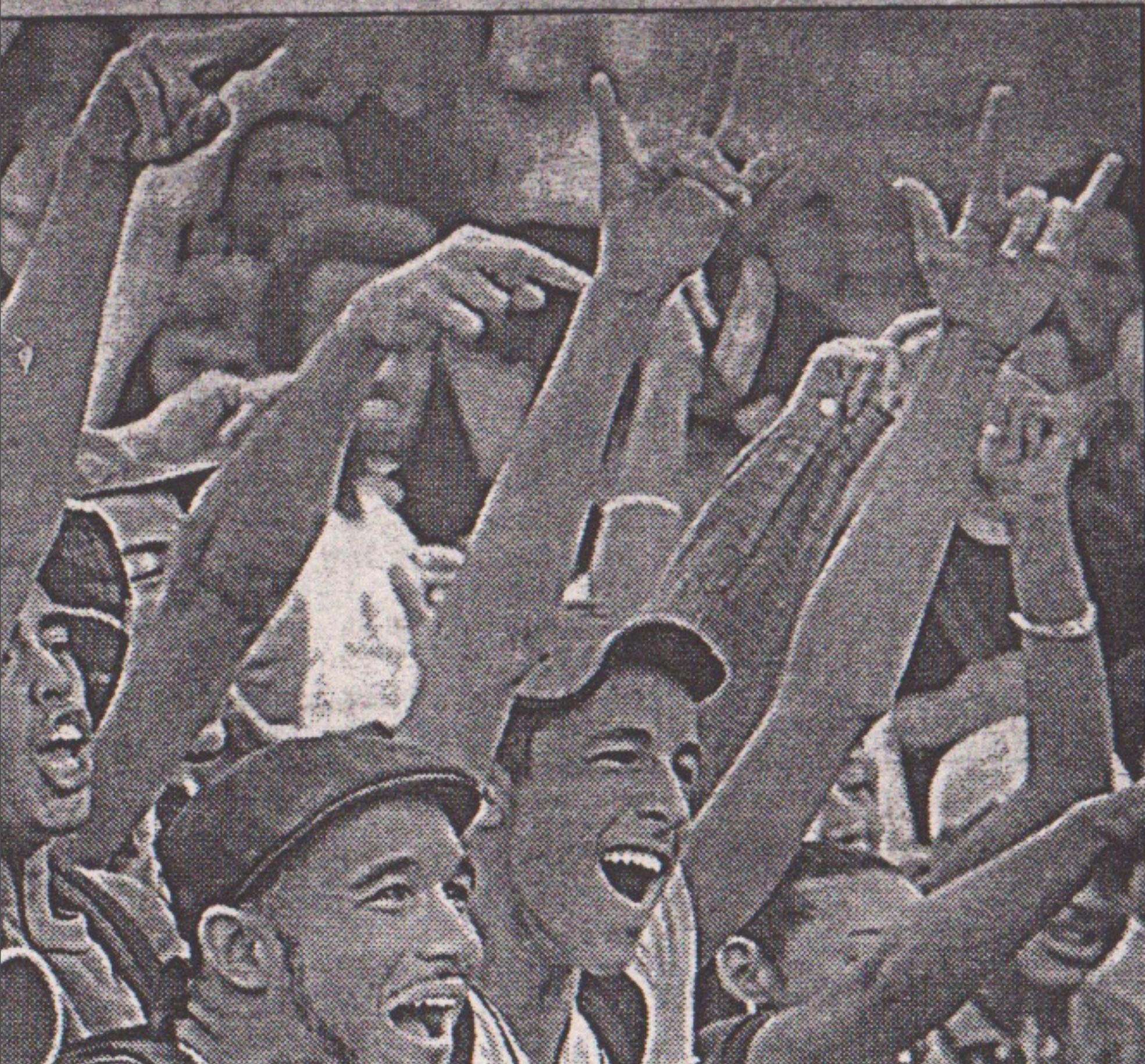
HOODSTOCK presents

USA. **juan Hernandez** videographer. **doug Weber** experienced non-profit executive & entrepreneur. **sandy “Dr Butterfly” Finklin** speaker. **tina Honey** motivator. **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](http://www.hoodstock305.com)



SOMETHING POSITIVE IN THE 'HOOD



# Hoodstock entertainm

**By MARIKA LYNCH**  
Herald Staff Writer

While a weekend hip-hop festival on Miami Beach marred by a shooting,



# 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.



# Vending Opportunities.

**Preferred Retail Vendor**



- ❖ Receive your space at the historic Hoodstock event. Sell your wares, keeping all the revenue you generate, and enjoy the fans that come from all across the nation
- ❖ Come self-sufficient with your tent, tables, chairs and lights
- ❖ Your logo or company name will be featured on the Hoodstock website - Promotion starts immediately & continues through the event

*Investment: These are Individual Day Sponsorships. Call for the Special Investment deal. There is limited availability.*



# Vending Opportunities.

**Preferred Non-Profit Organization**



- ❖ Receive your space at the historic Hoodstock event to enrich and change the lives of those who will come to the Hoodstock experience
- ❖ Come self-sufficient with your tent, tables, chairs and lights\*
- ❖ Your logo or company name will be featured on the Hoodstock website - Promotion starts immediately & continues through the event

*Investment: Free to our Non-Profit or other Invited Organizations. \*A small charge for a tent and set-up should you need it*



# Vending Opportunities.

**"HoodSAC" Promo Bag Vendor**



- ❖ Here's your opportunity to promote yourself, your company or your talent!
- ❖ Place your product, music or other fabulous item in the promo bag given out at Hoodstock.
- ❖ Your logo or company name will be featured on the Hoodstock website - Promotion starts immediately & continues through the event

*Investment: These are Individual Day Sponsorships. Call for the Special Investment deal. There is limited availability.*



# Vending Opportunities.

VIP Gift Bag Vendor



- ❖ Take the opportunity to position yourself before the moguls, producers, sponsors, DJs and celebrity artists
- ❖ Place your product, music or other fabulous item in the Hoodstock VIP gift bag.
- ❖ Receive a shout-out at the Celebrity “Join the Legends” dinner
- ❖ Your logo or company name will be featured on the Hoodstock website - Promotion starts immediately & continues through the event

*Investment: These are Individual Day Sponsorships. Call for the Special Investment deal. There is limited availability.*



# Vending Opportunities.

## Food Vendor



- ❖ Fire up the grill and turn on the stove.
- ❖ Sell your goodies, keeping all the revenue you generate, and feed the fans that come from all across the nation
- ❖ Come self-sufficient with your food truck or tent, tables, trays and lights, and proper permits and insurance...you know the drill!
- ❖ Your logo or company name will be featured on the Hoodstock website - Promotion starts immediately & continues through the event

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# LET'S TALK.

## Design the Perfect Opportunity



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

Raul "DJ RAW" Medina

954.638.2672

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