



2012

Block Party for Peace 2012

BLOCK PARTY



EDUCATION

EMPLOYMENT

HEALTH

Antonio Parkinson

Black Market Strategies

1/1/2012

Block Party for Peace 2012

Powered By Black Market Strategies
Kmart @ 3201 Austin Peay Hwy
May 25-27, 2012



www.BlockPartyForPeace.com

The Block Party for Peace, powered by Black Market Strategies is Memphis' most unique outdoor celebration. Held in the Raleigh community of Memphis, the Block Party for Peace is scheduled for Friday through Sunday, May 25-27, 2012. In its six years of existence, the Block Party has grown to become the most anticipated and well attended event in the North area of Memphis, Tennessee. Last year's three day event hosted tens of thousands of attendees. As in the past, this year our guests



will enjoy three days of an appealing mix of entertainment and opportunity presented by national, regional and community partners, businesses and organizations from the host communities, the City of Memphis and State of Tennessee. The Block Party for Peace is a true celebration of people, unification, opportunity and education. Since its origin in the spring of 2006, this event has grown to major proportions. A

portion of the funds raised through the Block Party for Peace, are distributed back into our communities through ABetterMemphis.com and its associate organizations and programs. These organizations take an active part in the revitalization of our communities, through their continued efforts in job creation,

building neighborhood associations, business associations, maintaining a safe residential and commercial environment and their promotion of public improvements and service. In the weeks leading up to the Block Party, there are several additional events that help to promote service and awareness in and of our communities. This two week period, known as Memphis Peace Week, delivers events



aimed at service, celebration and education to and for our communities. In addition, ABetterMemphis.com hosts town hall meetings in an effort to promote the love of and involvement in community, area schools, crime prevention and more.

With over \$500,000 in ad and media impressions as well as an opportunity to be seen and heard by over 500,000 + people for four weeks leading up to the Block Party, I encourage you to partner with us. We would be pleased to have you join us in the next Block Party and other officially sanctioned Peace Week events. You will find that there is no other series of events in the city that blends a unique mix of awareness, solutions, music, and entertainment - in a celebration of people, unification, opportunity and education.



Google us! Block Party for Peace

Officially Sanctioned “Memphis Peace Week” Events

- **District 1 High School Baccalaureate Program**
 - **Vietnam War Memorial Luncheon**
 - **Neighborhood/Community Clean ups**
 - **Block Party for Peace**

Officially Sanctioned Block Party for Peace Events

- **Work ~n~ Progress Career Fair**
- **Healthy City Health and Wellness Extravaganza**

- Fashion Show
 - Everything “Housing” (New)
 - Everything “Small Buisness” (New)
 - Inspirational Services
 - Rock the Stage Talent Competition
 - Memphis Hip-Hop for Peace Concerts
 - R&B/Jazz Concerts
- Big Gospel Explosion – Gospel/Inspirational Concert



The Block Party for Peace is an event that was created to promote peace, empowerment, and opportunity within and surrounding the communities of Memphis, Tennessee. *The Block Party for Peace* makes available opportunities in employment, education and health. We provide quality family entertainment as an attraction to the residents and citizens of the City of Memphis and surrounding communities. **The Block Party for Peace is free to the public** and will take place May 25-27, 2012 from 10am-9pm (start times may change)



WHO WILL ATTEND THE BLOCK PARTY FOR PEACE?

- Educators
- Parents
- Students
- Community Groups
- Employers
- College Recruiters
- Authors
- Musicians
- Armed Forces Recruiters
- Business owners
- Clergy
- Memphis Police Department
- Seniors Citizens
- Elected & Community Leaders
- Healthcare Professionals
- And more.



WHAT WILL HAPPEN AT THE BLOCK PARTY FOR PEACE?

Day 1 – Education Appreciation

- Carnival and fair rides
- Area College sponsors and representatives will be on hand to assist students and adults seeking higher education
- Voter registration and education
- Motivational speech
- Health Fair
- College Fair
- Job Fair
- Live music
- Talent show and College fraternity/sorority step show and competition
- Majorette Jamboree



Day 2 – Health and Employment

- Carnival and fair rides
- Health Fair
- Job Fair
- College Fair
- School of Marriage Enhancement
- Voter registration and education
- Anti-crime, anti-gang, etc.
- Wrestling Exhibition
- Car Show
- Jazz and R&B Concert



Day 3 – Community Unification

- Carnival and fair rides
- Gospel concerts
- Church services
- Insurance & Financial Education workshops
- Voter registration and education
- Motivational speech delivered by pastors from some of the largest congregations in Memphis
- Neighborhood Barbeque cooking competition



WHO WERE OUR PAST SPONSORS, PARTNERS AND PARTICIPATORS?

Kmart
Lebonheur Children's Medical Center
Memphis, Light, Gas and Water
Fox 13 (WHBQ)
WREG News Channel 3
Cummins
Memphis Car Audio
Senator Jim Kyle
Methodist North Hospital
Mayor A C Wharton
Memphis Police Dept.
Volunteer State Health Plan



Representative Larry Miller
Le Bonheur Children's Medical Center
Breath of Life Christian Center
Memphis Health Center – Syphilis Elimination Program
Representative Ulysses Jones, Jr.
Nahon, Sarovich, and Trotz, PLC Attorneys at Law
Jett Barber College
NorthStarr Entertainment
Roy Hughes & Hughes Entertainment
Shelby County Sheriff Department
Tennessee Education Lottery
Memphis and Shelby County Health
Department
City Councilman Bill Morrison
Hot 107.1 FM
University of Memphis
University of Phoenix
LeMoyne Owen College
TenderCare
Together RX
Memphis Grizzlies Organization
Southwest Community College
MemphisRap.com
Memphis & Shelby County Music Commission
Shelby County Fire Dept.
Frayser Exchange Club



A GREAT OPPORTUNITY FOR YOUR BUSINESS AND ORGANIZATION!

This family oriented event will consist of three days of concerts, competition, motivational speech, education, opportunity, and fun. In addition, The Block Party for Peace serves as a great venue for visibility for both local and national businesses seeking product placement, diversity and introduction to the Memphis market. We are expecting thousands of people per day in attendance. This event is free to the public and will host some of the best bands, artist, elected and community leaders as well as guest speakers.

GET INVOLVED

We recognize your organization's leadership, service and contribution in the Memphis community. Enclosed is key information that details sponsorship opportunities and the benefits of how your organization can help the Raleigh and Frayser communities thrive. Your sponsorship and/or support will allow us an opportunity to offer Memphis residents and surrounding states a taste of the potential that these communities can achieve --- Great Quality of Life.

To take full advantage of your chosen level of sponsorship, please return the enclosed **Letter of Intent** no later than, April 13, 2012. For additional information, please contact us at 901.379.9101 or e-mail: info@BlockPartyForPeace.com . We look forward to developing a lasting and continued partnership with your business and/or organization.

Block Party for Peace Facts:

- The Block Party for Peace was created by State Representative Antonio Parkinson.
- The Block Party for Peace was created to give the citizens of the Raleigh and Frayser community an annual event that would re-instill pride while delivering needed social items that would improve quality of life.
- The event's original name was The Raleigh-Frayser Block Party for Peace.
- In 2006, the event was organized once in May and again in July.
- The July 2006 event was held in the community of Northaven which boasts the same zip code as the Frayser community but actually lies a few miles West of Frayser.
- There was no event held in 2007 due to the founder running for a City Council seat.
- The founder is currently a sitting State Legislature in the State of Tennessee.
- The 2008 Block Party for Peace was the first of the three day events and was held at the Frayser Super Mall at Overton Crossing and Frayser Blvd.
- In 2009 the event was moved to Raleigh and was held in the parking lot of Kmart on Austin Peay Hwy.
- In 2009, then 5 year old child rapper P-Nut Benjamin placed 2nd in the Rock the Stage Talent competition at the Block Party for Peace but later went on

to become one of the hottest talents in Memphis; even performing on the nationally televised Ellen Show.

- The 2010 event was held in the parking lot of the Raleigh Springs Mall.
- The 2010 Block Party for Peace held its first Church service.

2012 BENEFITS OF SPONSORSHIP

SPONSOR LEVEL 1 – PRESENTING SPONSOR - \$25,000

- The 2012 *Block Party for Peace* will be officially renamed using your company name (e.g., XYZ Company presents *The Block Party for Peace*). This name will cover every event associated with the 2012 event schedule (i.e., Golf Tournament, parade, etc.) This sponsorship is available only to one sponsor and is available on a first-come basis. Deadline for all sponsorships is April 13, 2012. The 2012 Event Name Sponsor has the right of first refusal to serve as the Event Name Sponsor for the 2013 event
- Your company's name and logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event. (Billboard, newspaper ads, posters, postcard fliers, email, website, radio and television and press releases)
- When possible, street banners in event area at key traffic intersections will be hung with your company's logo, brand or name as presenting the Block Party for Peace.
- A V.I. P. tent will be set up in your company's name along with catering from area restaurants
- A V.I.P./Sponsors reception, luncheon or banquet will be presented by your company
- Whenever possible, your company's spokesperson will be asked to participate in all on-air interviews promoting the event
- Company name or logo on event website (includes hyperlink to your web site)
- Company name or logo and brand placed on event tee-shirts
- Prominent signage displayed throughout all sanctioned events
- Spotlight company during all events via verbal recognition
- Your company will be provided first choice of booth space at *The Block Party for Peace*. Competitors within your industry will not be able to sponsor the event at any level above Level 3 (available on a first-come basis)
- Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 2 - GOLD SPONSOR- \$15,000

- Your company's logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event. (Billboard, newspaper ads, posters, postcard fliers, email, website, radio and television and press releases)
- Whenever feasible, your logo will appear on street banners placed at key intersections in event area
- A hospitality tent will be set up in your company's name
- Company name or logo on event website (includes hyperlink to your web site)
- Company logo/brand placed on event tee-shirts
- Prominent signage displayed throughout all sanctioned events (Golf Tournament, Parade, etc.)
- Spotlight company during all events via verbal recognition
- Your company will be provided first tier choice of booth space at ***The Block Party for Peace***.
- Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 3 – SILVER SPONSOR- \$5,000

- Your company's name and/or logo will be included in print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event.
- Company name or logo on event website (includes hyperlink to your web site)
- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Block Party for Peace***.
- Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 4 – BRONZE SPONSOR- \$1,500

- Company name or logo on event website (includes hyperlink to your web site)

- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at *The Block Party for Peace*.
- Your company will be presented with a certificate of appreciation after the event

Food Vendor Booth Rental - \$300.00

- Covers all three days (subject to approval) (Must meet all Health Dept. Rules and Standards).

Non-Food Vendor Booth Rental - \$250.00 – Covers all three days

Non-Profit Booth Rental - \$200.00 – Covers all three days

***Employers/Employment Agencies – Please call for special preferred information or go to www.WorkNProgressCareerFair.com for more information.**

FAQ:

- 1. What size is the booth space?** *We provide a 10' x 10' space for your booth.*
- 2. Do I need a canopy tent?** *Yes, if you are assigned an outdoor space, we recommend that you bring a 10X10 canopy style tent with something to weigh it down such as sandbags, etc.*
- 3. Is there overnight security?** *Yes. However, we recommend that you remove any valued items prior to leaving the site for the night.*
- 4. Can I rent tables and chairs from the organizers?** *Yes. (1) 6-8' Table and (2) chairs are \$40.00/day and are to be returned at the end of each day.*
- 5. Is there anything that I cannot sale?** *Yes, there are items that cannot be sold by vendors at the Block Party for Peace. They are: Water, pornographic material, material promoting gangs, and any items that would be deemed illegal under the laws and ordinances governing the City of Memphis, Shelby County, State of Tennessee and the United States of America. Note: Subject to the discretion of the Block Party for Peace organizers.*
- 6. Should I supply my own electricity?** *Yes. In most instances vendors are responsible for supplying their own power supplies for their electrical needs. Silver level sponsors and above will have electrical needs supplied by event organizers. Requests must be made 30 days prior to event launch.*
- 7. Will food be provided?** *Catered food items will be provided for silver level sponsors and above and volunteers.*
- 8. Is there a referral incentive associated with this event?** *Yes. We will reduce your fee charge by 15% for every paid referral.*
- 9. When is setup?** *Setup for vendors begins at 4 PM on the Thursday prior to event launch.*
- 10. Can I set up the day of?** *In some instances we present special consideration for late setup, however due to large amounts of pedestrian traffic and events that are in progress, we highly recommend that you set up during the pre-determined setup time.*
- 11. Who determines booth location and choice?** *Booth location choice is determined in this manner: Fist Choice to Sponsors (Highest level first), Vendors (based on payment date).*

Letter of Intent

Event: _____

On behalf of _____
(Company name)

We intend to purchase a: **Level 1** **Level 2** **Level 3** **Level 4**
 Food Vendor **Non-Food Vendor** **Non-Profit** (*Must show proof of 501 c 3 designation from IRS*)

(Check appropriate box)

Our sponsorship will be paid by (date) _____

Please make check payable to: Black Market Strategies

In the memo section: Block Party for Peace 2012

Name (Print): _____

Email (Required): _____

Your Title: _____

Telephone: _____ **Fax:** _____

Signature: _____ **Date:** _____

Please mail payment along with this form to:

Black Market Strategies

P.O Box 281453

Memphis, TN 38168

E-mail: info@BlockPartyForPeace.com

Phone: 901.379.9101

Fax: 901.590.2012

For Office Use Only

Amount Received: \$ _____ **Received From:** _____

Form of Payment: **Cash** **Check No.** _____ **Money Order** **In Kind**

If in kind, what was the specific item and value in dollars? _____

Received By (Please Print): _____

Received By (Please Sign): _____ **Date:** _____