

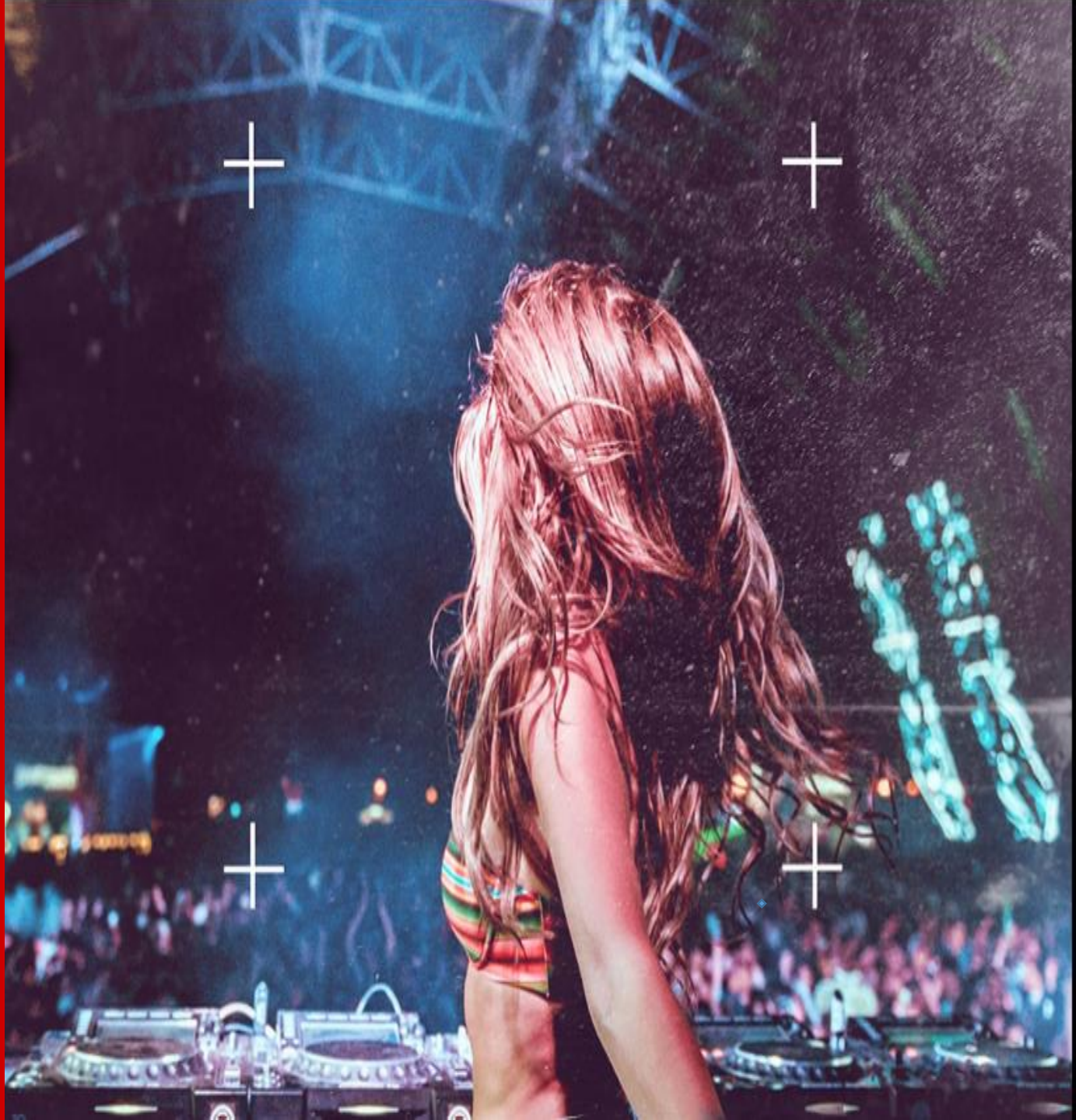
CMVA

**The 8th Annual Carolina
Music Video Awards**

August 31, 2024
Booth Playhouse Theater



BLUMENTHAL
PERFORMING ARTS



OUR MISSION

“TO USE OUR PLATFORM TO INFLUENCE POSITIVITY IN THE WORLD THROUGH MUSIC
AND VISUAL PERFORMANCE.”



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The 8th Annual Carolina Music Video Awards Show

Dear Potential Sponsor,

We would like to cordially invite you to our 8th Annual Carolina Music Video Awards on August 31st at the Booth Playhouse in Charlotte, North Carolina. It will be hosted by Queen City News Anchor Kaci Jones, 102.5FM's very own Jknow Truth and K97.5FM's very own Royal Tea. The music will be brought to you by DJ T.O. This event has become Carolina's signature entertainment awards show that celebrates the art of music videos from independent/national mainstream music artists. On behalf of the Carolina Music Video Awards partners and board we ask that you give consideration to securing one of this year's sponsorship opportunities. For additional information, please feel free to contact us by email at Cmva107.5FM@gmail.com



Event Itinerary

<http://WWW.CMVA1075FM.COM>

DOORS OPEN FOR VIP GUEST

AWARDS CEREMONY

RED CARPET BEGINS

COLLEGE COMPETITION

3:30PM	6:30PM
4:00PM	8:00PM



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The She Can Foundation

The Carolina Music Video Awards LLC has partnered with the She Can Foundation for the 8th Annual Carolina Music Video Awards.

The She Can Foundation, Inc is a 501c3 non-profit organization that fuels economic growth by identifying, certifying, and facilitating women owned business through training, mentorship, and financial opportunities. The She Can Foundation's mission is to create opportunities, foster empowerment, and provide essential resources to women entrepreneurs. Together, we can build a world where every woman thrives.





Music BY: DJ T.O.



In 2015, DJ T.O. joined iHeartRadio as a Mixshow DJ for WXBT 100.1 The Beat. In 2016 after the success of her daily lunch break mix and weekend mixes, DJ T.O. joined RadioOne as a Mixshow Coordinator and Radio Personality for WQNC 92.7 The Block (Now 102.5 The Block).

From then to now, T.O. has also served as a Mixshow DJ on K97.5 in Raleigh, NC, 105.1 The Block in Tuscaloosa, AL, Wynn 106.3 in Florence, SC, 94.1 The Beat in Savannah, GA, 99.3 The Box in Charleston, SC and SiriusXM FLY Channel 47. She currently mixes on 100.1 The Beat in Columbia, SC and 105.1 The Block in Tuscaloosa, AL. DJ T.O. has also been a featured guest DJ on the Rickey Smiley Morning Show.



College Competition

The Carolina Music Video Awards will be introducing a new category entitled, “The Best College Music Video” and it will be featured in our college competition segment. This new segment will feature Johnson C Smith University.

The students participating in the competition will compete for “The Best College Music Video” title. Each student will represent their school to create the best college music video. After the music videos are submitted it will be judged by our committee. Once the committee has reviewed the music videos they will select the winner of “The Best College Music Video” and the winner will be announced at the awards ceremony. The winning student or students will receive a scholarship.





This year's confirmed hall of fame recipients and special guests for the 8th Annual Carolina Music Video Awards Show are:

- Charles Whitfield
- Actor Daryl “Chill” Mitchell
- Dj Skillz
- Paradise Grey
- Melinda Santiago
- Savanna Harmon
- Caleb Wolfe
- XLNC Dance Studio

More recipients will be announced.





Savanna Harmon
National Recording Artist

Jknow Truth
Radio Personality

Kaci Jones
News Anchor

RoyalTea
Radio Personality

Caleb Wolfe
National Recording Artist



AUDIENCE

WHAT AUDIENCE WILL BE ATTENDING THIS EVENT?

GENDER



FEMALE - 57%

MALE - 43%

AGE



18-34 - 87%

34+ - 13%

WHAT DOES IT MEAN TO SPONSOR THIS EVENT?

**YOU'RE COMMITTED TO GROWING YOUR
BRAND AWARENESS, MAINTAINING
RELEVANCE WITH YOUNG ADULTS, &
GAINING CLIENTELE FOR YEARS TO COME.**

**YOU'RE JOINING US TO PROMOTE A
POSITIVE, RESPONSIBLE, HEALTHY, AND
FUN LIFESTYLE!**

**YOUR COMPANY IS A CREATOR. A CREATOR
OF FUN AND SAFE ENVIRONMENTS FOR
ALL TO ENJOY RESPONSIBLY.**

SPONSORSHIP OPTIONS

RED CARPET

LOGO ON STEP + REPEAT/RED CARPET BACKGROUND.

LOGO ON BOTTOM OF EVENT FLYER.

ALCOHOL

LOGO ON 21+ WRISTBANDS.

SPONSORED DRINK OF THE NIGHT.

LOGO PLACEMENT ON ALL BEVERAGE CUPS.

LOGO ON BOTTOM OF EVENT FLYER.

VIP LOUNGE

LOGO EXCLUSIVELY PLACED AROUND THE VIP LOUNGE.

LOGO ON STEP + REPEAT/RED CARPET BACKGROUND.

LOGO PLACED ON VIP WRISTBANDS.

VIP TABLE SECTION FOR COMPANY USE.

LOGO ON BOTTOM OF EVENT FLYER.

PREMIER SPONSOR

“PRESENTED BY” ON FLYER AND ALL PROMOTIONAL MATERIALS.

LOGO PLACEMENTS THROUGHOUT THE EVENT & ON ALL PROMOTION MATERIALS.

(FLYER, PROMO VIDEOS, RADIO COMMERCIAL, & MORE.)

EXCLUSIVE COMPANY ACCESS & HOSPITALITY.

CORPORATE ANNOUNCEMENT / INTRODUCING HEADLINING ACT.



PREMIER SPONSORSHIP BENEFITS
LISTED BELOW

PLATINUM SPONSOR

\$20,000

EXCLUSIVE COMPANY ACCESS

10 COMPLEMENTARY ALL ACCESS PASSES TO THE EVENT,
EXCLUSIVE COMPANY MEET & GREET WITH THE ARTISTS
PHOTO OPPORTUNITIES WITH THE ARTISTS.

A PRIVATE DESIGNATED VIP SECTION AT THE EVENT.
PRIVATE VIP ENTRANCE.

BRAND REACH

400+ TOTAL EXPECTED ATTENDANCE

CELEBRITIES AND TOP FIGURES ALIKE WILL BE POSTING
ABOUT THIS EXCLUSIVE EVENT TO THEIR HUNDREDS OF
THOUSANDS OF COMBINED FOLLOWERS.

SOCIAL MEDIA CAMPAIGNS WILL BE USED TO TARGET
OUR AUDIENCE ON FACEBOOK, INSTAGRAM, SNAPCHAT,
TWITTER, GOOGLE ADS, SPOTIFY, ETC.

WE WILL RUN SOCIAL MEDIA CAMPAIGNS ON ALL OF THE PERFORMING
ARTISTS SOCIAL MEDIA PLATFORMS.

DATA COLLECTION & POTENTIAL CLIENTELLE GROWTH

CUSTOMERS EMAILS, PHONE NUMBERS, AGE RANGE, GENDER, ETC. WILL BE GATHERED THROUGH OUR OPERATING SYSTEMS, TICKET SELLING WEBSITE, AND SOCIAL MEDIA INTERACTION CAMPAIGN (TICKET GIVEAWAYS, ETC.)

EVENT INTERACTION

DURING THE EVENT WE WILL DISPLAY A MESSAGE POWERED BY OUR SPONSORS.
(WE WILL CREATE A COMMERCIAL CLIP TO BE PLAYED ON THE BIG SCREEN FOR ALL TO SEE.)

WE WILL BRING A COMPANY REPRESENTATIVE ON STAGE TO THANK EVERYONE IN ATTENDANCE.

MERCHANDISE AND GIFT GIVEAWAYS TO AUDIENCE POWERED BY OUR SPONSOR.

CREATIVE FREESTYLE

GET CREATIVE! TELL US HOW YOU SEE YOUR COMPANY FITTING INTO OUR AMAZING EVENT.

TICKET GIVEAWAYS FROM SPONSOR'S SOCIAL MEDIA PLATFORMS WILL DRIVE TRAFFIC AND CREATE A LARGER SOCIAL NETWORK.

SILVER SPONSOR

\$10, 000

**5 COMPLIMENTARY ALL ACCESS PASSES TO THE
EVENT VIP SEATING RED CARPET VIP ACCESS.**

BRAND REACH

400+ TOTAL EXPECTED ATTENDANCE

**CELEBRITIES AND TOP FIGURES ALIKE WILL BE POSTING
ABOUT THIS EXCLUSIVE EVENT TO THEIR HUNDREDS OF
THOUSANDS OF COMBINED FOLLOWERS.**

**SOCIAL MEDIA CAMPAIGNS WILL BE USED TO TARGET
OUR AUDIENCE ON FACEBOOK, INSTAGRAM, SNAPCHAT,
TWITTER, GOOGLE ADS, SPOTIFY, ETC.**

**WE WILL RUN SOCIAL MEDIA CAMPAIGNS ON ALL OF THE PERFORMING
ARTISTS SOCIAL MEDIA PLATFORMS.**

PREMIER SPONSORSHIP BENEFITS

COMPANY LOGO PLACEMENT

+ ALL MARKETING MATERIALS

DIGITAL & PHYSICAL FLYERS/POSTERS, RADIO & SOCIAL MEDIA COMMERCIALS, FREE FAN MERCHANDISE (T-SHIRTS).

× **EVENT RECAP VIDEOS**
PUBLISHED EVENT PHOTOS.

GOLD SPONSOR

\$5, 000

3 COMPLIMENTARY ALL ACCESS PASSES TO THE EVENT VIP SEATING RED CARPET VIP ACCESS.

BRAND REACH

400+ TOTAL EXPECTED ATTENDANCE

CELEBRITIES AND TOP FIGURES ALIKE WILL BE POSTING ABOUT THIS EXCLUSIVE EVENT TO THEIR HUNDREDS OF THOUSANDS OF COMBINED FOLLOWERS.

SOCIAL MEDIA CAMPAIGNS WILL BE USED TO TARGET OUR AUDIENCE ON FACEBOOK, INSTAGRAM, SNAPCHAT, TWITTER, GOOGLE ADS, SPOTIFY, ETC.

WE WILL RUN SOCIAL MEDIA CAMPAIGNS ON ALL OF THE PERFORMING ARTISTS SOCIAL MEDIA PLATFORMS.



THIS EVENT WILL BE PROFESSIONALLY PRODUCED
AND BROADCASTED THROUGH PARTNER CHANNELS.

BENEFIT:

THE PREMIUM SPONSORS LOGO WILL BE PLACED
ON OUR LIVESTREAM TO GAIN ADDITIONAL
EXPOSURE AT THIS EXCLUSIVE EVENT!



Thank You

Cammy Polite 

704-963-0038 

Cmva107.5fm@gmail.com 

CMVA107.5FM 