



## Fla.vor Fest Sponsorship 2008

Conference sponsorship is an enormous opportunity for your organization to support the training efforts associated with one of the premier urban Hip-Hop conferences held annually in the USA – Fla.vor Fest! Flavor Fest allows for associated organizations/vendors the opportunity to “market” their endeavors to our unique audience of key urban influencers that attend our conferences. Sponsorship opportunities are available for the national conference in Tampa, FL.

### About Fla.vor Fest

The vision for Fla.vor Fest began to unfold in 1999 as our team experienced enormous request from individuals seeking training and resources to reach out to those influenced by urban/hip-hop culture. Crossover’s ministry experienced an influx of calls, emails and visits from individuals from around the country. They began hearing about our ministry through Urban D.’s (Pastor Tommy) first national CD release, “The Missin’ Element.” The CD brochure provided pictures and information about the Hip-Hop Youth Ministry. Our team attempted to accommodate all the requests, however, that alone couldn’t teach individuals or answer all their questions. God began to birth the vision for Crossover to host a conference to focus on reaching the culture.

The first Fla.vor Fest was launched in November of 2000. Our mission statement is “To train, network and resource emerging leaders to impact hip-hop culture for Christ.” The conference targets pastors, youth pastors, church planters, youth and church leaders, and artists. Fla.vor Fest has become one of the largest, well known events in the Christian Hip-Hop Community. Over 10,000 people have been a part of the event over the years. Several TV stations, newspapers, websites and magazines have done exclusive reports about the Fest. The INSP (Inspiration) Network sent their Steelroots crew to capture live footage for their TV Shows. Jaq Thomas, Marketing Director for Steelroots, was quoted by The Tampa Tribune saying, “Tommy is a true pioneer in every sense of the word. He has set a standard, pushed it out there, and now the world is paying attention. Last year the show’s producers spent \$35,000 to film Fla.vor Fest. We’re willing to spend that kind of money because it is an awesome conference. A lot of people are being changed by this ministry.”

Steelroots also partnered with Crossover to produce two double discs DVD sets (vol. 1 & 2) along with a compilation CD to accompany it. All three DVD projects were nationally distributed producing sales in the thousands for each DVD project. Urban D. also hosted the TV Show “Fla.vor Fest Hip-Hop Series” on INSP and I-Life that ran for several seasons.

Crossover Church’s purpose statement is to reach the Tampa Bay community and to also provide training, resources and guidance for other leaders reaching out to those influenced by Hip-Hop culture. Fla.vor Fest is a major launching pad for fulfilling the second part of our ministry’s purpose.



Flavor Fest continues to hear reports from ministries who have attended the conference and implemented things they've learned at the Fest. The diversity of these places ranges from New York City to Kentucky to Indian Reservations to overseas. It's been exciting to watch the movement grow as several churches around the country have now been planted with a similar focus as Crossover. In addition community outreach programs, after school programs, and existing youth ministries have all been strengthened through the training. Each year the conference has grown in numbers, organization, sponsorship, and solid training.

Flavor Fest is now a nonprofit organization as it expands to an international level and builds relationships with foundations and donors that have like-minded goals. The future of Flavor Fest is expanding well beyond the home base of Crossover. Our team realized that many people couldn't always make it down to Tampa, so we're strategically taking the Fest training and experience to a city near them. 2007 was our first "Flavor Fest Summit" in Chicago. Each year Flavor Fest plans on adding an additional city as we partner with host-churches in specific regions around the country. The future is incredibly bright as we continue to train, network and resource leaders and churches around the country and beyond as they reach a lost people group for Christ.

## About Flavor Fest Sponsorship

Flavor Fest sponsorship includes everything from key conference literature to major session and meal functions. Sponsorship packages offer exhibiting discounts, complimentary registrations, acknowledgement in major publications and much more. The Flavor Fest '08 Sponsor Program and Specialty Promotions offers corporations, agencies, broadcasters, vendors, ministries, churches and individuals an unsurpassed opportunity to be associated with one of the premier events in urban training for the urban leaders, youth workers and artists.

Each sponsor agreement is for one year only. Newly developed sponsor opportunities are offered on a first-come first-served basis. Those who have inquired about sponsorship or who are on a waiting list are notified first. Organizations/vendors are not limited to a set number of sponsorships. Please read over the following opportunities and contact [lily@flavorfest.org](mailto:lily@flavorfest.org) to reserve your sponsorship today.

### Did You Know...?

A sponsorship at FlavorFest can increase traffic at your exhibit booth by up to 104%.\* What a return on your investment!

\* Source: Center for Exhibition Industry



## PLATINUM LEVEL SPONSORSHIPS

Included in all Platinum Level Sponsorships:

- Sponsorship acknowledgement in the conference promotion magazine: S.O.U.LMAG. The S.O.U.LMAG is nationally distributed through Ingram Periodicals and has a readership of over 20,000 per issue.
- Listing in special "Thank You" ad [flavorfest.org](http://flavorfest.org), [flavoralliance.com](http://flavoralliance.com) and [crossoverchurch.org](http://crossoverchurch.org) with link to your organization's website. These websites received a combined total of over 4 million hits in 2007.
- Organization name projected on big screens around the campus along with other sponsors.
- Four complimentary full-registrations.\*
- One complimentary "one-table" exhibit space for use by your organization only.
- First right of refusal to sponsorship in the following conference year for the Fla.vor Fest '09 conference.\*

(\*Sponsor benefits, including event material distribution, are acceptable only to the Fla.vor Fest approved sponsor. Sponsors may not allow other organizations/vendors to "piggy-back" on their sponsorship with additional material distribution. Fla.vor Fest staff must approve any sponsorship turnover.)



ITEM   SPONSOR   COST
<p>Stage Naming Rights   TBD   Tampa \$5,000</p> <p>Flavor Fest Tampa will have two separate stages that will run both Friday and Saturday Nights. Both areas hold about the same amount of people and the lineup of artists will be of equal popularity. This sponsorship will brand that stage with your company's name in all promotion and in our magazine. The company will also be granted to hang banners in certain areas around the front of the stage. Announcements made throughout the night will also brand the stage name. The company's logo will appear on the screens at a few different points throughout the night and the company can provide a 3-minute video promoting their company, which will run once each night. The company will also get a booth in the vendor's area to distribute material. 2007 Stage sponsors were Regions Bank and the Elmentz of Life program from American Bible Society.</p>
<p>Saturday Night Concert   TBD   Tampa \$3,000</p> <p>This concert at the conference – is one of the anchor points of our conference. This session will feature one of our keynote artist and attracts the largest crowd during the conference. In addition to the benefits that go with this level of sponsorship, the sponsor will also be given 5 minutes within the program for a video presentation concerning their organization, exclusive rights for material distribution and two reserved rows of seats with 10 complimentary tickets for your guests [note guest passes will only be good for this session ONLY – not the remainder of the conference].</p>
<p>Fla.vor Fest T-Shirts   TBD   Tampa \$2,000</p> <p>Each conference attendee receives a Fla.vor Fest T-Shirt as part of their registration. Our graphic design team always produces an attractive shirt that you'll see people throughout the weekend wearing. This is always a favorite of our conference attendees as alumni frequently even wear their shirts from past years at the conference. Your company will have your logo and website in a prominent position on the back of the shirt.</p>



ITEM   SPONSOR   COST
Saturday Afternoon Session   TBD   Tampa \$1,500
<p>This is a general session at the conference – one of the anchor points of our conference. This session will feature one of our Keynote speakers and will bring some of our best artists featured during the conference. In addition to the benefits that go with this level of sponsorship, the sponsor will also be given 5 minutes within the program for a video presentation concerning their organization, exclusive rights for material distribution at each chair and reserved seating with 10 complimentary tickets for your guests [note guest passes will only be good for this session ONLY – not the remainder of the conference].</p>
Fla.vor Fest DVD   TBD   \$2,000
<p>Throughout the conference our media production team captures the spirit and activities of the conference on video. A Fla.vor Fest Highlight DVD will be produced and nationally distributed. Four volumes of the DVD have already been distributed that have sold over 10,000 copies combined. You will be allotted a 3-minute commercial to be included on the DVD. In addition to the benefits that go with this level of sponsorship, the sponsor will be credited at the end of the video as sponsor of the video with your logo and contact information.</p>
Friday Afternoon Session   TBD   Tampa \$1,500
<p>These general sessions at the conference – are anchor points of our conference. These sessions feature keynote speakers and will bring some of our best artists featured during the conference. In addition to the benefits that go with this level of sponsorship, the sponsor will also be given 5 minutes within the program for a video presentation concerning their organization, exclusive rights for material distribution at each chair and reserved seating with 10 complimentary tickets for your guests [*note guest passes will only be good for this session ONLY – not the remainder of the conference].</p>



## GOLD LEVEL SPONSORSHIPS

Included in all Gold Level Sponsorships:

- Prominent listing in official conference magazine – S.O.U.LMAG that is nationally distributed through Ingram Periodicals and has over 20,000 readers per issue.
- Listing in special “Thank You” ad on [flavorfest.org](http://flavorfest.org), [flavoralliance.com](http://flavoralliance.com) and [crossoverchurch.org](http://crossoverchurch.org) with your Organization name and logo on [flavorfest.org](http://flavorfest.org) website with link to your organizations’ website.\* In 2007 these websites received a combined total of over 4 million hits.
- Organization name projected on screens around campus at event along with other sponsors.
- Two complimentary full-registrations.\*
- \$100 discount on a “one-table” exhibit space for use by your organization only.
- First right of refusal to sponsorship in the following conference year for the Fla.vor Fest ‘09\*

(\*Sponsor benefits, including event material distribution, are acceptable only to the Fla.vor Fest-approved sponsor. Sponsors may not allow other organizations/vendors to “piggy-back” on their sponsorship with additional material distribution. Fla.vor Fest must approve any sponsorship turnover.)



ITEM   SPONSOR   COST
Saturday Lunch   TBD   Tampa \$3,000
The Saturday lunch is for all fully registered conference attendees. Sponsor at this event may use signage. Sponsor has the exclusive rights to the material distribution at each table and 10 complimentary lunch tickets for your guests [note guest passes will only be good for this meal - not the remainder of the conference]. Additionally a table will be setup for any your use for any additional information concerning your organization - TV, video, etc. may be used at this table. [Sponsor to provide own equipment.]
Saturday Night Concert   TBD   Tampa \$2,500
This is one of two late night concerts featuring our best artists. In addition to the benefits that go with this level of sponsorship, the sponsor will also be given 3 minutes within the program for a video presentation concerning their organization, exclusive rights for material distribution at each seat and 10 complimentary tickets for your guests [note guest passes will only be good for this concert ONLY - not the remainder of the conference].
Friday Lunch   TBD   Tampa \$3,000
The Friday lunch is for all fully registered conference attendees. Sponsor at this event may use signage. Sponsor has the exclusive rights to the material distribution at each table and 10 complimentary lunch tickets for your guests [note guest passes will only be good for this meal - not the remainder of the conference]. Additionally a table will be setup for any your use for any additional information concerning your organization - TV, video, etc. may be used at this table. [Sponsor to provide own equipment.]



ITEM   SPONSOR   COST
Friday Night Concert   TBD   Tampa \$2,000
This is one of two late night concerts featuring our best artists. In addition to the benefits that go with this level of sponsorship, the sponsor will also be given 3 minutes within the program for a video presentation concerning their organization, exclusive rights for material distribution at each chair and reserved seating with 10 complimentary tickets for your guests [note guest passes will only be good for this concert ONLY – not the remainder of the conference].
S.O.U.LMAG Magazine   TBD   \$3,000
This is the official magazine and guide to Fla.vor Fest '08 and provides a complete overview of all sessions along with a list of all exhibitors, etc. Sponsor receives inside front cover (2-page spread) for an ad with organization information – full color. Sponsor provides “camera” ready ads for each page. Our team will send you spec details for the ad.
Neck Cords   TBD   Tampa \$1,500
Fla.vor Fest will produce and distribute these very popular badge neck cords with your organization’s name and Fla.vor Fest '08 to all registrants.



## SILVER LEVEL SPONSORSHIPS

Included in all Silver Level Sponsorships:

- Prominent listing in official conference magazine – S.O.U.LMAG that is nationally distributed through Ingram Periodicals and has a readership of over 20,000 per issue.
- Listing in special “Thank You” ad at [flavorfest.org](http://flavorfest.org), [flavoralliance.com](http://flavoralliance.com) and [crossoverchurch.org](http://crossoverchurch.org) with your Organization name and logo and a link to your organization’s website.\* In 2007 these websites received a combined total of over 4 million hits.
- Organization name projected on big screens around the campuses along with other sponsors.
- One complimentary full-registration.\*
- \$50 discount on a “one-table” exhibit space for use by your organization only.
- First right of refusal to sponsorship in the following conference year for the

Fla.vor Fest ‘09 conference.\*

(\*Sponsor benefits, including event material distribution, are acceptable only to the Flavor Fest-approved sponsor. Sponsors may not allow other organizations/vendors to “piggy-back” on their sponsorship with additional material distribution. Flavor Fest must approve any sponsorship turnover.)



ITEM   SPONSOR   COST
Conference Binders   TBD   Tampa \$2,000
The binders provide a useful service to the conference and attendees in addition to gaining added exposure through this unique sponsorship. Fla.vor Fest will produce the artwork to go in the binders. Your company's logo will have a prominent position on the cover along with your website. Sponsor provides camera-ready logo for use on the binders. Each attendee receives a binder in their bag so they can store all the workshop notes and brochures they receive throughout the conference.
Conference Bags   TBD   Tampa - \$1,500
Every conference attendee receives a Fla.vor Fest conference bag with magazines, CD's, and resources. Every year this bag is a favorite of the attendees as it contains a great deal of valuable items. The bags will have your company's logo printed on it along with the Fla.vor Fest logo.
Conference Bag Material Placement   TBD   Tampa \$1,500
Every conference attendee receives a Fla.vor Fest conference bag with many valuable resources. Every year this bag is a favorite of the attendees. Your company can play a brochure, magazine, DVD, or CD promoting what you're about. This item does have to get approved by the Fla.vor Fest staff.
Green Room   TBD   Tampa \$1,500
This location is the center of the activity for all our program participants during the general sessions. The various speakers and artists use the Green Room as a base during their time at Fla.vor Fest. You may have one staff person present in the Green Room to answer questions in regard to your organization and connect with the V.I.P.'S.
Conference Pens   TBD   \$1,000
Each conference attendee will also get a Fla.vor Fest pen in their conference bags as each workshop gives out handouts for note taking. Your company's logo and website will also be featured on the pens.