

Sponsorship Information – Spring 2016
NONI Tour | (213) 267-4714 | sanguineprs@gmail.com

NOW OR NEVER

★ ★ INDIE TOUR ★ ★

WITH PERFORMANCES BY

FASHAWN • EVIDENCE • LOCKSMITH • FLAWLESS
R-MEAN • YOUNG KASPER • HALOW

MARCH 2016

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Los Angeles, CA, February 11, 2016 — The Now or Never Indie Tour is bringing together Evidence of Dilated Peoples, Fashawn of Mass Appeal and Teambackpack affiliates Locksmith and Flawless as well as Pentagon Records' R-Mean to perform at 15 showcases across the West Coast and Central US as well as SXSW 2016. Bridging the gap between underground and mainstream hip hop by releasing a series of mini-movies documenting the journey taken by respected hip hop artists on the road and inspired by Jay Z's "Hard Knock Life Tour" and his classic "Backstage" documentary, the Now or Never Indie Tour will share the underground hip hop community's behind the scenes stories with a mainstream audience.

Filmed by Redeye Movies and sponsored by BREAL.TV, Skydiver's Club, Sanguine PR and "Ready Set Impact," a global multi-media firm located in Hollywood, CA, the tour officially kicks off in Los Angeles on March 10th and ends on March 28th. The series, documentary and soundtrack will give viewers a glimpse into the lives of 5 highly respected headlining hip hop artists, some extremely successful while others are on the brink of mainstream success with or without a label, and will inspire a much needed dialogue on what it means to be hip hop.

Visit us:

www.twitter.com/noworneverindie

www.instagram.com/noworneverindietour

Event Sponsors:



*Skydivers
Club*

SANGUINE & PR

2016 Sponsor

As a sponsor of the NONI Tour, you would have a key profile with our supporters and audience while exclusively supporting the hottest brands in the region.

Sponsorship Package

I invite you to refer to the Sponsorship Packages described on **Page 6. I hope you will join us in making the 2016 NONI Tour an unforgettable one.**

NONI Tour Event Details:

Hosted by: Ready Set Impact

Cities: San Francisco, Oakland, Seattle, Vegas, Phoenix, Austin, Houston, Dallas, Colorado Springs, Denver, San Diego, Orange County, Los Angeles

Locations: Described on **Page 5**

Attendees: Targeting 500-1200 Attendees (Depending on City)

Demographics: 55% Men / 45% Women, Ages 21+ (21-35 peak)

Admission: \$20 tickets | Press, Media & VIPs: Free

Media Sponsorships are a great way to cross promote. Sponsorships allow us to expand the exposure of our event. Here are some examples on what you could offer for a sponsorship.

- . Newspaper Article or Newspaper Advertisement Space
- . Magazine Article or Magazine Advertisement Space
 - . TV: Guest Appearance or Advertisement space
 - . Radio: Guest Appearance or Advertisement space
 - . Blog Posts/Feature Website Advertisements
 - . Blogger Website Advertisements (min 150x150)
 - . E-Newsletters Advertisements/Mentions/Features
 - . Complimentary Booth or presence at related event
- . Social Media mentions (Twitter/Instagram/Facebook)
 - . Swag Bag contribution (at other events)
 - . Other (please describe)

Please submit your media proposal to sanguineprs@gmail.com for a complete form so we may determine which category your proposal best fits. Please include values of your proposal (if available).

2016 Tour Dates and Locations

1. San Francisco – March 11

Venue Capacity: 750

2. Oakland – March 12

Venue Capacity: 500

3. Seattle – March 13

Venue Capacity: 750

4. Las Vegas – March 14

Venue Capacity: 750

5. Phoenix – March 15

Venue Capacity: 500

6. Austin - March 17 - 19

Venue Capacity: 1000

7. Houston - March 20

Venue Capacity: 650

8. Dallas - March 21

Venue Capacity: 500

9. Colorado Springs - March 23

Venue Capacity: 500

10. Denver - March 24

Venue Capacity: 400

11. San Diego - March 26

Venue Capacity: 1200

10. Orange County - March 27

Venue Capacity: 1000

10. Los Angeles - March 28

Venue Capacity: 500

Our sponsorship packages as described below:

Presenting Sponsor Platinum Package - \$10,000:
NONI Tour 2016

- Inclusion in all press material as presenting sponsor.
- Logo prominently featured in Now or Never Indie Tour Documentary, Soundtrack and Mini-Series Live-Streamed through Breal.TV.
 - Logo prominently featured on Now or Never Indie Tour official step and repeat backdrop at 15 shows across the West Coast and Central US.
 - Social media mentions in all promotional posts.
 - Professional images from tour with captions and links to your site.
- Logo placement on VIP swag bags as well as promotional material inside swag bags.

Vendor Sponsorship Package - \$3,000:
NONI Tour 2016

- Exclusive 6' Sponsor Table (with pleated skirt) in prime location near front of venue.
 - Scheduled Media and Photo Opportunity at the event.