



INSPIRED BY PURPOSE INC PRESENTS

AN EVENING WITH EBONY & FRIENDS



BET AWARDS WEEKEND



A *N EVENING WITH EBONY & FRIENDS*

“An Evening with Ebony & Friends is inspired by entertainment mogul Ebony Archer of Inspired By Purpose Inc. This event will take during the BET Awards weekend on June 24th, 2016 in Los Angeles. The show will be hosted by celebrity actor, Dennis White, (known for he role D Roc from Notorious, the movie) and feature Allegro Thomas (the sister of Yolanda Adams) and Big Mike of Day 26. It will also feature indie artist from the Los Angeles area.

The mission of the event is to not only celebrate the newly released EP of Ebony Archer (The Sounds of Ebony) but to also empower, inspire and motivate the audience through positive music and entertainment. This will be an innovative way to display the entertainment culture in a new light.

However, the main purpose of this event is to service as a fundraiser for the Empower The Entrepreneur Within Global Music Tour in 2017.

An Evening With Ebony & Friends will light up the atmosphere at the Courtyard By Marriott LA Live at 6pm with its live performances, guest magazines, entertainment, bloggers and YOU.





EBONY ARCHER

MASTERMIND BEHIND THE EVENT



ABOUT EBONY ARCHER (IBP)

Since the early age of four, she started singing in her church where her gift was discovered. In the year of 2000, Ebony joined Walt Whitman and the Soul Children of Chicago at the age of eight. With this group, Ebony has sung in front of audiences of ranging numbers and has shared the stage with many famous names in the industry such as Yolanda Adams, R. Kelly, Celine Dion, Nick Carter, and the list continues. In the year of 2001.

Ebony Archer was featured in R. Kelly's video, "The World's Greatest". In the year of 2012, Ebony was the runner up in the national anthem competition for "Black Girls Run" with over 40,000 votes. Through the musical experiences, vocal training, and learning how to have great stage presence; it has molded Ebony into a gifted singer and because of her inspiring voice, she is now known as the "Inspirer"

Overcoming bullying, homelessness and depression as a child, Ebony Archer is a true testament of how your past does not define your future. At the age of 23, Ebony is a Certified Motivational Speaker, Entertainment Mogul, Entrepreneur and Published Author.

However, Ebony wanted to change the scope of the entertainment industry by creating positive platforms to empower and inspire others. With this in mind, Ebony formed Inspired By Purpose Inc. in 2013, IBP is an entertainment corporation that uses the outlets of music, entertainment and media to spread the message of inspiration.

As a BBB accredited business, IBP plans to take the entertainment industry by storm by the guidance of Ebony Archer.

Ebony's ultimate goal is to use her gifts, talents and outlets to positively impact the lives of others. With her positive influence, this is why there are so many that call her "The Inspirational Icon"

Why JOIN US?



YOU SHOULD BECOME INVOLVED BECAUSE:

- 1) THE EVENT WILL TAKE PLACE DURING THE BET AWARD WEEKEND, WHICH WILL BRING EXPOSURE TO YOUR BRAND/COMPANY.
- 2) IT IS AN INNOVATIVE WAY TO EXPERIENCE POSITIVE MUSIC
- 3) THE OPPORTUNITY TO NETWORK WITH OTHER LIKE MINDED INDIVIDUALS.

HOW CAN YOU BECOME
INVOLVED?

BE A FEATURED ARTIST

BE A VENDOR

BE A MONETARY SPONSOR

BE A MEDIA SPONSOR

BE A SWAG CONTRIBUTOR

RED CARPET OPPORTUNITY



Become **a sponsor** OR PARTICIPANT

There are many benefits of becoming a sponsor or participant in this event. On the next pages, are different descriptions of the sponsorship and participant levels.

SPONSORSHIP LEVELS

PLATINUM SPONSOR (\$2000)

RESTRICTED TO 2 NON COMPETING ORGANIZATIONS

- 2 COMPLIMENTARY VIP TICKETS
- 1 COMPLIMENTARY TABLE IN A PREMIER LOCATION
- 1 FULL-PAGE AD IN EVENT PROGRAM
- COMPANY MENTIONED IN ALL EVENT ADVERTISING, PRESS RELEASES AND
- PROMOTIONAL MATERIALS
- LARGE WEB BANNER AND LINK TO SPONSOR WEBSITE
- PROMOTIONAL ITEMS GIVEN AWAY AT EVENT (PROVIDED BY SPONSOR)
- COMPANY INTRODUCED AND MENTIONED DURING EVENT
- COMPANY MENTIONED ON SOCIAL NETWORKING SITES
- SPONSOR CARDS AT EACH TABLE
- FULL PAGE AD IN THE BELIEF MAGAZINE

SILVER SPONSOR (\$1500)

RESTRICTED TO 2 NON COMPETING ORGANIZATIONS

- 1 COMPLIMENTARY VIP TICKET
- 1 COMPLIMENTARY TABLE IN A PREMIER LOCATION
- 1 HALF-PAGE COLOR AD IN EVENT PROGRAM
- COMPANY MENTIONED IN ALL EVENT ADVERTISING, PRESS RELEASES AND
- PROMOTIONAL MATERIALS
- SMALL WEB BANNER AND LINK TO SPONSOR WEBSITE
- COMPANY INTRODUCED AND MENTIONED DURING EVENT
- COMPANY MENTIONED ON SOCIAL NETWORKING SITES
- SPONSOR CARDS AT EACH TABLE
- HALF PAGE AD IN THE BELIEF MAGAZINE

SPONSORSHIP LEVELS

GOLD SPONSOR (\$750)

RESTRICTED TO 5 NON COMPETING ORGANIZATIONS

- 2 GENERAL EVENT TICKETS
- 1 QUARTER PAGE AD IN EVENT PROGRAM
- COMPANY MENTIONED IN ALL EVENT ADVERTISING, PRESS RELEASES AND PROMOTIONAL MATERIALS
- WEBSITE LINK ON WEBSITE
- COMPANY MENTIONED ON SOCIAL NETWORKING SITES
- QUARTER PAGE AD IN THE BELIEF MAGAZINE

BRONZE SPONSOR (\$500)

RESTRICTED TO 10 NON COMPETING ORGANIZATIONS

- 1 GENERAL EVENT TICKET
- COMPANY MENTIONED IN ALL EVENT ADVERTISING, PRESS RELEASES AND PROMOTIONAL MATERIALS
- WEBSITE LINK ON WEBSITE
- COMPANY MENTIONED ON SOCIAL NETWORKING SITES
- BUSINESS CARD AD IN THE BELIEF MAGAZINE

VENDOR (\$175)

- ONE 6X6 TABLE
- TWO CHAIRS
- LISTED ON THE WEBSITE

GIFT BAG CONTRIBUTOR (\$100)

- BUSINESS CARDS, FLYERS, ETC. PLACED IN 100 GIFT BAGS AT THE EVENT
- LISTED ON THE WEBSITE

MEDIA SPONSORSHIP

BECOME A MEDIA SPONSOR FOR THE EVENT. WE ARE
LOOKING FOR BLOGGERS, RADIO STATION, TV,
MAGAZINES, ETC. TO BECOME MEDIA SPONSOR YOU
WILL HAVE TO:

- PROMOTE THE EVENT ON ALL YOUR SOCIAL MEDIA PLATFORMS
- PROMOTE THE EVENT ON YOUR MEDIA OUTLET
- LIST THE EVENT ON YOUR WEBSITE
- EMAIL BLAST THE EVENT TO YOUR FOLLOWERS
- THE EVENT INFORMATION LISTED ON YOUR WEBSITE

BENEFITS:

- INCLUDED ON ALL PROMOTIONAL MATERIALS IN THE EVENT
- INCLUDED IN THE PRESS RELEASE FOR THE EVENT
- LISTED ON OUR WEBSITE
- TWO COMPLIMENTARY TICKETS TO DO MEDIA COVERAGE FOR THE EVENT
- LISTED IN OUR PROGRAM BOOKLET FOR THE EVENT

SHOWCASE OPPORTUNITY

WE ARE NOW LOOKING FOR INDIE ARTIST,WHO LIKE
TO PERFORM DURING THE EVENT.

PERFORMANCE FEE: \$300

- INCLUSION ON ALL PROMOTIONAL MATERIALS
- LISTED ON WEBSITE
- 15 MINUTE PERFORMANCE SLOT
- VENDOR TABLE
- LISTED IN OUR PROGRAM BOOKLET

ADVERTISE IN OUR PROGRAM BOOKLET

DO YOU WANT TO ADVERTISE AT OUR EVENT BUT CANNOT PHYSICALLY BE IN ATTENDANCE? PLACE AN AD IN OUR PROGRAM BOOKLET TO ADVERTISE YOUR BUSINESS OR BRAND WITHOUT HAVING TO BE THERE.

PRICING:

INSIDE FRONT COVER AD

\$400

INSIDE BACK COVER AD

\$400

BACK COVER AD

\$300

FULL PAGE AD

\$200

HALF PAGE AD

\$100

QUARTER PAGE AD

\$75

OTHER PROMO OPPORTUNITIES

MIXTAPE PLACEMENT: \$50

30 SECOND COMMERCIAL PLAYED DURING THE
EVENT: \$125

60 SECOND COMMERCIAL PLAYED DURING THE
EVENT: \$175

WHY BECOME A SPONSOR OR PARTICIPANT?

- BE PROMOTED TO A SOCIAL MEDIA NETWORK OF OVER 10,000 FOLLOWERS
- GET EXPOSURE DURING THE WEEKEND OF THE AWARDS
- INTRODUCE YOUR BRAND TO A WHOLE DIFFERENT AUDIENCE
- CONNECT AND NETWORK WITH INDIVIDUALS WITHIN THE MUSIC & ENTERTAINMENT INDUSTRY



Contact

GENERAL EVENT
INQUIRIES

ADMIN@INSPIREDBYPURPOSEINC.CO