


2020

NVRCH Music Festival: Creating and fulfilling the strategy

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NVRCH Music Festival: Creating and fulfilling the strategy

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NVRCH Music Festival: Creating and Fulfilling the Strategy

By

Honore Washington

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in Partial Fulfillment of the Requirements for Graduation

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Supervising Instructor: _____

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Date: 4-15-20

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Date: 4/27/20

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Date: 5/12/20

NVRCH

MUSIC FESTIVAL

Creating and Fulfilling the Strategy

EMU Honors Senior Project Thesis

**Honore Washington
English Departmental Honors
April 15, 2020**

Table of Contents

Executive Summary	3
Team Profile	4
CASE STUDY	4
Research	5
Objectives	6
Strategy & Tactics	7
PUBLIC RELATIONS	8
Social Media Plan	8
Press Releases & Advisory	12
Posting Schedule	15
Media List	16
Crisis Management Plan	17
MARKETING	29
Marketing Strategy	29
Sponsorship Packet	35
Social Media/Website Display	49
Evaluation	55

Executive Summary

NVRCH's mission is to unite the Eastern Michigan University and surrounding communities together through music, and to commemorate the lives of EMU students cut short. While the title's premise stems from the loss of Jayquon Tillman, the mission of **NVRCH** will be to immortalize these students and represent the chances taken from them to be enriched and to reach their highest potential.

Our Vision To provide EMU students interested in pursuing the art and entertainment industry and several other related career fields with a tangible hands-on work experience. To also integrate different aspects of EMU's student body for one collaborative event.

Our Purpose To create an additional pillar to EMU pride by creating an event that celebrates its students, connects several entities within the surrounding community and generates positive discussion and revenue towards EMU.

Jayquon Tillman

On May 6, 2017 **Jayquon Tillman**, a current junior at EMU, was shot and killed at a party in Ohio. An active student on campus, his death devastated hundreds of EMU students and made a huge impact on his closest friends. A young energetic, determined, visionary, **Jayquon** touched his community in more ways than one. His passion for helping underrepresented communities, youth, and children, was easily noted by everyone he came in contact with. Before graduating from high school at 16 years old, he created a clothing brand entitled, NVRCH. This brand, was not only his way of making his mark within an industry he loved, but represented the struggle, dedication, and grind needed to fulfill his dreams.

Tillman's irreplaceable spirit, infectious drive for success, everlasting legacy and unfilled dreams is the reason why this festival has been named NVRCHFest.



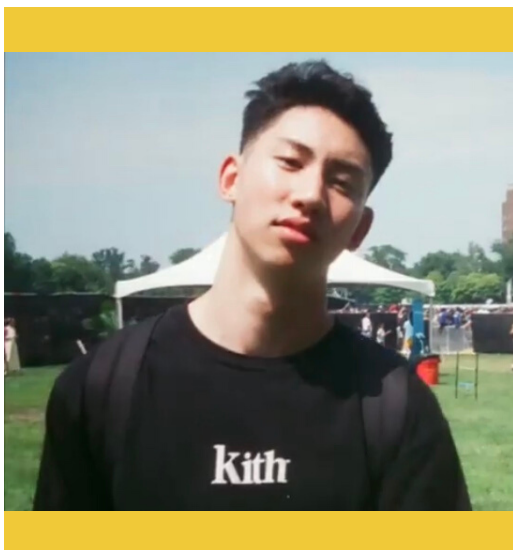
Team Profile



Honore Washington is a graduating senior at Eastern Michigan University, studying Marketing and Public Relations. During NVRCH Festival, she held the position as Head of Marketing and Public relations. Within this role, she was responsible for creating the festival's key business concepts, documents and packets. Along with managing social media, press, and all marketing content.



Clarence Taylor III is a graduate of Eastern Michigan University and a current graduate student within EMU's IMC program. During NVRCH Festival, he was solely responsible for lineup curation, artist management, and festival atmosphere creation. In addition to this, he was co-creative director, managing photo shoots with artists.



Steven Zou is a graduating senior at Eastern Michigan University, studying Health Administration. During NVRCH Festival, he stood as the Co-Creative Director, managing photo shoots, doing website design and creating festival maps/outlines.

Research

For the development of **NVRCH festival**, there were several components to research that would allow the final stages to be successful. The initial phases of research were essential for us to understand, the traditional operations of a festival, potential festival location, target market, budget of artists, and understanding the operations of not only the Convocation Center, but Eastern Michigan University Department of Safety. The second phase of research included researching outside sectors of the university for assistance, and potential sponsors or partners.

Initial Phases:

- Researching main stream hip-hop and rap music festivals such as Lyrical Lemonade, Rolling Loud, Lovers & Friends and Dreamville Fest.
- Research included social media investigation which would allow us to study their patterns used. This would include how to conduct ticket giveaways, artist shout outs, how to gradually promote festival activities and showcase participating parties.
- Using the catalog provided by the Convocation center, we conducted research that would allow us to leverage main stage artists pricing, contractual rules, promotion packages, additional requirements (lodging, travel, food/drink accommodations) and current touring schedule. This allowed us to limit our options to two primary headlining artists and begin negotiations
- Target Market research would include configuring Washtenaw County age and race percentages, matching those demographics to typical social media usage in order to make sure we're utilizing the correct platforms.
- Defining the proper location will include discussions with the EMU convocation center, EMU DPS and EMU physical plant to ensure our location is safe and accessible for power.

Second Phases:

- Researching businesses that assist with printing, food vending at events and promotion that are within the Washtenaw County area. This research lead to campus resources provided to students or student organizations, at much cheaper rates.
- Researching local businesses who have core values or community investing efforts that align with our vision and purpose to attempt to gain sponsorship or value-in-kind partnerships. While these businesses may revolve around music, others may be interested in investing college related projects, student experience and or spreading knowledge surrounding gun violence.

Objectives

- Create substantial amounts of documentation for festival or concert planning, along with fundraising that will provide students who join Behind the Music, in later years, with the resources to recreate events similar to NVRCH Festival
- Provide at least 20 college students with experience in festival planning, marketing, promotion, artist management and general volunteer experience.
- Highlight local artists through photoshoots, video interviews, and artist spotlights in order to provide them with exposure prior to the festival date.
- Ensure that all creative aspects including social media graphics, website design and fliers are created solely by our essential team-- providing us with experience.
- Utilize social media marketing and physical college tours to target our primary market: individuals 18-25years of age
- Using ticket revenue, donate at least \$2,000 to the Jayquon Tillman Memorial Scholarship Fund

Strategy & Tactics

Strategy

Our overall strategy was to that we create one way communication that would allow us to garner the attention of college students at Eastern Michigan University, hip-hop and rap enthusiasts, to properly narrate the legacy of Jayquon Tillman, his importance to Eastern Michigan University. Garnering attention of our target market will include ticket sales of main floor seats, as well as top tier seats that will equal a packed convocation center, this is will also include attendees doing an RSVP for the free portion of the festival which will occur outside featuring our local acts. Properly narrating the legacy of Jayquon Tillman will consist of defining his legacy, telling his story through his biography, family, friends and the mission of our festival. We will also strategically gain support for the EMU community, by sharing our vision with each entity and analyzing how they can be of support to us.

Tactics

- **Social Media** - Instagram, Twitter, etc.
- **Videos** - Shoutout video, urging attendees to purchase tickets by headliner
- **Press Releases** - Distributed to media lists for promotion and coverage
- **Artist Spotlight Interviews:** IG TV with local artists to entice attendees
- **Core Team Interviews** - EasternEcho, Live Civil, Michigan Chronicle
- **Conference Calls & Meetings**- with EMU entities that will assist in festival operations
- **Statements** - Written to public in order to explain the history of NVRCH

Social Media Plan

Social Media Plan

Situation Statement:

This social media plan is needed to ensure that we stay in connection with our overall marketing and social media goals. We're able to connect with potential attendees, performing artists, and convince sponsors and partnerships to provide funding, along with resources using our social media. Seeing as our target market is 18-25 year olds interested in hip-hop and rap, social media will be the most efficient way to capture their interest and build discussion around the festival itself. Potential sponsors and partners are able to see social media efforts, and agree to a commitment if they recognize that their brand will be highlighted constantly.

Objective:

To increase ticket sales, volunteer participation, sponsorship/partnership involvement and to gain experience independently managing a social media strategy.



Social Media Plan

Target Audience:

The target audience is college students 18-25 who have an interest in hip-hop and rap music; as well as potential businesses who may be interested in partnering with or sponsoring our event.

Strategies & Tactics:

Strategy:

Create several different social media platforms surrounding our festival that will allow us to properly advertise and tell the story of NVRCH festival, Jayquon Tillman and Behind the Music.

Tactics:

- 1) Create and manage Instagram page
- 2) Create and manage Twitter page
- 3) Create and manage www.nvrchfestival.com
- 4) Create Hootsuite account to assist with posts management

Calendar:

May 2019

- Create an eye catching post, customized to each of our social media outlets, to let our followers and the public know that we are preparing to announce the festival lineup, final dates and locations
- Ambassador posts will begin using their personal social media
- Post on social media Monday-Friday
- Send out first rounds of press releases
- Post on social media bi-weekly about the Trunk Show Event until April 15.

Social Media Plan

June 2019:

- Ticket Promotions will begin, precluding with
- Begin posting the artist highlights
- Convocation center begins social media promotions
- Post on social media Monday-Friday

July 2019:

- Continue progressing with social media posts--creating content that narrate the story of what NVRCH is and who Jayquon Tillman is
- Ensuring that we highlight summer projects that local artists and headlining artists are producing to engage our attendees
- Post on social media Monday-Friday

August 2019:

- Begin mapping out media appearances and visitations at event
- Continue with ticket sale promotions and giveaways
- Do continued advertising for sponsorships, adding newest additions to sponsorship line up
- Post opener slot competitions on social media, begin promoting that and advertising for applicants and viewer participation
- Headliner video promotions will begin
- Post on social media Monday-Friday

September 2019:

- Post final rounds of ticket giveaways and last push for ticket promotion
- Highlight festival grounds with map reveal
- Post vendor locations and placements within festival
- Post Monday-Sunday

Social Media Plan

Budget:

Our budget is \$1,000, funds will be spent on:

- 1) Ads posted on our social media outlets
- 2) Website domain
- 3) Ambassadors aren't paid for their promotion, they will be given free tickets into the event.

Evaluation:

We will evaluate success by tracking the amount of ticket sales through our direct website link, analyzing how many followers we are able to gain per week, post insights--including profile visits, reach, impressions, likes and comments.

Press Release & Advisory

For Immediate Release

Contact:

Antonice Strickland (734) 812 4423

Rapper Lil Baby and Local Artists to Perform at EMU's Inaugural Music Festival to Raise Awareness Around Gun Violence

Who: Embarco Media, WJLB 97.9, Behind the Music EMU-NVRCH and the EMU Convocation Center have partnered to host the NVRCH Music Festival.

What: NVRCH Music Festival was designed to provide EMU students with experience within the music industry, raise awareness to the effects of gun violence and to raise money for the Jayquon Tillman Memorial Scholarship Fund. This fund is designed to annually provide dedicated and deserving EMU students, who embody the drive, ambitious and courageous spirit of Tillman. To further honor Tillman, \$3 of every ticket sold through www.nvrchfestival.com will be donated to the Jayquon Tillman Memorial Scholarship Fund.

Containing two stages the indoor main stage headlines with Lil Baby, Jasiah, Neisha Neshae, Rocky Badd, ASDR, and Polo Frost. The outdoor stage will contain several local acts who have started making headway through underground streams.

When: Thursday, September 16, 2019, 2:00 p.m.

Where: Rynearson Stadium/EMU Convocation Center, 799 N. Hewitt Rd, Ypsilanti, MI 48197

Why: On May 6, 2017 Jayquon Tillman, a current junior at EMU, was shot and killed at a party in Ohio. An active student on campus, his death devastated hundreds of EMU students and made a huge impact on his closest friends. A young energetic, determined, visionary, Jayquon touched his community in more ways than one.

Before graduating from high school he began living by the phrase, *NVRCH* (pronounced Never Rich) this was his way of representing the struggle, dedication, and grind needed to fulfill his dreams. Tillman's irreplaceable spirit, infectious drive for success, everlasting legacy and unfilled dreams is the reason why this festival has been named *NVRCHFest*.

Embarco Media agreed to partner with the student organization after hearing their story, and recognizing the importance of their message and the scholarship fund in which profits will funnel into. Their involvement not only heightened the student organizations ability to access main stream artists, but also created the imparative radio relationship with WJLB 97.9.

NVRCH Festival has provided EMU students interested in pursuing the entertainment industry with experience and opportunity; expanded community outreach with Embarco, WJLB and the EMU Convocation Center; and will help small businesses, local artists and entertainers with additional exposure.

Press Release & Advisory

FOR IMMEDIATE RELEASE

Media Contact: Honoré Washington

hwashin2@emich.edu

(734) 218-3167

Rapper Lil Baby and Local Artists to Perform at EMU's Inaugural Music Festival to Raise Awareness Around Gun Violence



DETROIT, MI., September 13, 2019 - Eastern Michigan University students teamed up with Embarco Management to bring awareness around gun violence through the inaugural NVRCH Music Festival. Hosted by WJLB's Dr Darrius, the festival will take place Thursday, September 19, 2019 at EMU's Convocation Center. The festival is expecting nearly 5,000 people and will feature national recording artist Lil Baby along with Niesha Neshae, Polo Frost, EMU's own ASDR Music and a number of local artists.

After losing a beloved classmate— Jayquon Tillman to senseless gun violence, a group of students decided to create the music festival to raise funds for a scholarship in Tillman's name. They connected with Embarco Management to bring the vision to life.

"We hope this festival will not only be an amazing experience, but also bring awareness around gun violence in our communities," says Clarence Taylor III, vice president of NVRCH Music Festival. "This will be the first hip-hop music festival to be held at Eastern Michigan University, so it will be amazing to represent and remember Jayquon and students like him in this way.

The day portion of the festival which will include food trucks and retail vendors is free to the public and will kick off at 2:00 p.m. The evening portion of the festival— which will headline "Drip Too Hard" rapper Lil Baby, will begin at 6:30 p.m.

"I've been working on mainstream events and talent for many years, so it was a great opportunity to use our resources to support an event like this," says Mikey Eckstein, founder and CEO of Embarco Management. "This should be a great event with an even greater purpose.

The official line-up includes Lil Baby, Niesha Neshae, Polo Frost, Jasiah, ASDR Music, Young Boi Rob, BeamerBoySoul, OMM, Rich Lee, Asaka, Philup Banks, Toonz, Beyoulelo, NBE, and Jon Flay.

Ticket are currently on sale. \$3 for every ticket sold through the www.nvrch.com website will be donated to the Jayquon Tillman Memorial Scholarship Fund.

NVRCH Music Festival sponsors include Ford Motor Company Fund, iHeartMedia, YpsiReal, Campus Life, Neuar Vodka, RightWay Auto the Convocation Center, and Embarco Management.

For more information on the event or sponsorship opportunities, please contact Mikey Eckstein at (313) 203-6284 or Honoré Washington at (734) 218-3167.

About Embarco Media

The Motor City's favorite entertainment company Embarco Management founded by Mikey Eckstein was created to provide a one-stop shop for venue owners, film production and artists in Detroit and surrounding areas. Embarco launched in 2006

About NVRCH:

NVRCH Music Festival will be the first hip-hop music festival to be held at Eastern Michigan University. Located at EMU's Convocation Center, this festival will have the presence of past concerts, while creating an inventive and fresh atmosphere. Created in honor of Jayquon Tillman, NVRCH embodies the spirit of brand, drive, determination and ambition that he possessed every day.

###

Press Release & Advisory

NVRCH Music Festival
799 N. Hewitt rd
Ypsilanti, MI 48197
734.480.8332
July 1, 2019
CONTACT: Honore Washington

Co-Founder

734-218-3167 - cell
FOR IMMEDIATE RELEASE

EMU STUDENT ORGANIZATION TO HOLD MUSIC FESTIVAL FOR SCHOLARSHIP FUND AND TO MEMORIALIZE FALLEN STUDENTS

YPSILANTI-- Behind the Music EMU will present the NVRCH music festival in honor of late EMU student Jayquon Tillman. The campus organization

Behind the Music was created in 2018 after the pair prepared their first presentation surrounding the festival as an idea. As traditional students, Washington and Taylor recognized their academic background could provide them with powerful knowledge within the music industry; unfortunately they felt the avenues to creating this connection were limited. Understanding the festival would require a dedicated team and recognizing other students may be interested in pursuing the music industry, BTM was created.

“We were searching for a way to celebrate our friend as we carved the path to our dreams, that we often discussed with Jayquon,” Washington said. “While we want to represent him and all he was to was, we wanted to also pay tribute to other students we’ve lost as a community. This festival is in honor of them, created by us, in order to provide opportunities to more students like us.”

“We were searching for a way to celebrate our friend as we carved the path to our dreams, that we often discussed with Jayquon,” Washington said. “While we want to represent him and all he was to was, we wanted to also pay tribute to other students we’ve lost as a community. This festival is in honor of them, created by us, in order to provide opportunities to more students like us.”

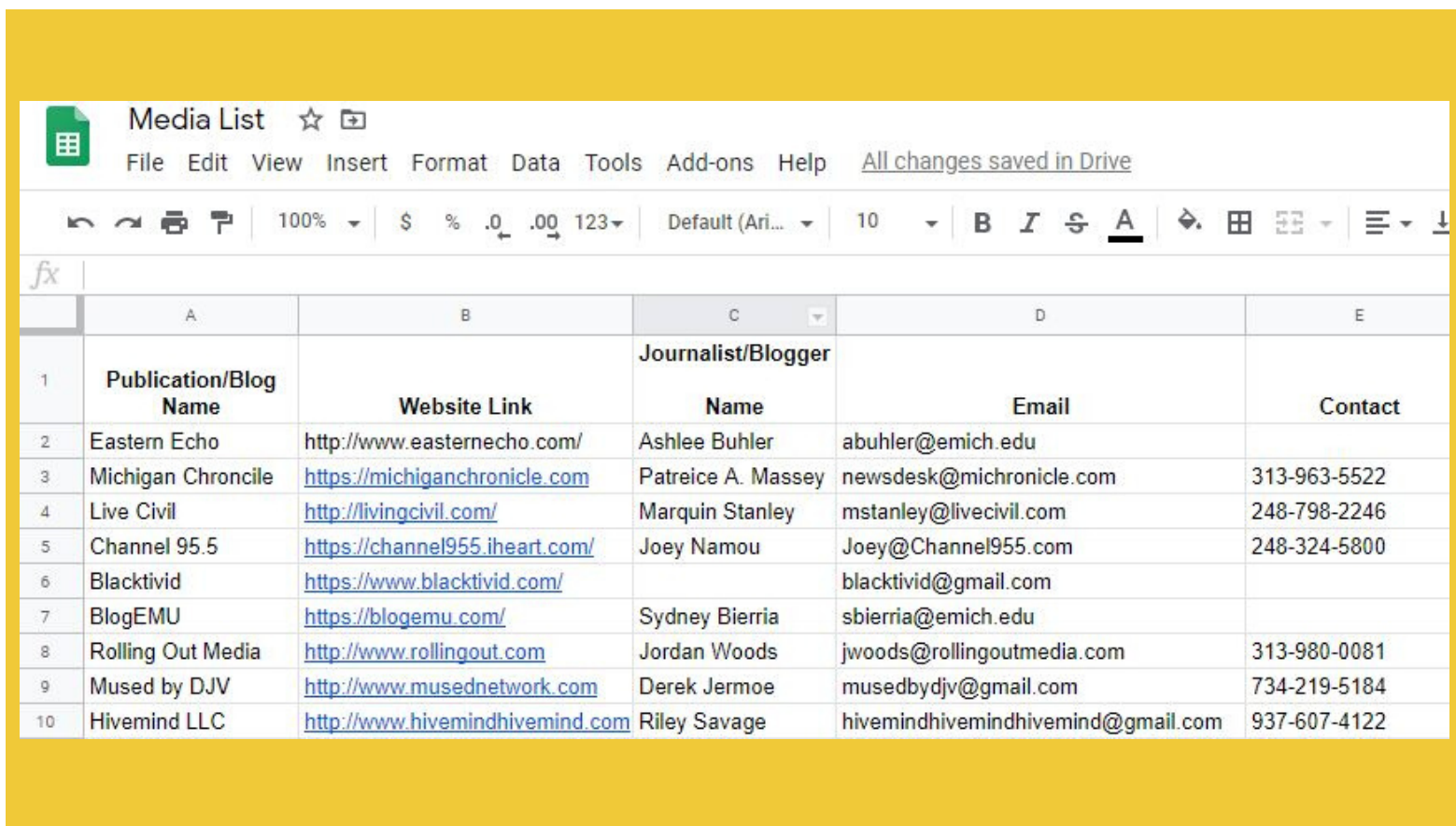
In partnership with the EMU Convocation Center, the festival will present Lil Baby as the headliner. The festival will be held on Thursday, September 19 at the EMU Convocation Center, located at 799 N. Hewitt rd Ypsilanti, MI; doors will open at 2:30 p.m.

For tickets or more information regarding NVRCH Fest, please contact 734.480.8332 or visit www.nvrchfestival.com.

Social Media Posting Schedule

1	Content Notes	Repost any and all artist music content	Repost Lil Baby Frequently	WRITE CAPTIONS		
2	Graphic Notes	EACH POST REQUIRES A STORY AND A FEED VERSION	PLEASE CREATE PNG GRAPHICS TO BE TRANSFERED ON PICS			
3						
4		Mon	Tues	Wed	Thurs	Fri
5	Week of July 1	#ArtistSpotlight #MeetEmMonday Philup Banks Spotlight Lil Baby Travels	#PlaylistUpdate #TuneinTuesday Lil Baby Endorsement Deal		#Thanks2U #SponsorReppin The Story of NVRCH	It's Friday Gif
6	Week of July 8	#ArtistSpotlight #MeetEmMonday Toonz Spotlight	#PlaylistUpdate #TuneinTuesday		#Thanks2U #SponsorReppin Ford Motor Company	Its Friday Gif
7	Week of July 15	#ArtistSpotlight #MeetEmMonday Jasiah Spotlight	#PlaylistUpdate #TuneinTuesday		#Thanks2U #SponsorReppin Ypsi Real	60DAY COUNT #60days It's Friday Gif GIVEAWAY
8	Week of July 22	#ArtistSpotlight #MeetEmMonday OMM Spotlight	#PlaylistUpdate #TuneinTuesday	Mailing & Wristband Information	#Thanks2U #SponsorReppin Campus Life	It's Friday Gif
9	Week of July 29	#ArtistSpotlight #MeetEmMonday Rich Lee Spotlight	#PlaylistUpdate #TuneinTuesday		#Thanks2U #SponsorReppin BackOfficeStudios	It's Friday Gif
10						
11						
12	Week of Aug 5	#ArtistSpotlight #MeetEmMonday Yung Boi Rob Spotlight	#PlaylistUpdate #TuneinTuesday		#Thanks2U - Daz Sponsor Shoutout #MyWhy	It's Friday Gif
13	Week of Aug 12	#ArtistSpotlight #MeetEmMonday Beyouleo Spotlight	#PlaylistUpdate #TuneinTuesday	Food Announcements	#Thanks2U - TB Sponsor Shoutout #MyWhy	It's Friday Gif
14	Week of Aug 19	#ArtistSpotlight #MeetEmMonday BeamerBoy Spotlight 30COUNT #30Days	#PlaylistUpdate #TuneinTuesday	GIVEAWAY Merch Announcements	#Thanks2U - DR Sponsor Shoutout #MyWhy	It's Friday Gif
15	Week of Aug 26	#ArtistSpotlight #MeetEmMonday NBE Spotlight	#PlaylistUpdate #TuneinTuesday		#Thanks2U - Zuu Sponsor Shoutout #MyWhy	It's Friday Gif
16						
17						
18	Week of Sept 2	#ArtistSpotlight #MeetEmMonday Asaka Spotlight	#PlaylistUpdate #TuneinTuesday	High School Senior Ticket Giveaway	#Thanks2U Sponsor Shoutout #MyWhy TwoWeeksAway	Its Friday Gif
19	Week of Sept 9	#ArtistSpotlight #MeetEmMonday DJ Spotlights	#PlaylistUpdate #TuneinTuesday		#Thanks2U Sponsor Shoutout #MyWhy OneWeekAway	Its Friday Gif
20	Week of Sept 16	#ArtistSpotlight #MeetEmMonday Winner Spotlight Set-time release	#PlaylistUpdate #TuneinTuesday		#Thanks2U Sponsor Shoutout #MyWhy	Thank you Posts: Artists, Sponsors, Venue
21	Week of Sept 23	News and Media Coverage Recap				

Media List



The screenshot shows a Google Sheets spreadsheet titled "Media List" with the following data:

	A	B	C	D	E
1	Publication/Blog Name	Website Link	Journalist/Blogger Name	Email	Contact
2	Eastern Echo	http://www.easternecho.com/	Ashlee Buhler	abuhler@emich.edu	
3	Michigan Chronicle	https://michiganchronicle.com	Patreice A. Massey	newsdesk@michronicle.com	313-963-5522
4	Live Civil	http://livingcivil.com/	Marquin Stanley	mstanley@livecivil.com	248-798-2246
5	Channel 95.5	https://channel955.iheart.com/	Joey Namou	Joey@Channel955.com	248-324-5800
6	Blacktivid	https://www.blacktivid.com/		blacktivid@gmail.com	
7	BlogEMU	https://blogemu.com/	Sydney Bierria	sbierria@emich.edu	
8	Rolling Out Media	http://www.rollingout.com	Jordan Woods	jwoods@rollingoutmedia.com	313-980-0081
9	Mused by DJV	http://www.musednetwork.com	Derek Jermoe	musedbydjv@gmail.com	734-219-5184
10	Hivemind LLC	http://www.hivemindhivemind.com	Riley Savage	hivemindhivemindhivemind@gmail.com	937-607-4122

This media list was used to secure press and radio attention prior to, during and after the festival, in order to fulfill the marketing strategies in place. The coverage gained prior to the festival would help with marketing, as it would push the festival and ticket sales to the surrounding community and target markets. The coverage gained during and after the festival would help recap the event, showcase success and further tell the story of NVRCH and why it came to be.

Crisis Management Plan



Crisis Plan

*Written By:
Honore Washington*

April 18 2019

Crisis Management Plan

TABLE OF CONTENTS:

Introduction.....3
Personnel Chain.....4
Event Details4
Event Layout.....4
Entrances/Exits4
Unacceptable Behavior.....6
Emergency/Evacuation Plans.....7
Code Words/Definitions10

Crisis Management Plan

Introduction:

What is NVRCH Fest?

NVRCH Festival is a hip-hop music festival to be held at Eastern Michigan University. Anticipating a fall date, this music festival will be an amazing opportunity to garner positive press for EMU, entice incoming freshman and local high school students, connect with community businesses and entrepreneurs, and become an annual occurrence at the convocation center that generates additional revenue for EMU and students.

The concept of *NVRCH Fest* is to create an event that brings the campus and surrounding communities together. Recently, on the campus of Eastern Michigan University, we as a community have been divided, repeatedly over recent years to some extent. What brings people together better than music? NVRCHFest is a concept that could potentially create a feeling of unity and a tradition that we do not yet understand. Beyond simply the musical aspect, we would be opening the door for community involvement through opening booths and stands for local vendors from the Ypsilanti and surrounding areas.

Chain of Command

1. Convo AD/EMU Police Supervisor
 - a. Brian Kantz
 - b. Lt. Diane Young
2. Festival Coordinator(s)/Event Security
 - a. Honore Washington
 - b. Clarence Taylor
 - c. Event Security Supervisor
 - d. Event Security Staff
3. Outer Festival Staff
4. Main Stage Staff
5. Crowd Control

Official Personnel

- EMU Department of Public Safety
- Huron Valley EMT
- St. Joseph Mercy Hospital Staff
- Outside Security Staff

Crisis Management Plan

Event Details:

Date/Time:

Saturday, September 28 2019

3-11pm

Venue:

EMU Convocation Center

799 N. Hewitt Ypsilanti, MI 48197

Target Audience

The EMU Convocation Center has a standing capacity of 7,000 people. The NVRCHFest target audience consists of college students within the surrounding areas (WCC, UofM, WSU, WMU, CMU, etc), but we also hope to garner attendees from the general surrounding communities as well. Due to our university location, affordable pricing and vicinity to surrounding universities, we will market the festival to several ethnicities, socio-economic incomes, and ages ranging from 18-25. Our niche market will consist of Hip-Hop, Rap, R&B and Neo-Soul fans and enthusiast.

Event Layout:

The festival will be split into two sections for a total experience. From 12-5pm, attendees will enjoy the outer convocation center (Convo B/D lot) and the events planned within the lot. This will include vendors, food trucks, a second stage and art gallery.



Crisis Management Plan

The second half of the festival will take place inside of the convocation center using the arena floor as the main stage from 6-11pm. Vendors will also be set up in the concession stand lots during this portion of the festival as well.



Entrances: *12-5pm*

For initial admission into the festival, guests will only have one entrance (Convo South) access point that will narrow the security and ticketing process, to ensure accurate security detail and authorized guest admission.

Once guests have been admitted, they will have range within the Convo B/D parking lot that will house several vendors, food trucks, a silent disco, mini carnival and the second stage.

5-11pm

At 5pm, Convo B/D doors to the inside of the convocation center will open, as guests will be allowed to begin filtering into the main stage for the final half of the day.

At 6pm, the main stage will begin housing the main acts and the convocation center will open inside vendors. Several announcements will take place using the outdoor, Convo B/D surround system, Text Alerts and website notifications. With the help of volunteer security and DPS, attendances will be ushered into the convocation center.

At approximately 7:30pm, once the Convo B/D lot has been cleared, doors will be closed and the outer festival will conclude.

Crisis Management Plan

Exits:

12-5pm

Once entry to the festival has ended, from 12-5pm, the Convo South entrance will also be the emergency exit of the outer festival grounds as well. Until entry is stopped, the emergency exit will be the Convo North sidewalk and parking lot entrance. It will also be the final exit point once the festival has ended, as attendees will be directed to the entrance of the convocation center by the ticket booth.

5-11pm

From 5-11pm, when the festival has transitioned inside, there will be several exits within the vicinity in case of immediate evacuation. The main stage itself will have several noted emergency exits that are illuminated with red wording. The Convo B/D doors will also represent an emergency exit, as well as the main entrance of the convocation center, located by the ticket office. Medical personnel will have an allocated exit towards the back of the convocation center, leading to loading docks will allow them direct access to Westview St and St. Joseph Mercy Hospital.

8-foot fencing that surrounds the outer perimeter of Convo South and the Convo B/D parking lot will help maintain the vicinity, and stop unauthorized guests from entering without proper security measures and ticket purchase.

Crisis Management Plan

Unacceptable behavior:

Dismal of boundaries/security requests:

Gated boundaries will be in place to contain the crowd during concert sets and to contain the attendees within the Convo B/D parking lot. If any guests are disturbing, moving or altering these allotted boundaries, they will be asked to leave.

Disorderly Conduct:

While alcohol will be permitted on festival grounds to attendees 21 or over and monitored closely, there is no way of predicting the effect it will have on permitted attendees. Disorderly conduct must be controlled in order to maintain the safety of our guests, artists and staff. In the event guests are responding with disorderly conduct, they will be immediately directed to medical tents, where their physical state will be assessed.

Fighting/Assault:

NVRCH contains a No Tolerance Policy in the relation to fighting, physical, sexual or verbal assault. Attendees who engage in this behavior will be escorted off the premises by event security and DPS. In the event of verbal altercations, event security will attempt to defuse the situation by separating the enacting parties and warning them of the consequences if the issue is not defused. If this does not work, and in the event of further physical altercations/fights, guests will immediately be escorted from the property. Due to the extent of the altercation, DPS will be full authority over next steps.

Crisis Management Plan

All weather emergency and evacuation plans are in accordance to EMU and the Convocation Center policies that have been in place. The following are several potential issues that may arise and the evacuation plan for each.

Evacuation Procedures

1. In event of an emergency, the stationed personnel would notify the proper chain of command, and solidify the next steps.
2. Event staff, security and personnel will remove all impeding objects (gates, tables, chairs, booths, etc) to ensure a clear path that will allow attendees to exit clearly.
3. Vendors, concession staff and food trucks will lock their stand or booths and leave them as directed.
4. Crowd control and event security will man their required posts, and will assist the crowd in their smooth evacuation.
5. If a weather evaluation must occur, attendees will be transferred into locker rooms located below the south end of the west side of the stadium.
6. If guests are required to leave, Security personnel will direct individuals to the appropriate parking lot.
7. In the event of a total event dismel, parking lot staff will help and direct vehicles to exit. If attendees are not able to leave the vicinity, staff will ensure they remain within the safety locations.

Crisis Management Plan

Emergency/Evacuation Plans

Fire

In the event of a fire, anyone within the vicinity must immediately evacuate the arena. While fire extinguishers and water pumps will be outside in case of a fire emergency, the Outer Festival Grounds will utilize the surrounding systems in the event of a fire to notify attendees. Once the festival has transitioned inside, we will rely on the fire systems and alarms within the building, as well as surround sound notifications and text alerts.

- Once the fire is noted, it will be reported within the communication system of festival support. 9-11 should then be contacted. Festival coordinator and AD of the Convo will ensure
- A message will be sent through the inner or outer communications sound systems, alerting attendees of proper instructions.
- If the fire is in the outer festival lot, attendees will be directed to the parking lots across the street.
- Once the event has fully transitioned into the convocation center, the stage will be illuminated with pyro (fire) amps that provide additional stage effects. To ensure the safety of our artists, guests and staff, a licensed pyro administrator must be present during the construction, usage and dismantling of the stage to ensure proper care.
- If a fire occurs within the inside of convocation center prior to or during the latter half of the festival, attendees will be instructed to exit the inner facility and to the outer parking lots until further notice
- Once proper fire personnel has arrived, all decisions in relation to readmission and further steps.

Crisis Management Plan

Tornado/Severe Weather

Due to the Convocation Centers direct contact to the EMU athletic department, the space is constantly in accordance with NCAA and University policy requirements. When events occur using the outer facilities, weather conditions are monitored using the MxVision WeatherSentry within the ticketing offices inside of the Convo. An addition to this, an EMU Police Supervisor is assigned to assist in the monitoring of the weather in order to make the proper evacuation decisions.

If hazardous weather conditions have been reported, a text alert will be sent to attendees alerting them of updates and current conditions. In the event of evacuation from the outer festival grounds or the main stage, announcements of the speaker systems will be made that will be directing attendees into the locker facilities for safety. Event staff, security and DPS will begin physically directing the crowd into the building or directly into the locker rooms under the following condition concerns have been eliminated. As the threat passes, attendances will be redirected to the outer festival grounds (12-6pm) or the main stage (6-11pm).

Dismal of Firearm

In the event of a gun discharge within the Convo or the outer festival lots (Convo B/D), the supervising police officer will decide if a total or partial evacuation is needed.

Crisis Management Plan

Medical Emergency

Medical Personnel will be available at all times during the festival. In partnership with St. Joseph Mercy Hospital (5301 McAuley Dr, Ypsilanti, MI 48197), the event will be staffed with multiple medical personnel, Ambulances and a direct route to the hospital. For minor assistance and first respondent structure, five medical tents will be positioned in Convo B/D lot. In the event of a medical emergency, medical staff will be notified of the attendees location, condition and needs. This will allow them to make way to the individual in distress. In the event that their care requires additional assistance beyond on-site care, EMT will have a direct path to the hospital using Westview St, directly behind the convocation center.

Communications Plans:

Outer Festival Grounds (Convo B/D)

The outer festival grounds will use a surround system that will alert guests of any issues arising within the festival. In addition to this, the festival will administer text alerts that will notify guests of certain situations, as well as website notifications.

Convocation Center (Main Stage)

Once the festival has transitioned inside of the convocation center, communications will be administered through the inner surround systems, media screens and text alerts.

Staff

The festival staff and support will use their cellular devices to communicate through specific chats designed to their section. This will allow staff members to communicate to each other for smaller issues, communications or instructions without alarming the entire staff or security teams. For larger announcements, each staff member or personnel will have a walkie-talkie/radio system that will aid the communication of all staff. Each member will be able to hear the announcement in order to respond accordingly.

Crisis Management Plan

Code Words

Code words will be used in the event of the following emergencies, this word will allow event staff, security and personnel of specific occurrences that need immediate assistance or attention. Code words help staff understand the situation in order to listen for next steps and to act accordingly.

Weather emergency: *Ermais*

Unwanted Guests: *Kodak*

Behavior Issues: *NBA*

NBA 1: Verbal Altercation

NBA 2: Verbal Assault

NBA 3: Sexual Assault

NBA 4: Fight/Physical Altercation

Medical Emergency: *Houston*

Definitions:

Convocation Center (Convo): EMU Basketball Arena and Festival Location

Convo South: Initial Entrance Point

Convo North: Final Exit Point

Convo B/D: Back Lot--Outer Festival Grounds

DPS: Department of Public Safety

EMT: Huron Valley Emergency Response Team

Marketing Strategy

Our marketing strategy will be in close connection with our social media plan, as well as include physical and traditional marketing. In addition to social media posting, we will utilize interested media outlets for promotion in articles or blog postings. This is will also include the Michigan College Tour, which will consist of our primary team and students at the surrounding colleges. Each tour will include visiting the school, passing out festival fliers/ticketing information to current summer students, and providing them information of ticket giveaways or chances to get involved. Once our physical touring has begun, we will include a team of students at each school to help us virtually push the festival at their schools. The **NVRCH** marketing strategy will also include the issuing of our sponsorship packet that will not only help us gain monetary assistance, but additional advertising assistance as they will promote our event in efforts to receive larger business recognition.

Month	Tasks
March	<ul style="list-style-type: none">• Student Recruitment begins• Line-up Development begins<ul style="list-style-type: none">◦ Student Surveys
April	<ul style="list-style-type: none">• Advertising and marketing begins• Michigan College Tour(s)
May	<ul style="list-style-type: none">• Line-up drops, ticket sales• Opening act promotions begins• Diamond & Platinum Sponsor Promotion begins
June	<ul style="list-style-type: none">• Diamond & Platinum Sponsor Promotion continues• Gold & Silver Sponsor Promotion begins
July	<ul style="list-style-type: none">• Diamond, Platinum, Gold & Silver Sponsor Promotion continues• Merchandise advertisements• Bronze Sponsor Promotion begins• Vendor repping begins
August	<ul style="list-style-type: none">• Diamond, Platinum, Gold, Silver & Bronze Sponsor Promotion continues• GEM Sponsor Promotion begins

Marketing Strategy

MAY 2019

May will consist of initial announcement of the event. Within this period of time, it will be important to highlight our main performing acts in order to gain traction and begin ticket sales. During the latter end of the month, pitches will continued to be submitted to local radio stations, newspapers and social media blogs that will help initially push the festival.

WEEK OF MAY 20, 2019

- Line-up Drop Ticket Sales Begin Press Release Sent
- Email Pitch to Radio
 - WEMU
 - Concentrate
 - 107.5/97.9/95.5
- Email Pitch to Newspaper
 - EMU
 - Concentrate
 - Karen Civil
 - Michigan Chronicle
- Email Pitch to Blogs
- Create filming/photography sessions schedule
- Finalize Social Media Calendar

WEEK OF MAY 27, 2019

- Conduct three filming sessions
- Social media promotion schedule begins; posts begin Monday-Friday (3x)
- Create filming/photography sessions schedule
 - Begin setting up interviews for social media content and video footage
- Vendor Promotion and Recruitment
 - Creating promotional content for vendors to use and continuing to gain more

JUNE 2019

The month of June will consist of continued headlining promotion and the beginning of the introduction to the outer festival. This will include the announcement of our opening acts, the beginning of sponsorship promotion and the overall outer festival details. June will also begin the college tour advertisement process to begin expanding our audience base. Using our local college influencers, we plan to utilize their audience through graphic art work to help promote the event in a larger scale..

Marketing Strategy

WEEK OF JUNE 3, 2019

- Conduct at least two filming sessions with local artists

WEEK OF JUNE 10, 2019

- Opening act promotions begins
 - Phree
 - Rob Official
- Diamond & Platinum Sponsor Promotion begins
 - EMU Convo
 - Ford Motor Fund

WEEK OF JUNE 17, 2019

- Website construction complete and active
- Diamond & Platinum Sponsor Promotion continues
 - EMU Convo
 - Ford Motor Fund
- College Tour Begins
 - EMU (FastTrack)
 - WCC
 - WSU
 - MSU

WEEK OF JUNE 24, 2019

- Diamond & Platinum Sponsor Promotion continues (Monday/Friday)
 - EMU Convo
 - Ford Motor Fund
- Opening act promotions continues
 - OMM
- College Tour Continues
 - WMU
 - CMU

JULY 2019

The month of July will begin the detailed festival description that will begin outlining the outer aspect in full. wrap up any research, planning, or content creation stages; in this month, we will finalize the handbook and do our final presentations to Crossroads.

Marketing Strategy

WEEK OF JUNE 3, 2019

- Conduct at least two filming sessions with local artists

WEEK OF JUNE 10, 2019

- Opening act promotions begins
 - Phree
 - Rob Official
- Diamond & Platinum Sponsor Promotion begins
 - EMU Convo
 - Ford Motor Fund

WEEK OF JUNE 17, 2019

- Website construction complete and active
- Diamond & Platinum Sponsor Promotion continues
 - EMU Convo
 - Ford Motor Fund
- College Tour Begins
 - EMU (FastTrack)
 - WCC
 - WSU
 - MSU

WEEK OF JUNE 24, 2019

- Diamond & Platinum Sponsor Promotion continues (Monday/Friday)
 - EMU Convo
 - Ford Motor Fund
- Opening act promotions continues
 - OMM
- College Tour Continues
 - WMU
 - CMU

JULY 2019

The month of July will begin the detailed festival description that will begin outlining the outer aspect in full. wrap up any research, planning, or content creation stages; in this month, we will re-finalize the partnership packets and continue presentations to potential scholars/partners.

Marketing Strategy

WEEK OF JULY 1, 2019

- Diamond & Platinum Sponsor Promotion continues
- Causal Social Media Posting continues

WEEK OF JULY 8, 2019

- Gold & Silver Sponsor Promotion begins
 - EMU entities
 - Destination AA
 - Student Government

WEEK OF JULY 15, 2019

- 60 Day Count Down
- Giveaway
- College Tour Teams begin distributing
 - EMU
 - WCC
 - WSU
 - MSU

AUGUST 2019

The month of August will finally consist of overall promotion of the festival, which includes all artists, sponsors and vendors. It will also consist of heavy ticket marketing, possible sales promotions and the applications for media/press coverage will begin.

WEEK OF AUGUST 5-19, 2019

- Vendor application forms continues, push for vendor placements
- Student help and volunteer work applications begin
- Current sponsors/artist promotions continue
- 30 Day Count down

WEEK OF JULY 22, 2019

- Vendor Push begins-- advertising for vendor placements
- Causal social media posting continues

WEEK OF AUGUST 26, 2019

- Media/press applications begin
- Vendor advertisement begins
- New Map placement begins
- Push for ticket sales continues--sales promotion begins
- Local College physical posting

Marketing Strategy

SEPTEMBER 2019

The month of September will be the final strategic push for last minute ticket sales, sales promotions, festival attractions, and event attendance. Our vendors, artists, and student teams will be used to assist with this final push.

WEEK OF SEPT 2, 2019

- Welcome weekend promotion:
 - Event showcases
 - Dorm & FirstFour flier push
 - On campus walk arounds
 - Ticket Giveaways begin

WEEK OF SEPT 9, 2019

- Ticket Giveaways
- Video promotion begins
- 10 Day count down
- Festival attraction promotion

WEEK OF SEPT 16, 2019

- 3 Day Count Down
- Final Giveaway
- Artist performance push
- Map and festival detailing

Sponsorship Packet



JUNE 2019

Sponsorship Packet

Behind the Music EMU

Prepared by Behind the Music EMU

Written by Honore Wasahington

Sponsorship Packet

What is NVRCH?

NVRCH Festival is a hip-hop music festival to be held at Eastern Michigan University. The name of the festival is in honor of the late Jayquon Tillman, a student at EMU. Located at EMU's Convention Center, this festival has the ability to garner an audience of 7,000 people.

This music festival will be an amazing opportunity to garner positive press for EMU, entice incoming freshman and local high school students, connect with community businesses and entrepreneurs, and become an annual occurrence at the convocation center that generates additional revenue for EMU and students.

About Jayquon Tillman

On May 6, 2017 Jayquon Tillman, a current junior at EMU, was shot and killed at a party in Ohio. An active student on campus, his death devastated hundreds of EMU students and made a huge impact on his closest friends. A young energetic, determined, visionary, Jayquon touched his community in more ways than one. His passion for helping underrepresented communities, youth, and children, was easily noted by everyone he came in contact with. Before graduating from high school at 16 years old, he created a clothing brand entitled, NVRCH (pronounced Never Rich). This brand, was not only his way of making his mark within an industry he loved, but represented the struggle, dedication, and grind needed to fulfill his dreams. Tillman's irreplaceable spirit, infectious drive for success, everlasting legacy and unfilled dreams is the reason why this festival has been named NVRCHFest.



Sponsorship Packet

Mission Statement

NVRCH's mission is to unite the Eastern Michigan University and surrounding communities together through music, and to commemorate the lives of EMU students cut short. While the title's premise stems from the loss of Jayquon Tillman, the mission of **NVRCH** will be to immortalize these students and represent the chances taken from them to be enriched and to reach their highest potential.

Vision Statement

To provide EMU students interested in pursuing the art and entertainment industry and several other related career fields with a tangible hands-on work experience. To also integrate different aspects of EMU's student body for one collaborative event.

Purpose

To create an additional pillar to EMU pride by creating an event that celebrates its students, connects several entities within the surrounding community and generates positive discussion and revenue towards EMU.

Objectives

- Donate at least 10% of proceeds to JDT scholarship
- Provide at least 20 students with tangible experience

Sponsorship Packet

Why Sponsor?

How YOU can support local students!

While many music festivals continue to sell fast lane and expensive lifestyles, using our college campus and brand name, we plan to create an environment that represents grind. As students creating this event from scratch, we have large dreams that we hope to achieve, but understand that these goals require struggle, trial, error and hard work to reach. We hope to bring that energy to **NVRCH**, by providing our students with the ability to network, showcase and display not only themselves, but their talents/work.

- Student performances
- Student expo
- Student planning/executive
- Student run FESTIVAL

NVRCH Festival has the ability to garner thousands of college students, community members and become the first hip hop music festival thrown at a Michigan College or University.

Investing in **NVRCH** provides viable experience to students interested in pursuing entertainment business.

Although it would be the first year, it would be an opportunity to become apart of a tradition that commemorates several students lost due to tragedy. This sponsorship/partnership will also provide beneficial experience to students interested in pursuing entertainment business. ***A portion of all proceeds will go to the Jayquon Tillman Memorial Scholarship***

The Future:

While we're starting smaller, with your help we can continue to make this festival a tradition within Ypsilanti. If successful, negotiations with the school may be made, in order to utilize a larger space in turn expanding our audience size.

CURRENT SPONSORS:

- Ford Motor Company Fund
- YpsiReal
- EMU Campus Life
- BackOffice Studios



Sponsorship Packet

Current Lineup



NVRCH
MUSIC FESTIVAL

LIL BABY

XXXXXX • XXXXXX
 JASIAH • NEISHA NESHAE
 YUNG BOI ROB • POLO FROST
 PHILUP BANKS • OMM • BEAMERBOYSOUL
 ASAKA • RICH LEE • TOONZ • BEYOULELO • NBE
 SOUNDS BY DJ ROXANN DRA & DJ POIZON
 HOSTED BY @REMAIAH

9.19.19

WWW.NVRCHFESTIVAL.COM @NVRCHFEST |  CONVOCATION CENTER

Sponsorship Packet

Targeted Demographics

25-45 yrs
27.8%



Local Universities:

- Eastern Michigan University
- University of Michigan
- Washtenaw Community College
- WMU, CMU, WSU, GVSU

Local High Schools:

- Ypsilanti Community High School
- Lincoln Consolidated Schools
- Ann Arbor Public Schools

18-25 yrs
72.2%

In order to hit our targeted demographics we plan to assemble a team of students to assist in marketing, advertising and public relations. Promotion teams have also been assembled at the local universities.

Sponsorship Packet

Marketing Schedule

With direction from our student creative team, we will create marketing pieces that highlight you!

June

- Line-up drops, ticket sales
- Opening act promotions begins

July

- Diamond, Platinum, Gold & Silver Sponsor Promotion begins
- Bronze Sponsor Promotion begins
- Michigan College Tour(s)
- Vendor repping begins

August

- Diamond, Platinum, Gold, Silver & Bronze Sponsor Promotion continues
- Michigan College Tour(s)
- GEM Sponsor Promotion begins

September

- ALL Sponsor promotion continues
- Final Commercials/Giveaway
- Attendee Evaluation
- Recap Videos

October

- Attendee Evaluation Continued (Next Year?)

How to connect?

www.nvrchfestival.com



@NVRCHFEST



@NVRCHFEST



@NVRCHFEST



@NVRCHFEST

Sponsorship Packet

BRONZE SPONSORS

Reed's Smile Booth: \$1,650

Demarius Reed was a star EMU Football player, the amazing athlete was known on campus for his skill, humility, positive attitude and award winning smile. The photo booth(s) would be in remembrance of him and his award winning smile, encouraging our guests to enjoy not our festival, but life the way Demarius did.

Includes:

- **Logo included on all photo booths, green screens, tents and backdrops**
- **Complimentary exhibit booth spaces during the street festival**
- **(6) six admissions tickets**
- **6 drink tickets to use during festival**
- **Logo, name and website link listed on NVRCH website**
- **Business listing in program guide**



Your generous donation ow

Inflatable Photo Booth - Inflatable Package

- Up to 3 hours of Service

Delivery/Set-up/Takedown

- **Share Instantly via Text/Email**
- **(1) Studio-quality touchscreen photo kiosk**
- **Event Host**
- **UNLIMITED 4x6 photo prints**
- **Online photo album**
- **Fully Custom Photo Layout**
- **Fun Props!**

Extras:

- **GreenScreen: \$150**
- **On-site Photo Display: \$150**
- **Extra Digital Sharing Kiosk: \$100**
- **Backdrops: \$200**
- **10x10 Tent Rate: \$120.00 x 2**
- **Tables: \$8 x 4**
- **Chairs: \$1.35 x 4**

Total Booking Price:

\$1,640.00

NVRCH FEST/ PAGE 9

Sponsorship Packet

GEM SPONSORS

\$250

- Logo, name and website link listed on NVRCH website
- Complimentary exhibit booth during festival
- Business listing in program guide

\$500

- (2) Two admissions admissions
- Logo, name and website link listed on NVRCH website
- Complimentary exhibit booth during festival
- Business listing in program guide

\$1,000

- Logo included on festival banner
- Half page full color ad in program guide
- 4 drink tickets to use during festival
- (4) Four admissions tickets
- Logo, name and website link listed on NVRCH website
- Complimentary exhibit booth during festival
- Business listing in program guide



Sponsorship Packet

SILVER SPONSORS

Safety & Security Sponsor: \$5,000

This sponsorship covers the cost of the individuals who will ensure the safety of our attendees, provide medical assistance, and will help ensure that the festival runs smoothly.

Includes:

- Logo included on security checkpoints, medical stations, information centers and marketing material
- Specialized T-shirt on ushers and event security with logo
- 8 VIP passes
- 8 meal tickets
- 16 drink tickets
- Logo, name and website listed on NVRCH website
- Complimentary exhibit booth during festival
- Business listing in program guide

Cost

- Fencing: \$2,000
- Ambulance: \$150/hr
- Medical Personnel: \$35/hr
- Firewatch: \$500/day
- Security T-shirt Security: \$22/hr
- Ushers: \$15/hr

Waste Management Sponsor: \$5,000

- Logo included on all waste bins, port-potty's and marketing material
- Specialized T-shirt on clean-up staff with logo
- 8 VIP passes
- 8 meal tickets
- 16 drink tickets
- Logo, name and website link listed on NVRCH website
- Complimentary exhibit booth during festival
- Business listing in program guide

Costs

- Clean Up (estimate): \$2,000
- Clean Up during event: \$25/hr/person x 5
- ADA Handicap Toilet: \$225.00 x 2
- Flushable Portable Toilet: \$125.00 x 10



NVRCH FEST/ PAGE 10

Sponsorship Packet

GOLD SPONSORS

Jayquon was a very expressive individual with a heavy interest in fashion and art while emphasized the importance of supporting small business--especially small black business owners. Within these sections of the festival, we will be providing vendors, specifically young entrepreneurs with the opportunity to sell their clothing merchandise, beauty products, etc. Within this section we will provide EMU students with a primary space that allows them to show and sell their work. This is our way of continuing to connect the outer community with the talent filled within our school. (Art, clothes, hair extensions, music, etc)



1. **Jay's Closet:** Student vendors and local clothing brands will be able to purchase tables to sell their merchandise here.
2. **Daz's Corner:** Student vendors and local brands, specifically women entrepreneurs, will be able to sell their products in this market space promoting women empowerment.
3. **Tiran's Art Center:** Student vendors, specifically artists, will be able to sell their pieces and attendees can participate in street arts like henna tattooing, caricatures, film photography, etc.

Includes:

- Logo included on all tents, section advertising, and individual booths
- Featured logo in commercials, social media advertising for vendors
- 10 VIP Tickets
- 10 meal tickets
- 20 drink tickets
- Logo & name listed on NVRCH website
- (2) Complimentary exhibit booths during festival
- Business listing in program guide

Sponsorship Packet

PLATINUM SPONSORS

The COLLECTION--Marketing Sponsor:
\$8,000 (al la carte or total)

While the experience we hope to create will be unmatched, with a driving purpose that we hope goes unnoticed, marketing will be a primary source of how we engage with our community, artists and attendees.

Includes:

- Logo included in all marketing materials with performing artists including but not limited to: commercials festival banners, posters, social media promotional videos, event ads, and program guide
- Logo included
- Complimentary exhibit booth spaces during the street festival
- 15 VIP Passes
- 30 drink tickets to use during festival
- Logo, name and website links listed on NVRCH website
- Complimentary exhibit booth during festival
- Business listing in program guide

Festival Wrist Bands: \$500.00

- Custom Vinyl Wristbands for admission to the festival
- Sponsor Logo included

Merch Creation: \$5,000

- Custom T-Shirts, Stickers, Key Chains
- Specialized marketing sponsor merch

Marketing Cost (print, social and radio): \$1,000

Signage: \$2,000

- Banners
- Table cloths
- Placement signage day of event



Sponsorship Packet

DIAMOND SPONSORS



Main Stage Sponsor:

\$15,000

This sponsor will cover the cost of the stage and its production.

SICO Roll-N-Set Portable Stage System is capable of a maximum size of 64' x 40' and is comprised of the following:

- Eighteen 8' x 8' H bases (48" to 72" variable height)
- Eight 4' x 8' reversible decks (green carpet or flat black performance surface)
- Twelve 8' black stage scrims (48" to 72" variable height)
- Two 4' guardrails
- Sixteen 8' guardrails
- Two adjustable height 10-rise staircases
- Stage including backline
- Internet Drop (in-house) \$50/drop
- Internet Drop (new drop) \$300/drop
- Curtain \$1,500
- Pipe & Drape 3'x4' \$15 ea
- Pipe & Drape 10'x8' \$35 ea
- Pipe & Drape 10'x16' \$50 ea
- Pyro Firewatch is required for all events that use pyro
- 12 Firewatch are required = \$500
- Concert Barricade 4' \$50 ea
- Operations:
 - Forklift \$300/day
 - Forklift Operator \$45/hr
 - General Laborer \$12/hr
 - Electrician: \$90/hr
 - Operations Assistant – CC \$25/hr
 - Operations Director \$30/hr
 - Runner \$175/day
 - Sound/AV Technician \$75/hr

Operations:

Forklift \$300/day

Forklift Operator \$45/hr

General Laborer \$12/hr

Electrician: \$90/hr

Operations Assistant – CC \$25/hr

Operations Director \$30/hr

Runner \$175/day

Sound/AV Technician \$75/hr

Includes:

- Logo included on stage
- Logo included on all marketing materials with performing artists including: festival banners, posters, social media promotional videos, event ads, and program guide
- Targeted radio advertisements
- Two complimentary exhibit booth spaces during the street festival
- Speaking time on main stage & announcements of presenting sponsor throughout the weekend
- Specialized T-shirt with logo
- Complimentary Suite in Convocation center
- Dinner included
- Featured logo in commercials, social media advertising
- 20 VIP passes
- 20 Meal Tickets
- 50 drink tickets
- Logo, name and website link listed on NVRCH website
- Complimentary exhibit booth during festival
- Business listing in program guide

Sponsorship Packet



A large portion of **NVRCH** will involve our ability to connect with our surrounding communities. By helping us bring this vision to light, you help us connect other community members, create a solid network for our students and become a part of the Ypsilanti and EMU pride of tradition.

We at **NVRCH** want to not only commemorate and celebrate the life of our dear friend and brother, but we want to celebrate the lives of other students we've lost. This festival is not only for them, but for those who loved them and are still healing from their loss. This festival will not only memorialize them, but supply students with an alternative opportunity for career paths and provide scholarships to deserving students.

If you're able to support us in other ways, please let us know! We're interested in any forms of partnerships.

**Interested in becoming
a **NVRCH** Sponsor?**

Connect with our team!

hwashin2@emich.edu or cl_behindthemusic@emich.edu

734-480-8332

Social Media & Website Display

Instagram @nvrchfest

Twitter @nvrchfest

1:33 nvrchfest 1

NVRCH FEST

83 Posts 1,496 Followers 29 Following

NVRCH FESTIVAL
Musician/Band
9.19.19
EMU Convo Center
\$3/ticket donated to the Jayquon Tillman Memorial Scholarship Fund
www.nvrchfestival.com

Edit Profile Promotions Contact

Story Highlights
Keep your favorite stories on your profile

New

Lil Baby Headlines NVRCH Music Festival in Support of Gun Violence Awareness bit.ly/2ms8Sn8

On behalf of NVRCH fest and Behind the Music EMU, we say thank you for your support, attendance and positive energy. We could not have done this without the support of Jayquon's family, our Eastern Michigan University partners, sponsors, volunteers, vendors, and talented artists. While nothing is perfect, nor does everything go as planned, our last year was filled with beautiful weather, wonderful people and the spirit that Jayquon possessed. We hope to leave behind resources that will help students continue to produce events similar to NVRCH.

NVRCH	
6:10-6:25	OMM
5:55-6:05	BEAMERBOYSOUL
5:35-5:50	ASAKA
5:20-5:30	RICH LEE
5:00-5:15	PHILLIP BANKS
4:40-4:55	TOONZ
4:25-4:35	JON FLAY
4:05-4:20	BEYOULELO
3:45-4:00	NBE

1:33

NVRCH FEST

NVRCH MUSIC FESTIVAL
@NVRCHFEST Follows you

9.19.19 EMU Convo Center \$3 of every ticket purchased through the link in our bio, go to the Jayquon Tillman Memorial Fund.
nvrchfestival.com Joined May 2019

65 Following 34 Followers

Followed by Honore Washington, john allen, Auntie Jass, and 13 others

Tweets Tweets & replies Media Likes

NVRCH MUSIC FESTIVAL Retweeted

DerickJerome @DerickJerome · 9/25/19
@NVRCHFEST
@IAmDJCamp
@sheloves_gabe
@Prez_Asaka

Social Media & Website Display

Website

www.nvrchfestival.com

🔒 nvrchfestival.com

NVRCH



NVRCH MUSIC FESTIVAL

09.19.2019

TICKETS ON SALE NOW!

GET TICKETS

RSVP ON EVENTBRITE NOW

RSVP FREE

OFFICIAL 2019 LINEUP



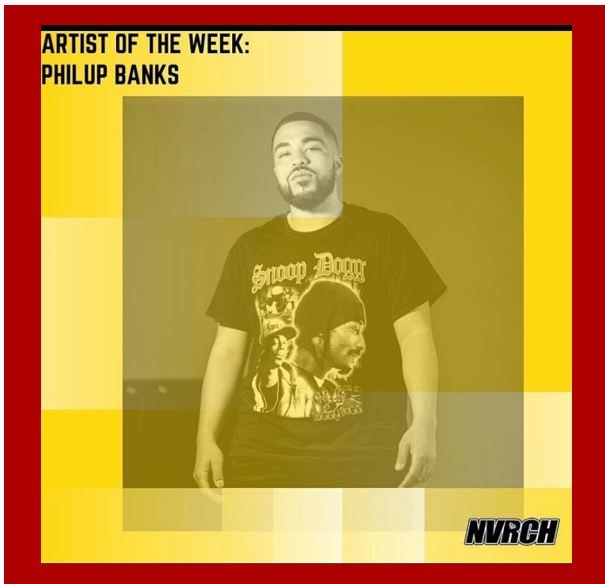
On May 6th, 2017, Jayquon Tillman, a current junior at EMU, was taken from us in an act of senseless gun violence. An active student on campus, his death devastated hundreds of EMU students and made a huge impact on his closest friends. A young, energetic, determined visionary, Jayquon touched his community in more ways than one. His passion for helping underrepresented communities, youth, and children, was easily noted by everyone he came in contact with.

NVRCH was a mantra and phrase that Jayquon lived by, and it later became known as his social media surname.

A young entrepreneur, Tillman and his childhood friend created a clothing brand during their high school career. After his passing in 2017, Ramon created the speciality line "NVRCH" to honor Tillman.



Social Media & Website Display: Instagram




Social Media & Website Display: Twitter


 **NVRCH MUSIC FESTIVAL**
@NVRCHFEST

Congrats to our headliner @lilbaby4PF on winning his first award last night!!
[#BestNewArtist](#) at that! We're excited to have you in Ypsi soon!!
[#NVRCHFEST](#) [#RIPDAGOAT](#) [#LiIBaby](#) [#BETawards19](#)



 **NVRCH MUSIC FESTIVAL**
@NVRCHFEST

We're 9 days away from [#NVRCHFEST](#) , have you gotten your tickets?... what are you waiting for?
Purchase tickets through OUR website ONLY to donate to the Jayquon Tillman Memorial Scholarship Fund.
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 **NVRCH MUSIC FESTIVAL**
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Ticketmaster?!? ❌
We hope not! Get tickets from nvrchfestival.com in order for a portion of your ticket to go to the Jayquon Tillman Memorial Scholarship Fund!

 **J. Nichoal** @_jewelnichoal · 9/11/19
Replying to @kyliasimpson
Okay, you getting your off ticket master?

1:40 AM · 9/12/19 · Twitter for iPhone

2 Retweets 2 Likes


 **J. Nichoal** @_jewelnichoal · 9/12/19
Replying to @NVRCHFEST
I got it! 🤪❤️

Social Media & Website Display: Twitter


 **NVRCH MUSIC FESTIVAL**
@NVRCHFEST

Congrats to our headliner @lilbaby4PF on winning his first award last night!!
[#BestNewArtist](#) at that! We're excited to have you in Ypsi soon!!
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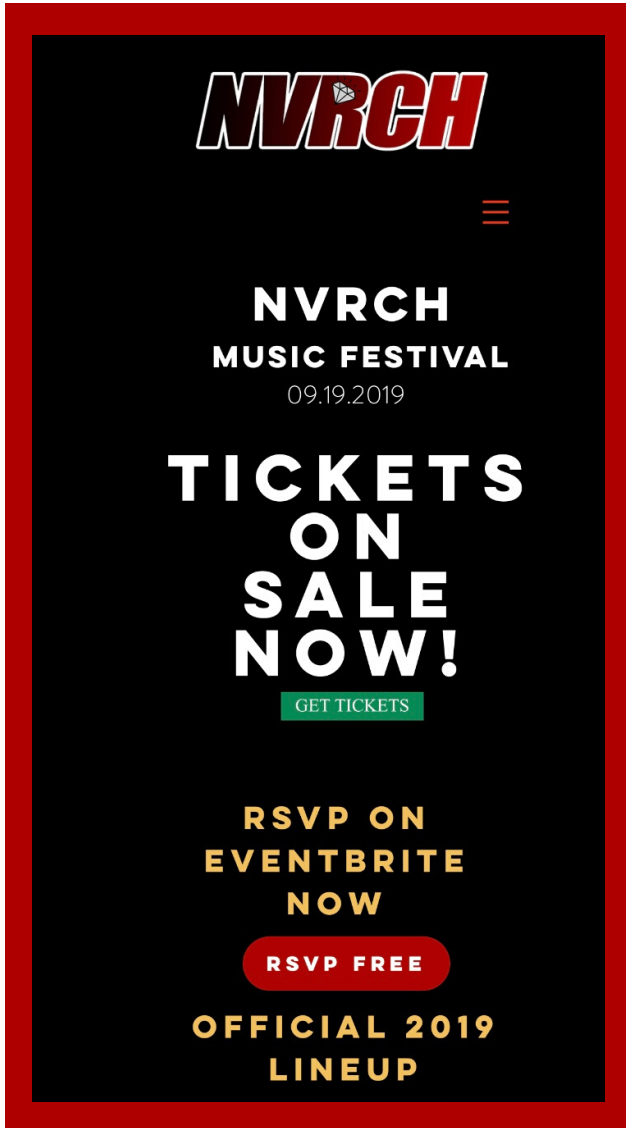
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MUSIC FESTIVAL
09.19.2019

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ON
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NOW!**

GET TICKETS

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NOW**

RSVP FREE

**OFFICIAL 2019
LINEUP**



NVRCH

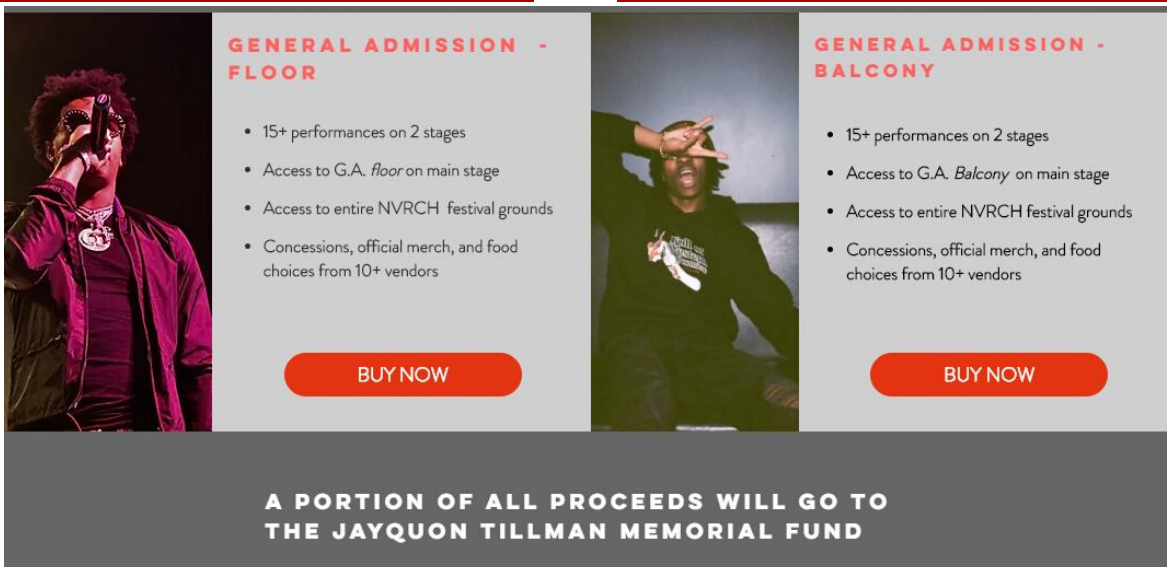
GET INVOLVED

ARE YOU A
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INTERESTED IN
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CAREER IN THE
ENTERTAINMENT
INDUSTRY? ARE
YOU
INTERESTED IN
GAINING REAL
LIFE
EXPERIENCE IN
CONCERT
PLANNING AND
MORE?

We need students interest in:

- Marketing
- Public Relations
- Event planning
- Production
- Accounting and Finance
- Graphic Design
- And more!

JOIN NOW!



GENERAL ADMISSION - FLOOR

- 15+ performances on 2 stages
- Access to G.A. floor on main stage
- Access to entire NVRCH festival grounds
- Concessions, official merch, and food choices from 10+ vendors

BUY NOW

GENERAL ADMISSION - BALCONY

- 15+ performances on 2 stages
- Access to G.A. Balcony on main stage
- Access to entire NVRCH festival grounds
- Concessions, official merch, and food choices from 10+ vendors

BUY NOW

A PORTION OF ALL PROCEEDS WILL GO TO
THE JAYQUON TILLMAN MEMORIAL FUND

Evaluation

The evaluation of NVRCH has occurred in two main sectors that have helped us identify success. The first, being that we were able to truly create this event, take our initial ideas and turn them into actual results. In each interview conducted, conversation, and review of the event, we saw that attendees, performing artists, sponsors and partners truly saw the life and legacy of Jayquon Tillman being highlighted in each step of our process. While some Eastern Michigan University students were aware of his story, we were able to spread it further by explaining this to surrounding colleges through social media postings, videos and stories created. In addition to this, we were able to further his principles of providing others with opportunities when able; through our festival we were able to surpass our goal of providing 20 students with chances to assist, by providing over 35 students with the opportunity to help us and gain experience.

When discussing social media Instagram was our most successful platform, as we were able to gain 1,478 followers from the beginning of its creation. Using social media ads, we were able to increase our ticket sales, impressions and overall reach of each post. The targeting aspect, assisted in ensuring that each post had a designated target audience that revolved around age, interests and location demographics. Twitter was slightly difficult to gain the same amount of recognition, but we used it to communicate with attendees and enter the conversation surrounding EMU students welcome back to school. After realizing that retweets and likes were more difficult to garner, even through the use of paid advertisements, we used it to respond to EMU students complaints and inquires in regards to what we would have to offer. With a detailed sponsorship packet, we were able to cover all expenses of the festival, which totaled to \$25,000. Our primary sponsors included Ford Motor Company Fund, EMU Student Government, Grove Studies, Crowd Freak, Campus Life, CORE-EMU and Huron Valley Ambulance Services.

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There were many occurrences that caused issues within our planning process, one of the most valuable lessons learned involved contracts and official documentation. Three weeks prior to the event, we were forced to drop our initial contract with the EMU convocation center, resulting in a loss of summer ticket sales. While we were initially discouraged, our newest deal of gaining \$3/ticket, still allowed us to narrate the importance of attendees purchasing tickets, especially with a tremendous drop in ticket prices. Despite all odds, we were still able to raise over \$2,000 for the Jayquon Tillman Memorial Scholarship, which was the most important aspect of the festival.

Throughout the process, as the head of marketing and public relations, I was able to realize that the planning process within an event this large must be flexible. Several times, I found myself redrafting lineup details, fliers, logos and social media graphics. Ensuring that each of the products created, resemble overall consistency and highlighted our festival's creative direction, assisted in attendees, partners and sponsors viewing NVRCH as a legitimate project to participate in. In addition to this, I was able to learn that proper documentation such as countless proposals that were adjusted to the audience; examples include sponsors, partners, EMU entities, vendors and artists. Overall, the success of the festival outweighed any struggles, obstacles or issues that we faced during our planning phases as my marketing efforts allowed us to sell over 2,500 tickets and gain press from outlets such as the Michigan Chronicle, Channel 95.5 and Live Civil.