**Are You Ready To Make A Difference?**

**Let’s Make True Hip Hop History**

**HOODSTOCK 2012**

**Free Event At The Park Miami Florida.**

**HOODSTOCKRADIO.COM**

**HIV Prevention & Education**

**HIP HOP 4 SAVING LIVES!**

*HIV* stands for human immunodeficiency virus. This is the virus that causes AIDS. HIV is different from most other viruses because it attacks the immune system. The immune system gives our bodies the ability to fight infections. HIV finds and destroys a type of white blood cell (T cells of CD4 cells) that the immune system must have to fight disease.

During the early 1980s, as many as 150,000 people became infected with HIV each year. By the early 1990s, this rate had dropped to about 40,000 each year, where it remains today.

While the federal government’s investment in treatment and research is helping people with HIV/AIDS live longer more productive lives, HIV continues to spread at a staggering national rate of 40,000 new infections per year.

Did you know that in **Florida** alone:

(Based on total reported AIDS cases by major counties in 2004)

|  |  |
| --- | --- |
| Miami-Dade County | **27,320** |
| Broward County | **14,983** |
| Orange County | 5,629 |
| Palm Beach County | **9,141** |
| Hillsborough County | 5,566 |
| Duval County | 4,859 |
| Pinellas County | 3,735 |
| Lee County | 1,578 |

AIDS cases began to fall dramatically in 1996, when new drugs became available. Today, more people than ever before are living with HIV/AIDS. CDC estimates that about 1 million people in the United States are living with HIV or AIDS. About one quarter of these people do not know they are infected: not knowing puts them and others at risk.

Did you know?

* HIV is the leading cause of death worldwide for those ages 15 to 59! It is considered a threat to the economic well being, social and political stability of many nations.
* During 2006, an estimated 530,000 children became newly infected with HIV!
* 29 million people died of AIDS last year, and deaths have been rising!
* Teens and young adults, particularly girls and young women, continue to be at the center of the epidemic. Young people aged 15-24 account for 40% of new HIV infections among those 15 and over.

The global HIV pandemic has had a profound multi-sectored impact on the structure of many nations, affecting their development and economic growth, communities, households and individuals.

Beneath the sunshine and the swaying palms, Florida is struggling to check an HIV epidemic that ranks third in the nation, behind only New York and California. HIV and AIDS rates have been high in Florida since the first tears of HIV/AIDS in the U.S. Close to 95,000 people in Florida currently live with HIV or AIDS, representing 10 to 11 percent of the national total. The three counties that rim the southeast edge of the peninsula (Miami-Dade, Palm Beach, and Broward) have been the hardest hit, especially among minority populations. Meanwhile, the groups that are worst affected are also diverse, often transient, and culturally and geographically disconnected, making a uniform prevention message impossible.

Diversity Factors-South Florida is a mosaic of diverse cultures. The city’s Hispanic population, composed of Cubans, Venezuelans, and others from all over South and Central America, make up 50 percent of Miami’s residents. This community has been hit hard by epidemic. Statewide, 16 percent of HIV cases are in Hispanics, and that number jumps to 32 percent in Miami-Dade. Blacks-comprising African Americans, Haitians, and other Caribbeans-account for roughly half of all HIV/AIDS cases in the state and in Miami-Dade, even though they make up only 14 percent of Florida’s population and a quarter of Miami’s. Black women, in particular, are bearing a huge burden: a staggering 72 percent of both HIV and AIDS cases in Florida’s black population affect women. In fact, an estimated 1 in 47 black Floridians have HIV/AIDS, compared with 1 in 176 Hispanics, and 1 in 346 whites, according to the Florida Department of Health.

Improvements in HIV/AIDS treatment, care, and prevention are fundamentally dependent on the education of health-care providers and the knowledge and awareness of the public.

**Help us make a difference, starting in “our” on backyard!**

**HOODSTOCKRadio MISSION STATEMENT**

In May 2010, HOODSTOCKRadio will produce a series of events and activities designed to portray the positive side of Hip-Hop music and culture. The events will take place in Miami, FL. Artists and entertainment entities are encouraged to take part in this unique event. Hip-Hop has long been the voice and inspiration of a generation gone unheard. Many Hip-hop artists serve as icons to today’s youth. Artists have the ability to greatly influence the actions and perceptions of our youth. If channeled properly, this power can be used for tackling crucial issues such as politics, education, and even gender relations. Hip-Hop has the potential to be an effective, conscious point of expression. With all of the social issues facing today’s society, Hip-Hop has the power, and is obligated, to give back to our youth from whom it was built upon.

HOODSTOCKRadio is seeking unprecedented partnerships to harness the power of Hip-Hop music and culture for a positive purpose, the “G.R.E.A.T.E.R. Movement.” G.R.E.A.T.E.R. is today’s youth whose mission it will be to dispel the false perceptions of Hip-Hop, build support for Hip-Hop culture, and take responsibility for those who support it.

The “G.R.E.A.T.E.R. Movement” will partner with high schools and community based youth service providers in the South Florida area. “G.R.E.A.T.E.R.” is youth leaders who will be trained by HOODSTOCKRadio staff on how to effectively address issues that are negatively impacting their communities. Some of the issues that the G.R.E.A.T.E.R. will address include: violence, HIV prevention/awareness, unemployment, and school dropout rates.

G.R.E.A.T.E.R. will participate in group mentoring events that will introduce and explore the 5 elements of Hip Hop culture: the MC, the Graffiti Artist, the DJ, the B-Boy/Break Dancer, and Knowledge of self. The Knowledge of Self component will include workshops on Self Esteem, Nutrition, HIV, and Values & Morals. In addition, participants will have the opportunity to learn about Hip-Hop History and Culture, the History of Rock & Roll, How to Produce a Film or Video without a budget, and Song Writing. HOODSTOCKRadio will offer these classes between the hours of 9:00am – 2:00pm. After the classes, there will be a number of interactive activities and events such as concerts, fashion shows, new artist showcases, break dancing, skateboarding, and street ball exhibitions. HOODSTOCKRadio will also host an award dinner that will feature “The Ultimate B Boy” and “The Ultimate Community Outreach Program” awards. Finally, HOODSTOCKRadio will host a Hip Hop Forum which will include comprehensive discussions facilitated by Hip-Hop Pioneers. All of the events will involve the artists from this year’s *Path to Creativity*.

HOODSTOCKRadio seeks to uplift and broaden the horizons of each youth that participates. The HOODSTOCKRadio motto is “Strictly Business: Body, Mind, and Soul.” To the societal mainstream, Hip Hop has a negative image and it’s time for this global phenomenon to take on the role of healer. YTBRadio wants to reach at-risk youth between the ages of 12-24 by disseminating positive information through a medium that is capable of reaching and impacting millions of young people – that is the power of Hip Hop.

HOODSTOCKRadio is private non-profit organization that seeks to establish informational forums and opportunities or creative expression for young people through the medium of hip-hop/urban music and culture. In February 1990, founder Raul Medina, A.K.A. DJ RAW, realized that there was a lack of positive representation of inner city Hip-Hop culture in the Miami Dade community. He partnered with K.O.P. Management to form a committee that would objectively represent and strengthen the community using the power of Hip-Hop music and culture. The results of that meeting were manifested on October 1994 when the first Hoodstock was held at the Roberto Clemente Park in Wynwood, Miami Dade County Florida. With the message of “Peace in the Hood,” the concert brought together over 1,500 local residents, media coverage, and community leaders. The most recent Hoodstock event, which took place in 1996, was a huge success. The concert/seminar was attended by over 10,000 people from around the world. Many of Miami’s youth that attended Hoodstock functions in the past will tell you that Hoodstock was the best thing to happen for Hip-Hop culture in Miami Dade County area. Hoodstock has always been held in reverence by many people ranging from government officials to inspired artists.

Between 1997 and 2007, Medina received seven certifications from the Florida Department of Health in 104 HIV prevention training. Medina used his knowledge to structure an HIV program for the Florida Dept. of Corrections which is currently still in operation. Medina has committed himself to disseminating positive information to today’s youth. His message is simple and focuses on the fact that there are alternative avenues available for personal, educational and economic growth rather than relying on the false success offered by street life characterized by crime, violence, drug dealing, and sexual promiscuity. Medina’s bottom line and most important message is that “Crime does not pay!” Medina states, “…I will finish what I started, therefore, Hoodstock must be resurrected!” Hoodstock is a promise that Medina has made to the youth of South Florida to provide information and opportunities that will help them navigate through this maze that we call life. Now it has been recreated to be *Path to Creativity,* organized by HOODSTOCKRadio.

*Path to Creativity 2010* promises to be bigger and better than ever. Given the reanimation of a movement that will inspire thousands of young people, HOODSTOCKRadio seeks to educate as well as entertain the young people of South Florida. By using today’s youth culture, the *Path to Creativity* experience will redirect the minds of young people and provide them with a healthier and more prosperous outlook on life. In addition, HOODSTOCKRadio will help improve the everyday interactions between today’s youth and adults within the community. This new found platform will create a ripple effect that will counteract the negative perceptions that global communities have about Hip-Hop music and culture.

HOODSTOCKRadio exists as a private, non-profit organization focused on helping our youth realize their goals. The organization does not receive financial or in-kind support from South Florida where there is a scarcity of music and arts service organizations. HOODSTOCKRadio seeks to establish a facilitator/catalyst role instead of a programming role.

**PUBLIC AWARENESS CAMPAIGN**

The public awareness campaign includes a weekly online radio that premiered on December 27, 2009 on [www.hoodstockradio.com](http://www.hoodstockradio.com). The show airs on Saturday evenings from 7:00–11:00pm and will be used to promote the *Path to Creativity* event. The show also covers Hip-Hop. Pre-*Path to Creativity* events are scheduled and will include concerts, also include B-Boy, skateboarding, and street ball exhibitions. The “Ultimate B-Boy” and “Ultimate Community Outreach Program” awards will honor individuals and programs that are conscientious community examples. These events will be open to the public and will create a number of branding opportunities. The usual forms of flyer disbursement, radio, and print advertising will all be part of the overall public awareness campaign.

**CORPORATE SPONSORSHIP**

As a corporate sponsor, there are numerous benefits for associating your brand with *Path to Creativity*- the most anticipated Hip-Hop event of this decade. As a non-profit organization, which does not receive financial support from city or county sources, HOODSTOCKRadio requires the support of sponsors to implement the projects, programs, and initiatives outlined in this proposal. Partnerships with HOODSTOCKRadio are particularly effective with foundations and businesses seeking a service partner that promotes collaboration, skill building and the arts across global communities.

Corporate sponsors can benefit in the following ways:

1. Corporate mention and signage on all printed material (postcards/advertising) generated by HOODSTOCKRadio in association with all HOODSTOCKRadio events. This includes access to the HOODSTOCKRadio contact database, as well as, major urban music publications in the United States, France, Japan and England- including the HOODSTOCKRadio Magazine.
2. Corporate mention on all radio spots announcing HOODSTOCKRadio events throughout the 3rd and 4th quarter of 2010.
3. Corporate mention in the advertisements for registration drives at schools throughout the Miami Dade area. In addition to this, weekly faxes to individuals associated with the event will be sent and campaigns to the music industry will be made with corporate mention on the paperwork.
4. Access Passes to All HOODSTOCKRadio events.
5. Promotional product inserts in all event gift bags.
6. Logos included in the HOODSTOCKRadio 2010 web page.

Corporate sponsors are invited to partner with *Path to Creativity 2010*. Due to the popularity of this event, time and opportunities for corporate sponsorship are limited. Please feel free to contact our headquarters for more information.

**SPONSORSHIP OPPORTUNITIES**

**Title Sponsor - $100,000 (1 available)** Sponsorship of special event for your company Listed as title sponsor in all advertising and press releases Sponsorship of forum and workshops Inside front or back cover in HOODSTOCKRADIO.COM magazine:

HOODSTOCK Radio edition Signage at all events Signage at host hotel Distribution of product or informational literature in gift bags 25 tickets to showcase events and awards ceremony Logo placement on G.R.E.A.T.E.R. t-shirts

**Platinum Sponsor - $75,000 (2 available)** Signage at all events Sponsorship of forum Inside front or back cover in HOODSTOCKRADIO.COM magazine:

HOODSTOCK Radio edition Distribution of product or informational literature in gift bags Logo included in all press releases, advertising, printed and electronic media 15 tickets to showcase events and awards ceremony Logo Placement on G.R.E.A.T.E.R. t-shirts

**Gold Sponsor - $50,000** Signage at radio station Full Page color ad in guide book Logo included in all press releases, advertising, printed and electronic media Distribution of product or informational literature in gift bags 10 tickets to showcase events and awards ceremony Logo placement on G.R.E.A.T.E.R. t-shirts

**Silver Sponsor - $25,000** Signage at radio station Full Page color ad in guide book Distribution of product in gift bags 8 tickets to showcase events and awards ceremony Artist showcase

**Bronze Sponsor - $7,500** Signage at radio station ½ page black & white ad in guide book Distribution of product in gift bags 4 tickets to showcase events and awards ceremony Artist showcase independent and unsigned artist (3 song max)

**What rights are given to your sponsorship endorsement?** Your sponsorship is an investment in the youth of the South Florida area. All financial contributions will be tax deductible. Permission to add names, likeness, logos or anything thereof to HOODSTOCK Radio promotional materials such as print ads, radio ads, television ads, and new media (i.e. text messaging) will be acquired. If you do not want to have your company name used in HOODSTOCK Radio’s promotional campaigns, written notification will be required.

**Terms and Conditions** Company sponsorships and payments will be recognized upon payment of 25% of total due and notification of said entities due process time timetable. All time lines must be up held unless notified otherwise in writing. If timelines are not upheld, your positioning will be forfeited.

1. A pre-production surcharge will apply to all client-supplied materials that do not meet the HOODSTOCK Radio submittal specifications.
2. Terms of payment, a non-refundable deposit of 25% of total and a signed letter of intent must accompany sponsorship reservations. The balance will be due on an agreed upon date.
3. HOODSTOCK Radio reserves the right to refuse sponsorship requests and to cancel sponsorships that do not fulfill obligations without prior notice and without liability.

**Considerations** Major sponsors have the right of veto on other sponsors to avoid damaging associations, even where there is no direct competition. We hope this right will be exercised reasonably. HOODSTOCK Radio is looking for sponsors with the right image and financial means to meet our needs. Entities such as cigarette companies will not be approached for sponsorship since the products they promote and sell have damaging effects on consumers; it is not a image that we want our youth to emulate.

HOODSTOCK Radio would like to secure an on-going sponsorship relationship will all sponsoring entities and does not wish to lock any sponsor into an unsatisfactory commitment. Reasonable flexibility will be an important issue we will revisit whenever deemed necessary by a sponsor.

HOODSTOCK Radio will conduct a hip hop forum and will request that certain artists and executives participate in the discussion. The event will be attended by selected youth and their families from the south Miami community. The international media will also be invited to attend. The forum will be aired for full viewing on the HOODSTOCKRadio.com website.

1. So my brothers and sisters, in my own words “This is the event not to be missed.Keep checking in as we grow right here this page one love.

**Current Sponsors** In our past years of operation, HOODSTOCK Radio received support from many generous members, companies, foundation and individuals. Some contributed operating support and others supported special project initiatives. Below is a list of *past* and *present* contributors:

Special Contributions by: ...