

2012 Crunk For Christ Radio Holy Hip Hop & Rhythm & Praise Awards



Our Goal is to uniquely change
the way the world
sees and hear the church."

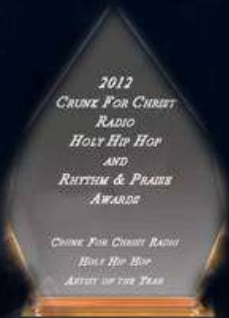
- Calvin "P Crunk" McCoy Jr.

August 11, 2012
Red Carpet – 5:00pm
Red Carpet Pre-Show – 5:30pm
Awards Show – 7:30 pm

Hosted by Comedian Rodney Perry

Location:

Georgia World Congress Center
Atlanta, GA



Go to
www.crunkforchristradio.com
For More Information

Our Sponsors:



Our Networks:



2012
Crunk For Christ Radio
Holy Hip Hop
&
Rhythm & Praise
Awards

2012
CRUNK FOR CHRIST
RADIO
HOLY HIP HOP
AND
RHYTHM & PRAISE
AWARDS

CRUNK FOR CHRIST RADIO
HOLY HIP HOP
ARTIST OF THE YEAR

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the way the world
sees and hear the church."**

- Calvin "P Crunk" McCoy Jr.

Awards Show Sponsorship Request

Calvin McCoy Jr.
CEO

Crunk for Christ Events, LLC
2520 Park Central Blvd.
Suite D2 Phone: 678-53-CRUNK
Info@crunkforchristradio.com



Saturday, August 11, 2012 at the Georgia World Congress Center

Red Carpet – 5:00 p.m.

Red Carpet Pre-Show – 5:30 p.m.

Awards Show – 7:30 p.m.



Dear Potential Sponsor,

I would like to invite you to be our sponsor for our 2012 Crunk For Christ Radio Holy Hip Hop and Rhythm & Praise Awards, that will be held at the Georgia World Congress Center, August 11, 2012. The awards show will be televised on WATC Channel 57. Our host for the Awards show will be Comedian Rodney Perry, Co-Host of the Monique Show. Guest appearances by Montell Jordan, Canton Jones, Lecrae and many, many more!

Crunk For Christ Radio has come together to bring you the grandest Christian event to hit the nation in Holy Hip Hop. The 2012 Crunk For Christ Holy Hip Hop and Rhythm & Praise Awards. The Crunk For Christ Radio Holy Hip Hop and Rhythm & Praise Awards is an Elegant Black Tie, Red Carpet Affair. This is the only awards show for Holy Hip Hop and Rhythm & Praise of this stature. We are excited to be offering the Holy Hip Hop and Rhythm & Praise Community an outlet such as this to highlight and celebrate the work they have put forth over the years and the significant impact in the Gospel Industry. This Awards Ceremony is the first to bring Holy Hip Hop and Rhythm & Praise under one roof to join two of the Hottest Genres of Gospel together in unity to serve Christ through music.



Our Sponsorship Offers

Presenting Sponsor:

\$2,000

- Your company name/logo on all print advertisements, which include billboards, posters, brochures, newspaper ads & news releases. Name in sponsorship brochure.
- News Release announcing sponsorship
- Mention in TV commercials (Over 1,000 spots run)
- Mention in radio commercials (Over 1,500 spots run)
- Special Radio Commercial
- Advertising on electronic signs (Over 30,000 vehicles pass by each day)
- Full page ad in the official Awards Show program
- Name on entryway kiosk
- Excellent banner placement throughout the Awards
- Logo/Name listed on sponsorship banner(s)
- Bundling opportunities with other Crunk For Christ Events
- PA announcement mentions daily and throughout Awards show(7)
- Meet & greet with headliner entertainers
- Logo/link on Award's Show website
- Awards admission tickets (25)
- Credential parking passes (14)
- Preferred parking passes (12)
- Vendor/Exhibitor parking passes (14)
- 10x20 booth, size negotiable
- Priority naming rights for premium buildings, arenas and/or specific Awards events such as the Red Carpet Pre-Show, Concert Pavilion, & other headliner entertainment
- Listed in the "thank you" ad post-Awards (full circulation in AJC and other Business Journals)
- VIP seating in the Awards Show (12)
- Entry into the Awards Show After Party
- Off-site discounted ticket sales outlet
- Discount on facility rental services
- First right of refusal
- Category exclusive rights
- Logo rights as approved by the Awards Show



Executive Sponsor:

\$1,000

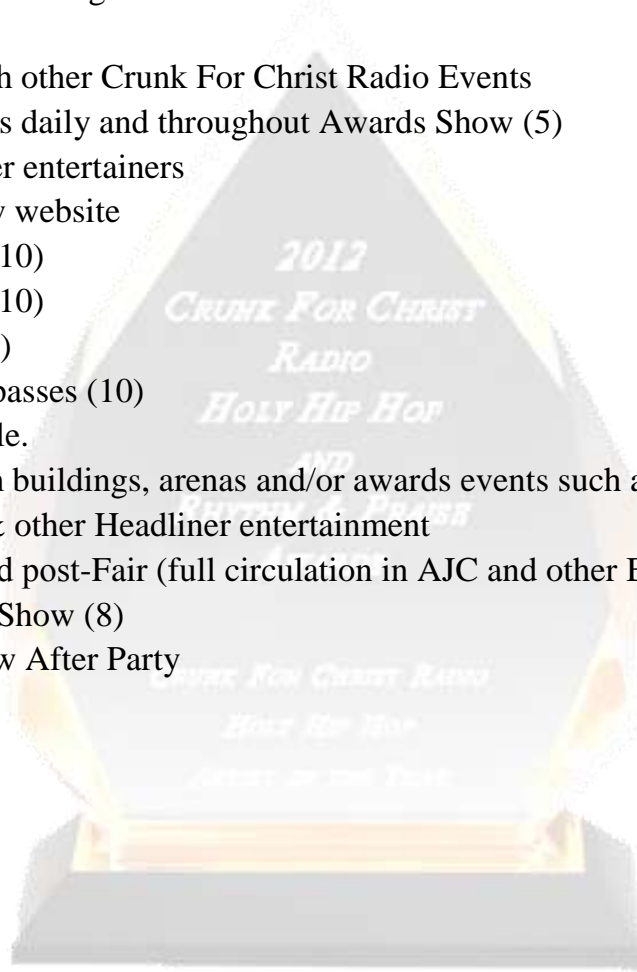
- Company name/logo on all print advertisements, which include posters, brochures, newspaper ads & news releases
- Name in sponsorship brochure.
- Mention in radio commercials (Over 1,500 spots run)
- News release announcing sponsorship
- Half Page ad in the official Awards Show program
- Name on entryway kiosk
- Excellent banner placement throughout the Awards Show
- Advertising on electronic signs (Over 30,000 vehicles pass by each day)
- Bundling opportunities with other Crunk For Christ Radio Events
- PA announcement mentions daily and throughout Awards Show (6)
- Meet & greet with headliner entertainers
- Logo/link on Awards Show website
- Awards admission tickets (15)
- Name/Logo on sponsor lanyards
- Credential parking passes (12)
- Preferred parking passes (10)
- Vendor/Exhibitor parking passes (12)
- 10x10 booth, size negotiable.
- Naming rights for premium buildings, arenas/and or Award events such as the Red Carpet Pre Show, Concert, and other headliner entertainment.
- Opportunity to affiliate with one of our headliner entertainers
- Listed in the "thank you" post[Awards (full circulation in AJC and other Business Journals.
- VIP seating in the Awards Show (10)
- Entry into Awards Show After Party



Principal Sponsor :

\$750

- Company name/logo on posters, brochures, banners, newspaper ads & news releases
- Name in Sponsorship brochure
- Advertising on electronic signs (Over 30,000 vehicles pass by each day)
- Excellent banner placement throughout the Awards Show
- Name on Entryway Kiosk
- Bundling opportunities with other Crunk For Christ Radio Events
- PA announcement mentions daily and throughout Awards Show (5)
- Meet & greet with headliner entertainers
- Logo/link on Awards Show website
- Awards admission tickets (10)
- Credential parking passes (10)
- Preferred parking passes (8)
- Vendor/Exhibitor parking passes (10)
- 10x10 booth, size negotiable.
- Naming rights for premium buildings, arenas and/or awards events such as the Red Carpet Pre-Show, Concert Pavillion, & other Headliner entertainment
- Listed in the “thank you” ad post-Fair (full circulation in AJC and other Business Journals)
- VIP seating in the Awards Show (8)
- Entry into the Awards Show After Party





Associate Sponsor

\$500

- Company name /Logo on posters, brochures, banners, newspaper ads & news releases
- Advertising on electronic signs (Over 30,000 vehicles pass by each day)
- PA announcement mentions daily and throughout (4)
- Meet & greet with headliner entertainers
- Logo/link on Awards Show website
- Awards admission tickets (5)
- Credential parking passes (8)
- Preferred parking passes (6)
- Vendor/Exhibitor parking passes (8)
- 10x10 booth, size negotiable.
- Naming rights for premium buildings, arenas and/or specific Award Show Events
- Listed in the “thank you” ad post-Fair (full circulation AJC and other Business Journals)
- VIP seating in the Awards Show (5)
- Category Exclusivity

Supporting Sponsor

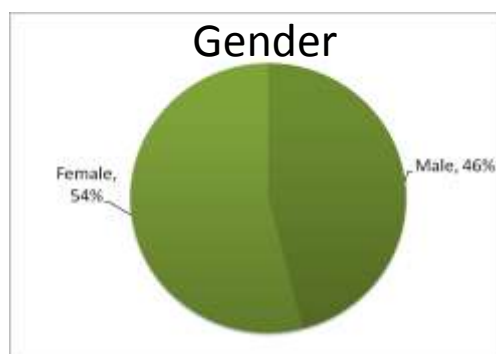
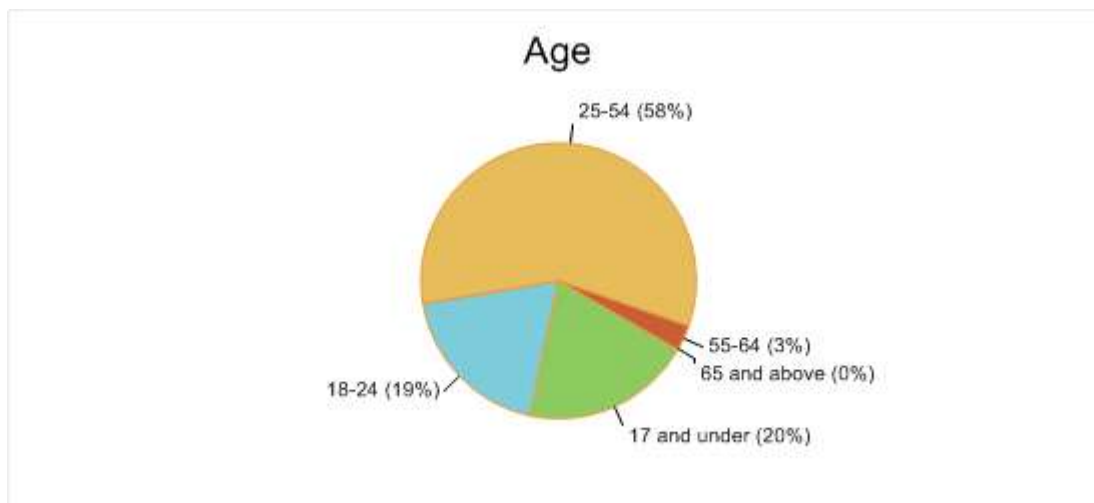
\$250

- Company name /Logo on Awards Poster
- Name on entryway kiosk
- Advertising on electronic signs (Over 30,000 vehicles pass by each day)
- Bundling opportunities with other Crunk For Christ Radio Events
- Name/logo listed on Sponsorship Banner(s)
- PA announcement mentions daily and throughout Radio Broadcasts (3)
- Logo/link on Awards Show website
- Awards admission tickets (2)
- Credential parking passes (7)
- Preferred parking passes (5)
- Vendor/Exhibitor parking passes (7)
- 10x10 booth, size negotiable.
- Naming rights for specific buildings or stages or a combination of special attractions
- Listed in the “thank you” ad post-Fair (full circulation AJC and other Business Journals)
- VIP seating in the Awards Show (2)

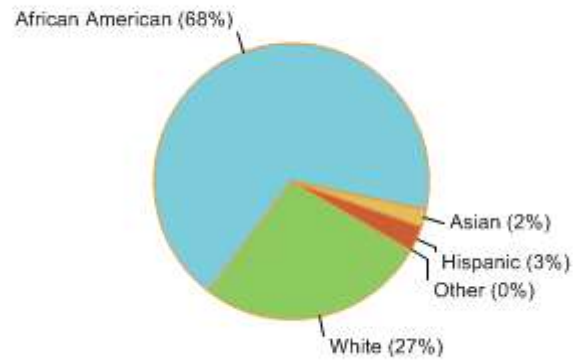
Our sponsorship program is adaptable to meet the needs of your organization. We will customize a sponsorship package for you, based on your needs, to create a successful partnership. With a helpful staff to assist, you can be confident that your sponsorship will earn results for your company.



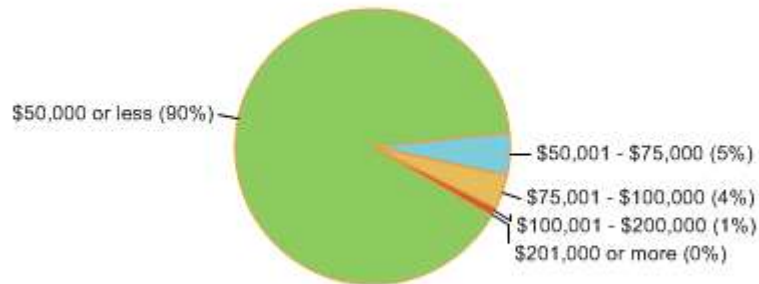
Crunk For Christ Radio Demographics



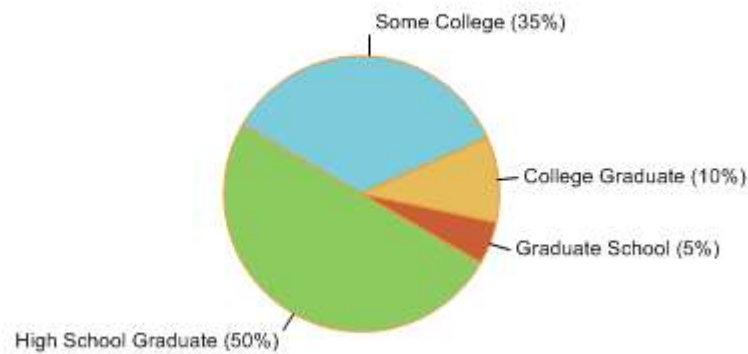
Race



Income



Education



Respectfully Submitted:
Calvin McCoy – CEO
Crunk For Christ Radio
calvinmccoy@crunkforchristradio.com
Live On-Air Studio: 678-532-7865

Corporate Office: 678-321-0268

Personal : 678-760-4886



www.crunkforchristradio.com

Keeping Crunk For Christ!

HOTTEST STATION IN NATION FOR HOLY HIP HOP & RHYTHM & PRAISE!!

Crunk 4 Christ Radio is the Hottest Christian Radio Network in the nation. With a strong desire to bring more exposure to Holy Hip Hop and Rhythm and Praise, we offer the hottest music in Holy Hip Hop and Rhythm and Praise 24 hours a day, 7 days a week.

OUR MISSION: We are in a time now, where our youth and young adults are in trouble. They are seeking role models; but many of the artists they have attached themselves to are not always positive influences. These secular Hip Hop and Rap Artists fail to realize that their conduct is just as important as their music. A large amount of these artists are being arrested, breaking the law, doing drugs and pushing sex. Our young people are in trouble, and we are giving them an alternative with a mission "to uniquely change the way that people see and hear the church."

OUR METHOD: It is our goal to reach our listeners with shows that will entertain them and minister to them at the same exact time. With 75% of our listeners being between the ages of 17-44 years old, we have effectively captured our audience with shows that cause them to laugh, cry, get angry and laugh. We have successfully retained our target audience while building a new target goal. Our music at Crunk for Christ is the best in Holy Hip Hop and Rhythm and Praise. With artists like Lecrae and Canton Jones bringing more attention to Holy Hip Hop, we have become a major source to people in search of positive, great sounding music.

The parent company for Crunk 4 Christ Radio is **Crunk 4 Christ Events, LLC**. Crunk 4 Christ Events coordinates events that entertain and bring life to the Christian community. With a strong goal to show new and seasoned Christians that living for Christ can be fun, exciting and entertaining, we strive to bring positive events to cities across the world. Birthed in a vision from God to Pastor Calvin McCoy, Jr. in 2006 during the Crunk for Christ Youth and Young Adult Conference, God has used these events to save and bring about deliverance in many of our youth. Crunk 4 Christ Youth and Young Adult Conference is now a Global conference being seen in Malaysia, Cameroon, and Nigeria, Africa, Canada, Jamaica, Japan, and a host of international cities across the world.

Crunk 4 Christ Events has had huge success in the Christian Events arena. Our events include:

- The National Crunk For Christ Youth and Young Adult Conference
- Crunk 4 Christ Skate Night Parties
- Crunk 4 Christ Holy Hip Hop Concerts
- Crunk 4 Christ Church House Parties
- Crunk 4 Christ Holy Hip Hop Block Parties
- Crunk 4 Christ Jesus Walk-A-Thon
- Crunk For Christ presents Club Hope
- Crunk 4 Christ Christian Comedy Nights
- Crunk 4 Christ Radio Apartment Tour

OUR AUDIENCE: We are currently reaching over 1,400,000 listeners, with more markets signing on! Crunk 4 Christ Radio has already successfully secured three FM markets, as well as the Internet market. Our Crunk Morning Show from 6:00 a.m. to 10:00 a.m. is the exclusive morning program on Michigan's WVBH Hot 105.3 FM, Southbend, Indiana on 105.3 FM, Atlanta 101.7 FM, South Carolina Praize 102.9FM, Atlanta, GA 1100 AM, and Saturday's 9-10am on Love 860AM