

PRESENTED BY:











CONCEPT/BACKGROUND

Park Jam Series Florida to make its debut Fall of 2016 in Tampa Bay with an impressive lineup of world renowned DJ's, Turntablists, Cratediggers and Selectors. Inspiration for Park Jam Series Florida comes from the True School Park Jam Series; which has been successfully running in New York City for over 10 years.

Park Jam Series Florida will work in conjunction with local non-profit organizations committed to improving Quality of Life in the inner-cities. Park Jam Series Florida will bring some of the hottest street DJ's, Graf Artists, Dancers and EMCEE's together over grooves from the old/new school; while touching on positive messages and events within Hip Hop culture. Park Jam Series Florida will celebrate & enlighten audiences of all ages on the Rich Culture of Hip Hop. Taking you back to a time where Peace, Unity, Love & Having Fun were more than words; but a True School way of life for many inner-city youth. Today Hip Hop has impacted every aspect of life, and is a globally recognized phenomenon. Few mainstream organizations embrace the true essence of Hip Hop Culture; therefore many are missing the values which enabled disenfranchised neighborhoods and youth to overcome society's plagues.

Park Jam Series Florida brings these values back to the forefront through the same vehicle that inspired so many from 1973-to present times "HIP HOP CULTURE". Setting a back drop where community involvement, responsibility and pride are pivotal components in changing Quality of Life.

INVESTMENT VALUE

Sponsors will benefit from expansion of Market & Brand visibility through Park Jam Series and it's endorsing company's. Additional benefits from Nation & International Brand exposure via our media campaigns, global network & followers. Collectively we have over 40 years experience and an extensive network; which gives our sponsors the ability to reach a larger target audience, expand brand opportunities, and set the stage for further growth.

VENUE LOCATIONS

The Park Jams Series will run from Sept – Dec 2016, and consist of 2 venue types: (with promo events from May – Jul 2016)

Venue One: Friends of McFarland Park (McFarland Park Main Gazebo) Time/Day: 3 pm – 7 pm (1st Saturday of each month)

> **Venue Two:** Crate Diggers Delight (Al Lopez Park) Time/Day: 1 pm – 4 pm (3rd Sunday of each month)

Friends of McFarland caters towards the importance of family & community values. *Crate Diggers Delight* caters towards music enthusiast of all ages.

ENDORSED BY

- UZN Multi-Cultural Arts Foundation
- The Next Phase Entertainment LLC
- HeadNOKKA Media Group
- Chase Entertainment













CHARLIE CHASE DJ LEGEND/HIP HOP PIONEER CO-FOUNDER OF THE COLD CRUSH BROS.



DJ CHARLIE CHASE

Chase Entertainment LLC

Co-founder of the World Famous Cold Crush Brothers along with his partner Tony Tone, Charlie Chase was the first Latino DJ in Hip Hop to officially emerge and establish Latinos as a force to the masses. Born in New York City he lived in Williamsburg area of Brooklyn until moving to the Bronx at the age of 12 where his journey to becoming a true Hip Hop Pioneer began in 1975. Charlie Chase continues to perform around the world and is passionate about the proper representation of the music and culture he knows and loves.



UZN_MCA MULTI-CULTURAL ARTS FOUNDATION



Felix (Skeem) Rivera UZN_MCA Founder & Universal Zulu Nation (CSO)



A native of New York and born in the 60's, Felix (Skeem) Rivera was raised within the teachings of the Universal Zulu Nation & Hip Hop Culture. Originally a B-Boy dancing with crews like Nasty with Rock, Come Off Brothers (C.O.B.), Division of RockSteady & Just Class; Skeem was able to travel outside the NY Neighborhoods spreading awareness of a culture in its infancy stage. A longtime Hip Hop advocate & Chief Strategy Officer for the Universal Zulu Nation World Council Executive Team he continues to support Hip Hop projects worldwide. As co-owner of AmaZulu Apparel and Director of Operations for UZN_MCA, a non-for-profit Multicultural Arts Foundation, Felix (Skeem) Rivera is aimed at educating, supporting and addressing cultural diversity problems within our communities through the Arts.

As Chief Strategy Officer for Universal Zulu Nation he's responsible for assisting *Afrika Bambaataa* & UZN Executive teams in creating, communicating, executing, and sustaining the Universal Zulu Nation Business & Regional strategic plans to ensure they align with the Business and Cultural goals of the Organization. In this role, he is responsible for Analytics pertaining to National/International Regions Worldwide to ensure successful strategic execution. Felix (Skeem) Rivera is responsible for the overall guidance of Universal Zulu Nation from a National & International Business growth perspective.

Felix (Skeem) Rivera is a graduate of Rochester Business Institute Majoring in Global Economics & has a Degree in Software Development/Engineering. He most recently teamed up with Chase Entertainment & Hip Hop-USA where his Business talents and vast knowledge of Streaming Software Development/Implementation can be utilized to set the stage for a new age business model.



THE NEXT PHASE ENTERTAINMENT LLC



Audra "DJ Reality" Murrell The Next Phase Entertainment LLC (CEO)



Urban music industry Tastemaker, **Audra "DJ Reality" Murrell** has over twenty years experience in the entertainment business. She was instrumental in designing and starting a showcase that ran for almost 10 years and spawned the careers of numerous A-List hip-hop and rap artists, it also gave other artists within the culture, (*Graffiti, Breaking, DJ'ing, and EmCee'ing*) a place to display their skills. That showcase was called **The Vortex**, and it ran without incident at the famous National Black Theater in Harlem, NY. This gave Reality the great honor of working with and learning from some of the most famous and legendary individuals in the music industry, such as **Wendy Day, Harry Allen, Chuck D, Chris Lighty, Sylvia Rhone, and countless others**.

DJ Reality was giving the opportunity to demonstrate that women can work a mixing board from any angle in this industry, while working as both a sound engineer at several New York-based recording studios, and as a board operator that produced several radio shows for **WNWK-FM** (NY) and **WJFP-FM** (FL). It was because of these opportunities, that she was able to hone her music production and engineering skills, and produce several major and independent label releases within both the hip-hop and dance music communities.

With a background in marketing and promotions, DJ Reality went to work for a number of record labels in New York. With this knowledge underneath her belt, DJ Reality was able to design and implement both the retail distribution & radio promotion marketing plans (*with her partner A.J. Woodson, of JVC Force fame*), for internationally known and respected hip hop label - **GrooveAttack Records** and their roster of artists', which included **Phife Dawg**'s (*A Tribe Called Quest*) debut album, **J-Rawls, Lone Catalysts, Declaime, Bravo & Sandman, Grand Agent** and the legendary **Biz Markie**.

The Next Phase Entertainment LLC is a boutique Urban Music and Lifestyle Entertainment company based in Tampa, FL. whose current roster of artists consist of Ace Sinna, Ladi G, Ya Boy Skolla, Stefon, Dana Da Designated Hata and De Immortalz, LLC. The company also designs, implements and provides consultation for various independent and major artist social media and Internet marketing and promotional campaigns.





HEADNOKKA MEDIA GROUP, INC.



Eric "elPresidente" Gomez HeadNOKKA Media Group, Inc. (CEO)



Eric Gomez, otherwise known as imagiin360 or #elPresidente, is the owner and operator of multiple media and technology companies that have been active in providing services, products and platforms to patrons and businesses for the past decade. His media company, HeadNOKKA Media Group, Inc., which focuses on artist branding, production and publishing has started extending its reach up to Atlanta with A2BAY and as far as Hong Kong in the recent years. His partnership in the A2BAY coalition has allowed his team to provide opportunities for artists between both Atlanta and Tampa with showcases and promotions. BootSlap.com and Push Creative Group are the online and technology companies that focus on providing CMS Platforms, Blog Sites and other online services such as custom EPK's, Dynamic Websites and comprehensive SaaS software.

Having worked in the web and online marketing industry as a Senior Producer for Triad Digital allowed him to develop his Project Management skills helping to launch various campaigns and centers on large retail websites such as Wal-Mart & CVS for major brands such as L'Oreal, Proctor & Gamble, Mars, Unilever and more. Having applied some of this experience to creating strategies for independent publishers, artists and businesses; his focus on creating seamless experiences and services that can be applied across multiple avenues has helped the companies grow into strategic positions and partnerships within the community.

His efforts in the non-profit region has also been at the forefront of his personal journey, and it continues to be a large part of his overall objectives. Working with everything from community events to organizations such as Computer Mentors in Tampa, FL that provides underprivileged children with the necessary IT training to enter college with already existing certifications. Eric received the Volunteer of the Year award for helping a group of young high school age students learn how to create their own website.



MARKET/TARGET

Target Market (Central & South Florida where we currently have a high level of visibility):

- Tampa
- Orlando
- Sarasota
- Kissimmee

Target Audience:

- Urban populated city centers exhibiting growth over the past 3 years with continuing trend.
- Urban population 10-19 years (These are leadership development years)
- Urban population 20-34 years ("Millennials") with Discretionary Income.
- Urban population 45-64 years ("Baby Boomer") with Discretionary Income.

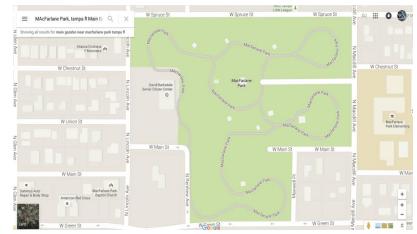


BASE OF OPERATIONS

• Headquarters will be located in Central Florida (Location TBD)



Area Location of Park Jam Series



MacFarland Park



CORPORATE SPONSORSHIP PACKAGES

Presenting Sponsor package \$6,000

- · Listed as the presenting sponsor in all radio, print & online advertisements
- Logo & Commercial placement in all YOUTUBE video clips for viral media campaign
- Premium banner placement on stage at all events
- Full page ad on Park Jam Series website
- Logo on event T-Shirt
- Priority vending and/or promotional booth space at all events
- Unlimited distribution of promotional materials at all events (Product sampling)
- · Company mention as presenting sponsor every hour throughout all events
- Prominent Logo, Banner, & Link to be advertised in Social Media & PR campaign
- Prominent Logo and Ad on all full color promotional flyers, posters and t-shirts
- · Company advertised on official websites with a banner and link
- Email newsletter with Logo, Banner & Link to be sent to subscribers
- Stage time per day to present company/products
- Right of first refusal for next year's event

Diamond Sponsor package \$4,500

- · Listed as sponsor in all radio, print and online advertisements
- · Main banner placement on stage at all events
- Half page ad on Park Jam Series website
- Logo on event T-shirt
- Priority vending and/or promotional booth space at all events
- Unlimited distribution of promotional materials at all events (Product sampling)
- Company mention as diamond sponsor every hour throughout all events
- Prominent Logo, Banner, & Link to be advertised in Social Media & PR campaign
- Prominent Logo and Ad on all full color promotional flyers, posters and t-shirts
- · Company advertised on official websites with a banner and link
- Email newsletter with Logo, Banner & Link to be sent to subscribers
- · Stage time per event to present company/products

Gold Sponsor package \$3,000

- · Listed as sponsor in all print and online advertisements
- Banner placement on stage at all events
- Half page ad in the magazine
- · Priority vending and/or promotional booth space at all events
- · Unlimited distribution of promotional materials at all events (Product sampling)
- · Company mention as gold sponsor every hour throughout all events
- · Logo, Banner, & Link to be advertised in Social Media marketing & PR campaign
- Logo and Ad on all full color promotional flyers and posters
- Company advertised on official websites with a banner and link
- · Email newsletter with Logo, Banner & Link to be sent to subscribers
- · Stage time per event to present company/products

CORPORATE SPONSOR FOR PARK JAMS FLORIDA



Peavey Electronics http://www.peavey.com

Driven by an unmatched legacy of innovation and a total dedication to quality and reliability, Peavey Electronics embodies the pursuit of perfection in music and audio. It's our unifying spirit. It's proven. And it continues today.

For nearly five decades, Peavey has blazed its own path toward musical perfection. Founded by Hartley Peavey in 1965 as a one-man shop, today Peavey Electronics Corporation is one of the largest makers and suppliers of musical instruments, amplifiers and professional audio systems in the world–distributing more than 2,000 products to more than 130 countries.



About Us

Since 1981 musicians, DJs, contractors and integrators have chosen Rane Corporation (<u>rane.com</u>) as an established innovator in problem-solving pro audio tools, affordably priced with unequalled reliability and customer service. Rane's primary marketplaces are DJ (performance, club, mobile & recording) and Commercial (room-combining, paging and associated systems) featuring innovative analog and digital audio products for each category. Based in Mukilteo, WA, all products are designed and manufactured exclusively in the United States from imported and domestic parts with worldwide product distribution.

OFFICIAL INTERNET MEDIA SPONSOR FOR PARK JAMS FLORIDA



BLIZM

Program Director / Producer K-100 RADIO www.K100Radio.com (Chainless Entertainment)

We are on Instagram @K100_Radio

FOLLOW US ON TWITTER https://twitter.com/#!/K100_RADIO

LIKE OUR PAGE ON FACEBOOK https://www.facebook.com/K100RADI 0 K-100 RADIO is a live 24/7 streaming music, talk and comedy Internet radio broadcast. We play the best new releases that you may not always hear on your FM dial. We break new music almost daily, and we don't forget the great songs from the past. A great blend of hot new music and throwback classics, our 24-hour rotation allows us to play more music with far lass commercial interruptions that traditional radio.

We also highlight independent artists and their music from all over the nation and world on our broadcast. This lets us bring our listeners some great music that slips through the cracks because of the politics & money involved with mainstream radio and the music industry. We want to even the playing field and give independent music artists a platform where all that matters is HOW GOOD THEIR MUSIC IS AND HOW HARD THEY GRIND.

We also have DJ Mixshows by some of the best DJ's in the game! With over 20 different mixshows and DJs from all parts of the country, we keep our listeners in tune with what's popping in the clubs and streets of many regions. Check our DJ PAGE to see which DJ's we have on the broadcast and their scheduled air times. If you are an indie artist you should definitely network with the the DJ's that we have listed.

We also do live interviews with artists, music industry professionals, business professionals and social awareness types that are interesting, informative and fun to listen to. We have the ability to broadcast live from anywhere and have done so at various events, clubs, parties and more. We are always in the streets getting exclusive coverage from top-notch music conferences and private parties. We also have original home grown dedicated talk show segments and also syndicated talk segments we air on the broadcast, and if you are an INDIE artist and would like to be interviewed LIVE ON THE AIR, go to the "Ads & Promo" tab and check out our DIRECT LINE interview offer.

The best thing about all of this is that it's FREE to our many thousands of loyal listeners. There are no monthly fees like XM; you are not flooded with a ridiculous amount of commercials and censorship like FM radio. With our mobile apps and other apps like Tunein Radio, you can even listen to us on the go in your car or while you work out at the gym. All you need is a good Internet connection, either Wi-Fi or even your mobile data network on your phone service.

Internet Radio is the new radio frontier, and K-100 Radio is a leader in the new technology. We have been nominated for and won several awards for our broadcast including the S.E.A. AWARDS (Southern Entertainment Awards), The Diamond Awards (held by Bigga Rankin & Cool Running DJs), The Atlanta Underground Music Awards, the SCM Awards, the Hot Block Awards, Battle Hotlanta Awards, the ATLs Hottest Awards, the North Florida Entertainment Awards and more.

MIXMASTER DJ'S CONFIRMED FOR PARK JAMS FLORIDA



DJ Scratch http://www.scratchvision.com



Grand Wizard Theodore

DJ Scratch was introduced to EPMD by Joseph Simmons (Run) at the Run's House Tour after DJ K LA Boss left Erick and Parrish. Impressed by his skills, the two designated DJ Scratch as their official DJ by their second album Unfinished Business in 1989. His presence was felt with his powerful cutting and scratching techniques that are heard on various tracks. Aside from scratching, on Business As Usual, he produced the track "Funky Piano" and in 1991 worked on a remix for "I'm Mad" off the Rampage 12" single. In 1992 Scratch produced "Scratch Bring It Back, Pt. 2 (Mic Doc)" and briefly worked with DJ Magic Mike after EPMD broke up.

Soon Scratch made a name for himself as a producer for Busta Rhymes and the Flipmode Squad off the Busta's Coming album in 1996. By 2003 DJ Scratch became a well distinguished producer after working with LL Cool J, Talib Kweli, DMX, The Roots, and other great hip-hop artists.

One of early hip-hop's most skilled DJs, Grand Wizard Theodore is universally acknowledged as the inventor of the scratch. Grandmaster Flash pioneered many early turntable techniques, including "cutting" records (manually cueing up duplicate copies of the same record in order to play the same passage, cutting back and forth between them), but it was the young Theodore who built on Flash's work by taking the scratching sound made when the records were cued, and adding a rhythm that made the turntable into a percussion instrument the DJ could "play." Theodore is also credited with pioneering the needle drop, a technique where, instead of cueing up the record silently, the DJ simply drops the needle onto the exact start of the passage to be played.

Grand Wizard Theodore was born Theodore Livingstone and grew up in the Bronx. His older brothers Gene and Claudio were an early hip-hop duo called the L-Brothers, and they frequently collaborated with Grandmaster Flash. Flash discovered that young Theodore (not even a teenager yet) had a natural affinity for the turntables, and when Flash spun records in public parks, he would sometimes set up a milk crate to let Theodore DJ. According to legend, Theodore invented scratching largely by accident, circa 1977 (when he was about 13 or 14); holed up in his bedroom playing records, Theodore had to pause to hear his mother scold him about the volume, and happened to move one of the records back and forth. He liked the sound and played with it often, developing the technique until it was ready for public performance. Flash picked up on it quickly, and Theodore in turn began copying Flash's acrobatic record-spinning tricks (using his elbows, feet, etc.).

By the time the '80s rolled around, Grand Wizard Theodore was one of the top DJs in New York. He hooked up with a crew that was most often billed as Grand Wizard Theodore and the Fantastic 5 MCs, which released the cult classic single "Can I Get a Soul Clap" in 1980 on the Tuff City label. The group never recorded a proper album, but they did appear in the 1983 old school hip-hop film Wild Style (which later became a cult classic); they recorded several songs on the soundtrack and appeared in an MC battle sequence with their chief rivals the Cold Crush Brothers. While Grand Wizard Theodore never received the same wide acclaim as Grandmaster Flash during his career, he was eventually rediscovered by hip-hop historians, which helped him land some international DJ gigs in the '90s. He also appeared at the Rock and Roll Hall of Fame's 1999 hip-hop conference, and teaches advanced classes in the art of DJ'ing.

MIXMASTER DJ'S CONFIRMED FOR PARK JAMS FLORIDA (CON'T)

The Legacy Continues. Tony Touch A.K.A Tony Toca continues to be a force to be reckoned with. Tony Touch, an icon in Hip Hop and in the Urban Hispanic genre plus seasoned player in the game, is a true innovator and has revolutionized the DJ game over and over. From his legendary mix tapes, to his skills on the 1's and 2's, he has become one of Hip Hop's most recognized DJ's. This C.E.O/Artist/Producer is now currently working on his 7th commercial release titled "The Piece Maker 3...Return of the 50 MC's" and is expected to make history once again.



DJ Tony Touch aka Tony Toca http://www.tonytouch.com

Tony Touch began as a B-Boy during the rap music renaissance era of the early 80's. Heavily influenced by pioneers like the Rock Steady Crew, Grandmaster Flash, Red Alert, "Little" Louie Vega, and Jam Master Jay, he quickly shifted his interests towards the turntables. Toca is known for his legendary mix tapes like the original 50 MC's parts 1, 2 and 3. Included in this series are some of the hottest artists in the game such as KRS ONE, Kool G Rap, Big Daddy Kane, Wyclef, M.O.P., Big L, Mos Def and many more all coming together for one collective piece. This along with the countless other mix tapes, Tony became recognized in the streets and industry as the real 'Mix Tape King.' Tony Toca evolved his mix tapes to record releases. In 2000, Tony released "The Piece Maker" on Tommy Boy records. This album sold over 400,000 units worldwide and featured legendary artists like Big Pun, Cypress Hill, Wu Tang Clan, Busta Rhymes, Eminem, Gang Starr, and much more. The video for the single "I Wonder Why" featuring Total featured cameos from John Leguizamo, Rock Steady and more. Since then, Tony Touch has released the "Piece Maker 2" which also had an all-star line up with features such as P. Diddy, Fat Joe, Sean Paul, Snoop Dog and even the legendary Ruben Blades.

Toca is also known to represent the Latino community to the fullest. It is the result of growing up with Salsa at home and Hip-Hop influence in his lifestyle. In 2005 Tony inked a deal with EMI Records and revolutionized the game once more with his Latin album called "ReggaeTony". The hit single, "Play that Song" featured Nina Sky and B-Real of Cypress Hill. The cd had an all star line up including Tego Calderon, Ivy Queen, Zion y Lennox, N.O.R.E, Voltio, and Soni just to name a few. The album went GOLD and with that success, EMI records moved quickly to release ReggaeTony 2 which featured more heavyweight appearances.

Touch continues to be in demand globally. The proof is in the passport as he has toured over 30 countries including Japan, Australia, Puerto Rico, London, France, Greece, Russia, Brazil, Germany, Columbia, Switzerland, Italy and Cuba. He's also acted as tour DJ for acts like Cypress Hill, Gurus' Jazzmatazz, Rock Steady and the Beatnuts. You also may have caught Tony on TV shows such as "Saturday Night Live" and "The Dave Chapelle Show" spinning for Eminem. And you may have heard him on the airwaves in New York City on such stations as Hot 97, Power 105, and 107.5 WBLS. In 2004, Eminem and manager Paul Rosenberg closed a deal for their own radio station on Sirius XM Satellite called Shade 45. Tony Touch was quickly recruited to host TOCA TUESDAYS from 8pm to Midnight. TOCA TUESDAYS is also a weekly classic Hip Hop party in which he invites legendary DJ's to guest spin.

And if that weren't enough, another weekly party Tony sparked was the FUNKBOX where he plays deep house music with celeb guest DJ's. Both parties have been running over 4 years strong.

MIXMASTER DJ'S CONFIRMED FOR PARK JAMS FLORIDA (CON'T)



Grand Master Caz http://www.grandmastercaz.com

The first simultaneous DJ and MC in Hip Hop history, Grandmaster Caz is perhaps best known for rhymes he didn't even perform – namely, the uncredited verses that Big Bank Hank borrowed for the groundbreaking Sugarhill Gang single "Rapper's Delight." The fact that neither Caz nor his group the Cold Crush Brothers ever recorded an official full-length album also doesn't help shed much light on his legacy – an unfortunate injustice, considering he was one of the most important and influential pioneers of old school rap.

Grandmaster Caz was born Curtis Fisher and grew up in the Bronx, where DJ Kool Herc began playing block parties in the early '70s. Caz attended his first Herc party in 1974, and was amazed by the huge, booming sound system and the way Herc worked the crowd. Inspired to try doing the same thing, he immediately purchased some equipment and adopted the DJ name Casanova Fly (which later morphed into Grandmaster Caz).

After honing his skills, Caz teamed up with JDL (aka Jerry Dee Lewis) to form the Notorious Two, and during this period became the first DJ to rap while handling records on the turntables. Both Caz and JDL joined the Cold Crush Brothers circa 1978-1979, with Caz becoming a full-time MC.

In 1979, former R&B singer and label head Sylvia Robinson discovered Caz's friend Big Bank Hank rapping along with one of Caz's practice tapes. Impressed, she invited him to become the third member of a studio rap group called the Sugarhill Gang, which was set to record the first rap single. Without revealing the true author, Hank went to Caz and asked to borrow the rhymes for the record; Caz agreed, hoping for an eventual favor in return -- which never materialized, and neither did songwriting credit or royalties.

Despite that mishap, Caz did find a measure of underground success with the Cold Crush Brothers. They recorded several singles for the Tuff City label during the early '80s (compiled in 1996 on Fresh Wild Fly & Bold), and became one of the most popular live rap groups in New York during the pre-Run-D.M.C. era. Most prominently, the Cold Crush Brothers appeared in the 1983 old school Hip Hop film Wild Style, which has since become a cult classic; they recorded the theme song and engaged in an MC battle with their chief rivals, Grand Wizard Theodore and the Fantastic Five.

Like most other old school artists, the Cold Crush Brothers didn't survive the advent of Run-D.M.C., and Caz launched a brief solo career in the late '80s. Again recording for Tuff City, his singles included "Mr. Bill," "Yvette," "Count Basie," "I'm Caz," "Casanova's Rap," and "Get Down Grandmaster." None of them made much of an impact, and Caz faded from the music scene for a time. With more attention being paid to the roots of Hip Hop in the late '90s, Caz's name resurfaced as an early pioneer, and he began making appearances at historical conferences like the one staged in 1999 by the Rock and Roll Hall of Fame. In 2000, he released a new single titled "MC Delight," which addressed the "Rapper's Delight" controversy.

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