

B-SO!
BOY FOUNDATION

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MUSEUM OF AMERICAN SOUL MUSIC



STAC SUMMIT

"EVERYTHING YOU NEED 2 KNOW
ABOUT THE MUSIC INDUSTRY"

Join Us Live & Learn

Event Sponsorship

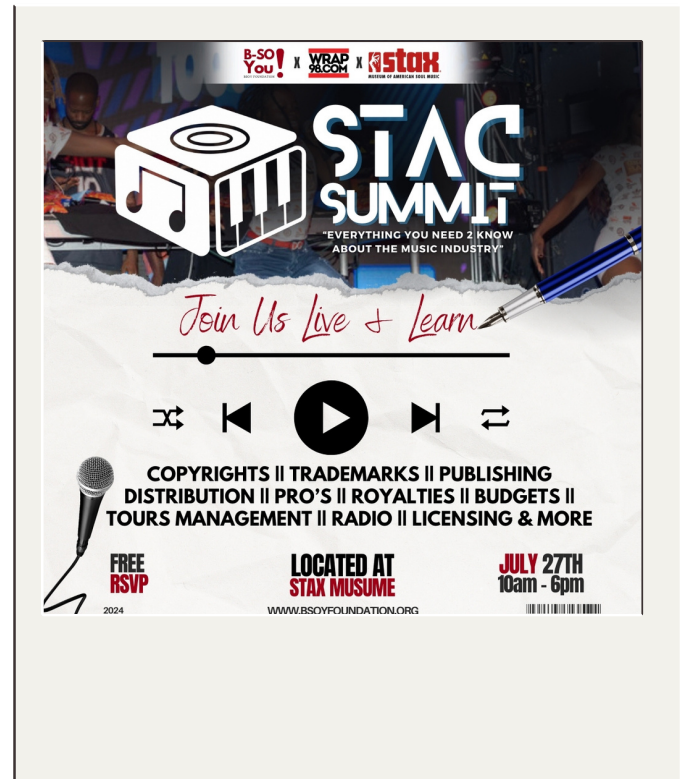
PROPOSAL PACKAGE

BSOY FOUNDATION 501(C)3

S.T.A.C
"SUPPORT THE ARTIST CAMPAIGN"
PERFORMING ARTS PROGRAM

Introduction

Join us for an immersive one-day experience at the "STAC SUMMIT" brought to you by the BSOY Foundation's STAC (Support The Artist Campaign), Wrap98.com, and the iconic Stax Museum of American Soul Music. This dynamic event is designed to equip aspiring musicians, industry professionals, & music enthusiasts with the tools, strategies, & knowledge needed to thrive in the ever-evolving music landscape of 2024. From insightful panel discussions featuring industry experts to live performances & interactive breakouts, this summit-style conference offers a unique opportunity to connect, learn, & grow within the music industry. Whether you're an emerging artist looking to elevate your career or a seasoned industry veteran seeking fresh insights, this event promises to be an invaluable experience for all attendees.



ABOUT BSOY FOUNDATION INC.

The BSOY Foundation Inc. is a registered 501(c)(3) nonprofit organization dedicated to nurturing dreams & creating opportunities for youth.

EVENT OVERVIEW

Event: STAC Summit
Date: Saturday JULY 27, 2024 | 10am - 4pm
Location: Stax Museum
Expected Attendees: 200+



BSOY Foundation Presents
STAC (Support The Artist Campaign)

“Empowering Emerging Artists in Memphis”

MISSION

At STAC (Support the Artist Campaign), our mission is to empower emerging artists & entertainers by providing them with the resources, education, and opportunities needed to excel in the music & entertainment industry. We are committed to nurturing the creative talents of the youth, fostering their professional growth, and creating a vibrant and supportive community that celebrates artistic expression



VISION

Our vision is a thriving community of artists & entertainers who have honed their craft, gained industry knowledge, and achieved success, thanks to the support and guidance offered by the STAC program. We envision a future where all creatives from diverse backgrounds are not only recognized for their talents but also equipped with the skills and confidence to navigate the complexities of the entertainment industry. Through STAC, we aim to be a catalyst for artistic excellence, innovation, and positive change in the world.



Key Features:

- 12-Week Creative Education Program
- Music & Performing Arts Focus
- Expert Instruction & Mentorship
- Access to State-of-the-Art Studios
- Community of Emerging Artists
- Final Showcase Event

Program Highlights:

- Creative Skills: Develop your craft with expert instruction in music theory, songwriting, visual arts, & more.
- Mentorship: Learn from industry professionals with decades of experience.
- Community: Join a supportive network of fellow artists & collaborate on projects.
- Showcase: Present your work at a final showcase event & connect with industry leaders.

LEARN MORE AT:
WWW.BSOYFOUNDATION.ORG



STAC SUMMIT

"EVERYTHING YOU NEED 2 KNOW
ABOUT THE MUSIC INDUSTRY"

Itinerary - SATURDAY, July 27, 2024 (10AM - 4PM) Stax Museum of American Soul Music, Memphis, TN

10:00 AM - 11:00 AM: Registration & Check-In

11:00 AM - 11:15 AM: Opening Ceremony

11:15 AM - 11:45 AM: Panel 1: Artist/Songwriter & Working Musicians

11:45 AM - 12:00 PM: Break & Networking

12:00 PM - 12:30 PM: Panel 2: DJ & Radio Personalities

12:30 PM - 1:30 PM: Lunch Break & Live Performances

1:30 PM - 2:00 PM: Panel 3: Engineers & Producers

2:00 PM - 2:30 PM: Panel 4: Performing Rights Organizations, Distributors, & Music Awards

2:30 PM - 3:00 PM: Panel 5: Harnessing Social Media for Artist Success

3:00 PM - 3:30 PM: Panel 6: Labels, Managers, & Booking Agencies

3:30 PM - 4:00 PM: Closing Remarks & Networking

Throughout the day:

- Breakout rooms featuring services such as artist consultations, demo reviews, and marketing workshops.
- Live performances by artists participating in the STAC program and Stax alumni.
- Networking opportunities with industry professionals and fellow musicians.

This conference offers a comprehensive lineup of panels, activities, and networking opportunities designed to provide attendees with valuable insights and resources to succeed in the music industry.

Event Overview & Budget

Date: Saturday, July 27th, 2024

Time: 10:00 AM - 4:00 PM

Location: Stax Museum of American Soul Music, Memphis, TN

The "STAC SUMMIT" is a dynamic and immersive one-day event aimed at empowering musicians, industry professionals, and music enthusiasts with the knowledge, skills, and connections needed to succeed in today's music industry landscape. Hosted by the BSOY Foundation's STAC (Support The Artist Campaign), Wrap98.com, and Stax Museum of American Soul Music, this conference offers a comprehensive exploration of key topics, including artist development, music production, marketing strategies, legal aspects, and industry trends.

Featuring engaging panel discussions, live performances, interactive breakout sessions, and networking opportunities, attendees will have the chance to:

- Gain insights from industry experts, including artists, producers, DJs, and music business professionals.
- Showcase their music and receive valuable feedback from peers and mentors.
- Learn about the latest tools, strategies, and trends shaping the music industry in 2024.
- Connect with fellow musicians, industry insiders, and like-minded creatives.
- Explore the rich history and legacy of soul music at the iconic Stax Museum.

With a diverse lineup of panels, workshops, and activities, the "STAC SUMMIT" promises to be an inspiring and transformative experience for all participants. Join us as we come together to celebrate music, creativity, and community.

Event Overview & Budget

Note: The budget aims to minimize costs by seeking in-kind donations and support wherever possible.

Venue: \$5,000

- Includes rental fee for conference space, setup, and cleanup costs.

Equipment and Technical Support: \$3,000

- Includes rental of sound system, microphones, projectors, screens, and other necessary AV equipment.

Promotion and Marketing: \$4,000

- Includes costs for designing and printing flyers, posters, and banners, as well as digital marketing expenses such as social media ads and email campaigns.

Panelists and Speakers: \$6,000

- Includes honorariums for keynote speakers and panelists, as well as any travel and accommodation expenses.

Refreshments and Catering: \$5,000

- Includes costs for breakfast, lunch, snacks, and beverages for attendees and speakers.

Event Materials: \$2,000

- Includes printing costs for handouts, agendas, name tags, and other conference materials.

Staffing and Volunteer Expenses: \$2,500

- Includes compensation for event staff, security personnel, and any hired volunteers.

Transportation and Travel: \$2,500

- Includes travel expenses for speakers, organizers, and staff, as well as transportation costs for any equipment or materials.

Insurance and Permits: \$1,500

- Includes liability insurance coverage for the event venue and permits required for hosting the conference.

Miscellaneous Expenses: \$1,500

- Includes contingency funds for unforeseen expenses or last-minute needs.

Total Estimated Budget: \$30,000

As low as possible, with the majority of expenses covered through in-kind donations, volunteer support, and sponsorship arrangements.

By leveraging in-kind donations, volunteer assistance, and strategic partnerships, we aim to minimize costs and ensure the success of the "STAC SUMMIT" while maximizing the impact of each contribution.

Sponsorship Opportunities

Why Sponsor?

The primary goal of this event is to create an inclusive space for artists to share their work, network with industry professionals, & build meaningful connections within the music & entertainment industry. Your donations and sponsorships are tax-exempt, as BSOY Foundation Inc. is a registered 501(c)(3) nonprofit organization.

SPONSORSHIP | DONOR PACKAGES

1. Title Sponsorship - \$10,000:

- Exclusive recognition as the Title Sponsor in all event promotional materials and communications
- Logo placement on event banners, signage, and marketing materials
- Verbal recognition during opening and closing remarks Opportunity to distribute promotional materials or merchandise at the event
- Complimentary exhibit space at the event
- Social media shout-outs and acknowledgment on the event website

2. Panel Sponsorship - \$5,000:

- Recognition as the Panel Sponsor in all related event materials and communications
- Logo placement on panel signage and marketing materials
- Verbal recognition before and after sponsored panel sessions
- Opportunity to introduce panelists and provide brief remarks
- Social media mentions and acknowledgment on the event website

3. Breakout Session Sponsorship - \$2,500:

- Recognition as a Supporter Sponsor in event materials and communications
- Logo placement on event signage and marketing materials
- Verbal recognition during the event
- Social media mentions and acknowledgment on the event website

4. In-Kind Sponsorship

- Donation of goods or services valued at \$500 or more
- Recognition as an In-Kind Sponsor in event materials and communications
- Verbal recognition during the event
- Social media mentions and acknowledgment on the event website

5. Supporter \$100+:

- Recognition as a Supporter during opening and closing remarks

Custom Packages

We understand that you may have specific objectives and goals. Please contact us to discuss custom sponsorship packages tailored to your giving needs.

Contact Information

For sponsorship inquiries and to secure your sponsorship package, please email:

stac@bsoyfoundation.org

Thank You for Your Support



Join us at the “STAC SUMMIT” and become a catalyst for change, shaping a future filled with possibilities for the music industry.

We extend our heartfelt gratitude for considering sponsorship of the BSOY Foundation Inc. Your generous support will directly contribute to our mission of empowering tomorrow's entertainers.

How Your Support Impacts Lives

By sponsoring our event, you contribute to:

- Reduced ticket prices, making the conference accessible to individuals from diverse backgrounds who may otherwise lack the resources to attend.
- Your support facilitates valuable educational experiences that empower attendees to enhance their craft, build their professional networks, and navigate the complexities of the music business.
- Your support facilitates networking opportunities that can lead to collaborations, mentorships, and career opportunities for aspiring musicians and professionals.
- Your sponsorship helps foster a sense of belonging and camaraderie among participants, encouraging them to support and uplift one another as they pursue their passion for music.
- Your support contributes to a transformative experience that motivates participants to take action, overcome challenges, and strive for excellence in their music careers.



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

BSOY FOUNDATION INC
C/O BRILANN COLEMAN
50 S BB KING BLVD STE 350 3RD FLOOR
MEMPHIS, TN 38103-0000

Date:
09/02/2021
Employer ID number:
82-5230766
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
August 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
January 15, 2021
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053558005141

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

Based on the information you submitted with your application, we approved your request for reinstatement under Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is retroactive to your date of revocation.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.