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SOUL CENTRAL
MAGAZINE

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All the Way from London

Prepared By:
Mark Rowe

SOUL CENTRAL AWARDS

INTERNATIONAL SHOWCASE 2020

Soul Central International Awards Showcase 2020 May 23rd In [#Detroit](#) at The Senate Theatre.

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About our Organization

Go Global or Stay Local Project.Org is a NGO Organization located in London serving the entire global community were possible. We provide support for fund raisers, non profits and helping raise awareness for positive causes from a wide variety of causes. We do this by taking on the initiative to get the word out for a variety of causes. We also do Events and Event planning, and pr work all over the globe.

Our staff have been associated with the entertainment industry for decades and work with everyday inspirational and motivational people from a variety of arts and cultural backgrounds.

See More on www.goglobalorstaylocalproject.org - www.soulcentralmagazine.com

Mission Statement

Go Global or Stay Local have partnered on This amazing international awards showcase with Soul Central Magazine and a handful of affiliates and partners from across the globe to have a global award that highlights inspirational and motivational people from a variety of arts and cultural backgrounds that are sometimes overlooked. Our mission is a commitment to provide an enjoyable event and award showcase with some remarkable people. Our character, knowledge, and professionalism will help inspire, educate, and create the most prominent and elegant events to be treasured, And bringing a diverse showcase for our audience.

Awards Information

Background

After the success of our first annual awards showcase in Las Vegas, Which was held on the strip, we are following up the 2nd annual awards show in the historical city of Detroit. We will be highlighting some of the greats from the past up to today in a variety of areas that will help create more awareness for those that have and still inspire and work in our global communities.

This event will also with the support of us all Can bring in enough very much needed support where we can make a profit through this event, and re donate it into areas of the city of Detroit. We would love to support the people of Michigan as they have supported us through the years and having such a great event and being able to support the city would be truly humbling.

DETROIT HISTORY

We need your support so we can put together one of the most exciting international awards showcase in Detroit, And highlight many of the greats from Michigan and across the globe that have inspired and motivated so many. With your support we would like to use The Senate Theatre. seen here >
[https://www.senatetheater.com/.](https://www.senatetheater.com/)

The Senate Theatre Has a prestigious history and opened on October 5, 1939, with a showing of Spencer Tracy's Stanley and Livingstone. Designed by John J. Zink, a local architect whose firm designed over 200 **theaters** in the U.S. from the 1920s–1950s, it is one of only eight of his **theaters** still open today. we would love to do our awards show there to show support and help bring revenue into this historical venue.

Some Historical Facts

1. The city served as a last stop on the Underground Railroad.
2. Detroit was home to one of the country's first state fairs.
3. Detroit tops the list for potato chip consumption in the United States.
4. K-Mart has its roots in Detroit.
5. First city in the world to assign private phone numbers.
6. Home to first paved roadway.
7. In 1959 Berry Gordy Jr. Created Motown Records.
8. The Marriot Hotel is the Tallest Hotel in North America
9. Known as Motor City for its revolutionary automotive industry
10. Played a huge success creating M5 tanks, jeeps, and B-24 bombers for the allied forces in WWII.
- 11.

Social Media Site's

Go Global or Stay Local:

www.goglobalorstaylocalproject.org

Facebook:

<https://www.facebook.com/GoGlobalorStayLocalProjectNonProfit>

Instagram:

www.instagram.com/ggoslproject

Soul Central Magazine:

www.soulcentralmagazine.com

Facebook:

<https://www.facebook.com/GoGlobalorStayLocalProjectNonProfit>

Twitter:

twitter.com/Soulcentralmag

Instagram:

www.instagram.com/soulcentralmagazine

Soul Central TV:

www.soulcentraltv.net

Twitter:

twitter.com/Soulcentraltv

Instagram:

www.instagram.com/soulcentraltv

Go Global Radio:

<https://www.soulcentralmagazine.com/onlineplayer/>

Outline

Currently, the Soul Central Awards International Showcase first event was featured across the major new outlets like ABC, FOX, NBC news and much more. The founder has put on events in over 6 countries and growing as we have also worked in over 10 Major cities across the world, Including United States, Japan, Africa, South America and Europe. We are now taking bookings for Sponsors and performers NOW.

At the Awards, show time will run 6 hours, with 1 to 2 hours for set up and the opening of the doors. The nightly lineup will include 2 opening acts, winners of the Friday night showcase which will run the first half hour with special guest DJ taking the stage. Then we proceed with the awards ceremony, The final hour and a half will be a headlining performance by OUR STAR GUESTS to complete the show

The average capacity our intended venue holds is 800-1200 people. Along with all attendees, we expect major Media and Radio presence for the event, along with major magazines and blogs within that area to help cover the event. Immediately following all confirmations of the tour, press releases will be set up with blogs and magazines for immediate exposure for the Soul Central Awards International Showcase. Interviews will be lined up with each performer and sponsors before each show for optimal exposure before the event. Ticket giveaways and promotional contests will continue throughout the build up to the awards.

Objectives

In order for the **Soul Central Awards International Showcase** to be successful, we must achieve major marketing and advertising through major Hip-Hop and music blogs, Hip-Hop and music magazines, along with major FM radio (i.e. Top 40 and/or urban radio stations). Our goal is to sell out each venue with its appropriate capacity, and to gain notoriety for the up and coming talent that are on the **Soul Central Awards International Showcase**. This will provide for a branding strategy for our honoree guests including Some of the **Motown Greats** and much more.

This will help each performer gain well deserved exposure for their dedication to the entertainment and arts, and at the same time help implement for future albums and tours, It will also give some love back to the city of Detroit and Michigan And give new artists exposure for their brand which will in turn increase unit sales, more performances, and features with major artists and a level of real growth and popularity.

Organizers

Soul Central Magazine founder Mark Rowe with over 30 + years' experience inside the music and entertainment industry, Mark and his Affiliates are ready to give you the event of a lifetime. Our Team is a band of very well and experienced people from across the industry who have a passion for projects that put the people first.

experience putting together major concerts with A-list and unsigned artists, it is sure to lead to success with this Awards weekender. The combination of these companies and affiliates will ensure thorough follow through and direction when engaging venues and artists to complement one another on the event.

Reach and Target Audience

The target audience of this tour is 18-65 plus year old males and females, both college students and young business professionals. In other words, the Generation Y's will be our primary focus of engagement. This generation is fluent in Hip-Hop and Top 40 music, with the appeal to legendary and up and coming music artists. Through the Generation Y demographic, it will ensure the Soul Central Awards International Showcase is setup to infiltrate this target audience and build brand recognition for our sponsors looking to reach this market.

As the average capacity thus far is 1200 plus, we expect it to be a full event As we look to grow into the 2nd annual international awards showcase after establishing our first awards in las vegas. Through major FM radio and digital radio reach is estimated at 500,000-750,000 impressions over the 3 days.

Benefits to the Sponsor

We believe your company will benefit from sponsoring the Soul Central Awards International Showcase by providing global and national exposure through radio, major music blogs, magazines, and news surrounding the tour. As you are looking to build brand recognition associated with the Generation Y demographic, the awards offers millions of impressions to a target audience.

Media support will be done with major Outlets in a variety of cities, such as the following: FOX34, FOX40, Detroit Hot Radio, Oldies977lubbock, Daily Herald, WRCBTV, 1077yesfm, 9.85 kvoo, KLKNTV, Chronicle Journal, ABC7, NBC29, My Lubbock tv, Rfdtv, Telemundo46lubbock, The Sunshine Reporter, 1170kfaq, FOX21delmarva, ASK. Music blogs and magazines such as the following: East Coast Sentinel, US And Canada Report, Topeka Magazine, Iowa news headlines, All state journal, The Atlantic Report, Atlanta Chronicle, Arizona News Online, and more.

Sponsorship Packages

Small Business Package - \$2,500

- Company logo on 5,000 flyers
- Company mentioned in all media outlets press releases – this includes magazines, newspapers, blogs, email blasts, social media, etc.
- 1 Month Advertisement in Soul Central Magazine
- 2 Tickets to awards show
- Supporting Inspirational and Motivational people from a variety of art and cultural backgrounds,

Bronze Package - \$5,000

- Company logo on 5,000 flyers
- Company mentioned in all media outlets press releases – this includes magazines, newspapers, blogs, email blasts, social media, etc.
- (1) Mention in 30 second commercial spot on Radio
- 2 Month`s Advertisement in Soul Central Magazine
- 5 Tickets to awards show
- Supporting Inspirational and Motivational people from a variety of art and cultural backgrounds

Silver Package - \$10,000

- Company logo on 2' x 6' and 5' x 8' banner, as well as 5,000 flyers
- Company mentioned in all media outlets and press releases – this includes magazines, newspapers, blogs, email blasts, social media, etc.
- Company logo added to the official Soul Central International Awards Showcase flyer
- Company logo added to the Official Soul Central Tour t-shirt
- (1) Mention in 30 second commercial spot on Radio
- 3 Month`s Advertisement in Soul Central Magazine
- 10 Tickets to awards show
- 2 tickets to VIP after party
- Supporting Inspirational and Motivational people from a variety of art and cultural backgrounds,

Gold Package - \$15,000

- Company logo on 2' x 6' and 5' x 8' banner, as well as 5,000 flyers
- Company mentioned in all media outlets and press releases – this includes magazines, newspapers, blogs, email blasts, social media, etc.
- Company logo added to the official Soul Central International Awards Showcase flyer
- Company logo added to the Official Soul Central Tour t-shirt

- Reserved table for brand reps with 2 bottles (Ciroc, Grey Goose, Hennessy, etc.)
- Option of presenting an Award
- (1) Mention in 30 second commercial spot on Radio
- 6 Month`s Advertisement in Soul Central Magazine
- 15 Tickets to awards show
- 5 tickets to VIP after party
- Supporting Inspirational and Motivational people from a variety of art and cultural backgrounds,

Platinum Package - \$20,000

- Company logo on 2' x 6' and 5' x 8' banner, as well as 5,000 flyers
- Company mentioned in all media outlets and press releases – this includes magazines, newspapers, blogs, email blasts, social media, etc.
- Company logo added to the official Soul Central International Awards Showcase flyer
- Company logo added to the Official Soul Central Tour t-shirt
- Reserved table for brand reps, with 4 bottles or 2 reserved tables with 2 bottles (Ciroc, Grey Goose, Hennessy, etc.)
- Option of presenting an Award
- (1) Mention in 30 second commercial spot on Radio
- Pop-up store featured inside Venue (We will get your pop up store created and laid out in advance)
- 12 Month`s Advertisement in Soul Central Magazine
- 20 Tickets to awards show
- 10 tickets to VIP after party
- Supporting Inspirational and Motivational people from a variety of art and cultural backgrounds,
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Summary

The Soul Central Awards International Showcase is a great opportunity, providing brand recognition for you and your company. With Millions of impressions each month, This Awards is set up to engage our target audience added to our exceptional reach throughout social media channels and across our soul central media outlets. The combination of Go Global or Stay Local Project, Soul Central Magazine, our sponsors and affiliates, Will Provides the viable production, organization, and presentation for this Amazing event highlighting motivational and inspirational people from a variety of arts and cultural diversity.

As your valid sponsor our team will be committed to marketing your brand beyond the local recognition with our Generation Y demographic will be engaging with your company's presence, and will help establish future clientele of your overall brand. Each we will display banners, radio and print advertisements, and flyers, the exposure of your brand to the Soul Central International Awards Showcase audience is exponential and key.

We ask you to join in our Awards and journey to sustain great variety of arts, entertainment and good will throughout the industry and global community?

Tour Contact Info :

Mark Rowe - Founder
Talent Booking
Soulcentralawards@gmail.com
Alternatively
Info@soulcentralmagazine.com
or
Soulcentralmagazine@gmail.com
+44 7708020883

Kemal Mailey
Talent Booking
Soul Central Ambassador/ Artist / Security

Gerald Spence (J Hub Cap Ent)
Talent Booking

Kimberly A Gault-Brown
Talent Booking

Brenda Wilson
Talent Booking

