



MARCHING BAND AND GREEK

edition

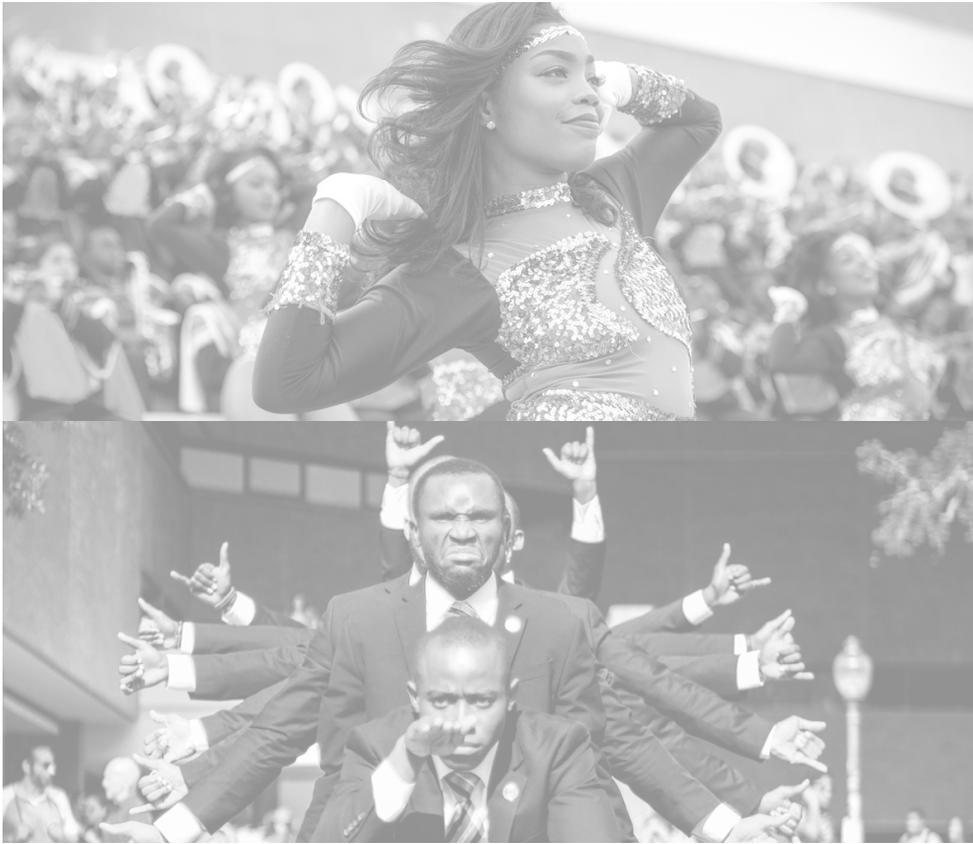
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GAME ON.

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MARCHING BAND AND GREEK EDITION PROPOSAL

*The presentation of two iconic staples of university culture
that will resignite through generations, throughtout the course
of time.*



Thinking back to your college years, there are some moments that will always hold a very special place in your heart because they gave you chills. No I'm not referring to the stress of Finals Week, parental check-ins or being broke. I'm talking about those moments that made your hair stand on end: listening to your marching band bring the house down against a rival school, and a stage-shattering crowd-roaring Greek Step Show.

What better way is there to connect to the SOMETHING IN THE WATER audience than taking it all the way back to the original legacy of this historical weekend: COLLEGE. Let's take you back to a time when the toughest decisions that your and your friends faced were where to sit to see the drumline and picking out the best strolling outfit.

Within this proposal contains the presentation of the biggest and baddest step show, a massive battle of the bands never seen on any campus anywhere, and the first and most impactful band and Greek community service effort of all time.

WHO



The proposed Marching Band and Greek Edition of the SOMETHING IN THE WATER festival will invite the best of the best marching bands and greek steppers to participate in a series of events highlighting university culture through community service, a battle of the bands, and step show,

Participants invited to participate in either competition will consist of current university undergraduates and alumni.

Nationally, there are 107 Historically Black Colleges and Universities (HBCU's) which most boast marching band enrollments of at least 200 students and are more popular than basketball and football.

In addition to the HBCU marching band community, another impactful HBCU greek organizations from the the National Pan-Hellenic Council (NPHC). Membership for the NPHC are made up of the Divine 9 Black Fraternities and Sororities, boasting more than 2.5 million members, globally.

Graduates of marching bands, fraternities, and sororities go on to continue supporting their alma maters as active alumni and support university endowments geared towards scholarship and undergraduate activities for their respective organizations, in addition to impacting their local communities by serving in elected roles, corporate and community boards, and volunteering in community service.





WHAT

Participants will participate in the event community service project and their respective competition (Battle of the Bands or Step Show).

Community Service will be mandatory for all Battle of the Band and Step Show participants. The community service event will take place during the week of the festival and prior to the actual date of the Battle of the Bands and Step Show to not conflict with any practices or venue rehearsals.

Battle of the bands will take place during the day and provide a cash prize which will be donated directly to the university represented.

The Step Show will take place in the evening the week of the SOMETHING IN THE WATER festival.





WHERE



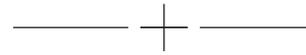
A number of venues to accommodate each event are available in the Hampton Roads area to include the Virginia Beach Convention Center and area universities. The capacity is as follows:

- The Virginia Beach Convention Center Exhibition Hall allows a maximum capacity of 13,440.
- Dick Price Stadium, on the campus of Norfolk State University (Norfolk, Virginia), allows a maximum capacity of 30,000 and has historically hosted battle of the bands on a yearly basis.
- S.B. Ballard Stadium, on the campus of Old Dominion University (Norfolk, Virginia), allows a maximum capacity of 22,480.





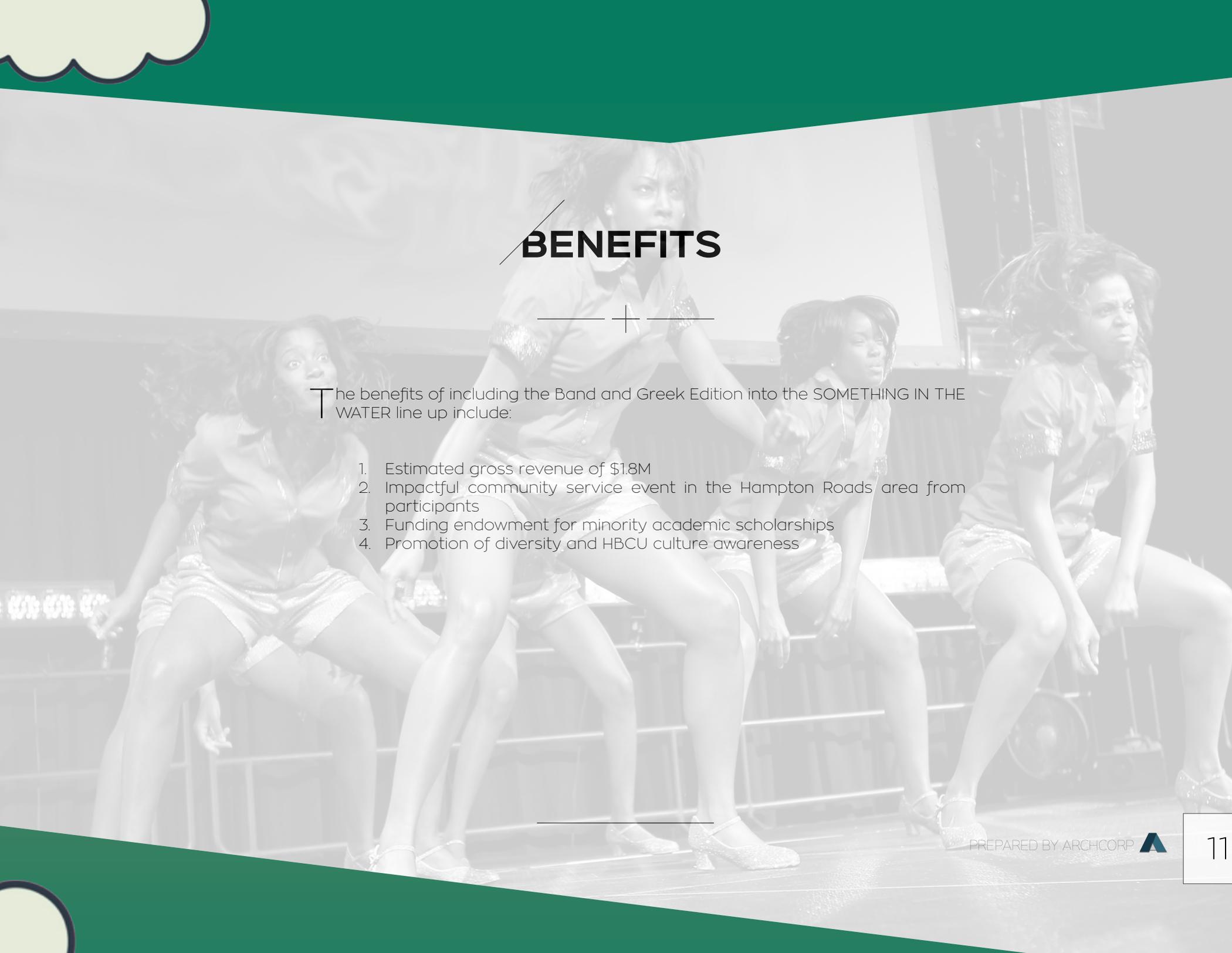
~~COSTS~~



Estimated costs include:

1. Marketing of Battle of the Bands, Step Show, and Community Service
2. Venue and setup for Battle of the Bands and Step Show
3. Operation, logistic, support staff





BENEFITS

The benefits of including the Band and Greek Edition into the SOMETHING IN THE WATER line up include:

1. Estimated gross revenue of \$1.8M
2. Impactful community service event in the Hampton Roads area from participants
3. Funding endowment for minority academic scholarships
4. Promotion of diversity and HBCU culture awareness

TAKING SHAPE



The proposal, upon approval, will continue to take shape:

- **SPONSORSHIP:** A number of potential sponsors have expressed interest in supporting the Marching Band and Greek Edition of the SOMETHING IN THE WATER festival. Given approval of the Marching Band and Greek Edition, interested sponsorship will be finalized and additional sponsorship will be acquired.
- **COMPETITION PRIZES:** A portion of the collected sponsorship funding will be used for the following:
 1. 1st place prizes for the Battle of the Bands and Step Show
 2. 1st, 2nd, and 3rd place trophies for the Battle of the Bands and Step Show
 3. Tokens of recognition for community service participation
 4. Proposing that 1st place winners receive exclusive full access to the SOMETHING IN THE WATER festival
- **COMPETITION ENTRY:**
 1. Option 1. A panel of judges made up of marching band and greek step show experts will review and judge submitted competitive level performance recordings submitted by desired participants. Those participants who make the final round will go on to compete at the final Marching Band and Greek Edition of the SOMETHING IN THE WATER festival in Virginia Beach, Virginia.
 2. Option 2. An alternative to Option 1 is to secure a television/streaming network who will sponsor a number of competition rounds hosted in major or relative cities across the nation (i.e., Virginia, Georgia, Texas, South Carolina, New York, Illinois, Florida). Participants will be judged and chosen to move on to a secondary round of competition. Those who are chosen from the second competition round will go on to compete at the final Marching Band and Greek Edition of the SOMETHING IN THE WATER festival in Virginia Beach, Virginia.



TAKING SHAPE



- **BATTLE OF THE BANDS AND STEP SHOW RULES:** Rules based on venue and sponsorship will be created for each competition prior to marketing the event and directly after sponsorship and venue have been secured. The preliminary proposal is to host a total of (7) seven marching bands and (7) greek step teams.
- **COMMUNITY SERVICE:** The recommendation for the community service activity is to have the Marching Band and Greek Edition coordination staff and participants volunteer with the Red Cross Home Fire Campaign: Sound the Alarm in the city of Virginia Beach. This campaign aligns volunteers alongside fire departments and other local groups to canvass at-risk neighborhoods to install free smoke alarms, replace batteries in existing alarms, educate families about fire prevention and safety, and fundraise for the lifesaving mission. The campaign, started four years ago, has accomplished the following:
 - » saved 589 lives
 - » installed 1,710,894 smoke alarms
 - » made 709,571 homes safer
 - » reached 1,391,720 youth through the campaign
- **SCHEDULE:** Schedule will be finalized based on securing final sponsorship, venue, finalized target number of participants in both Battle of the Bands and Step Show competitions, and other events planned for the SOMETHING IN THE WATER festival. The preliminary proposed schedule is as follows:

TUESDAY: Community Service Event (8a - 5p)

WEDNESDAY: Battle of the Bands (6p - 9p)

THURSDAY: Step Show (7p - 10p)





GAME ON.



The legacy of Marching Bands and Greeks is deeply rooted in the HBCU culture and is now a growing part of our national culture. It will forever be iconic.

Their alumni inspire each new generation of new members. They ignite the connection and importance of supporting students through the creation and funding of existing endowments. They drive excellence from the classroom to the board room. They are critical members of corporate america, the public and private educational systems, government, non-profits, civic organizations, and your community. You know them. They sit next to you at church. You run organizations with them. They are your neighbors. They are the parents and the children of your closest friends. They are, or have been your classmates.

Showcasing the talent and passion will draw fans from all ages and backgrounds.



Photography
James Dean

Place
New York

Time
15.07.2015

Company
Milton Ltd.



