

SPARE THE ROD - SPOIL THE CHILD

Award Winning Stage Play

THE LINCOLN THEATRE

WASHINGTON D.C.

SATURDAY, NOVEMBER 5, 2016



Writer and Producer, Dr. Mildred Summerville states, “A must see story, the play is alternately a moving drama and a sidesplitting comedy that will be talked about.”

WE ARE EXCITED TO PRESENT THIS UNIQUELY EXCEPTIONAL SPONSORSHIP AGENDA AND PARTNERSHIP STRATEGY!

“Spare the Rod, Spoil The Child is a play that speaks to all ages.” raves, Pastor Shirley Caesar. It’s going to be a family affair with amazing talent gracing the stage!

SpareTheRodDC.com

Spare the Rod - Spoil the Child stars' singer, songwriter, and actress, Grammy Winner, BET Sunday's Best Winner, and star of Preachers of Atlanta on the Oxygen Network, LE'ANDRIA JOHNSON joined by gospel singing sensation SHAWN MCLEMORE known for his hit single "I Believe" with James Fortune and Comedian TRINA JEFFRIE AKA SIS. CANTALOUPE takeover DC and THE LINCOLN THEATRE.

SOLD OUT IN NORTH CAROLINA
SOLD OUT IN GEORGIA



LE'ANDRIA
JOHNSON



TRINA
JEFFRIE
aka
SIS.
CANTALOUPE



SHAWN
MCKEMORE
Hit Single
"I Believe"



JOIN US IN WASHINGTON D.C.

INCREASE VISIBILITY & CUSTOMER ENGAGEMENT

OUR EVENT GUESTS HAVE EXPENDABLE INCOME & THEY AREN'T AFRAID TO USE IT!

We partner desire with design, producing measurable deliverables, *most results in real-time*, all results - powerfully positive. Having flexibility in an ever changing landscape is just one of the key components of success. We offer flexibility in the selection of event participation, product placement and attendee experiences.

All opportunities presented provide a true target market and demographic engagement investment with exciting points of entry.

THIS SPONSORSHIP HAS LAYERS!

Sponsorships & Co-Branding Opportunities begin at \$2,500.00

Vending Opportunities w/ Extended Perks begin at \$500.00

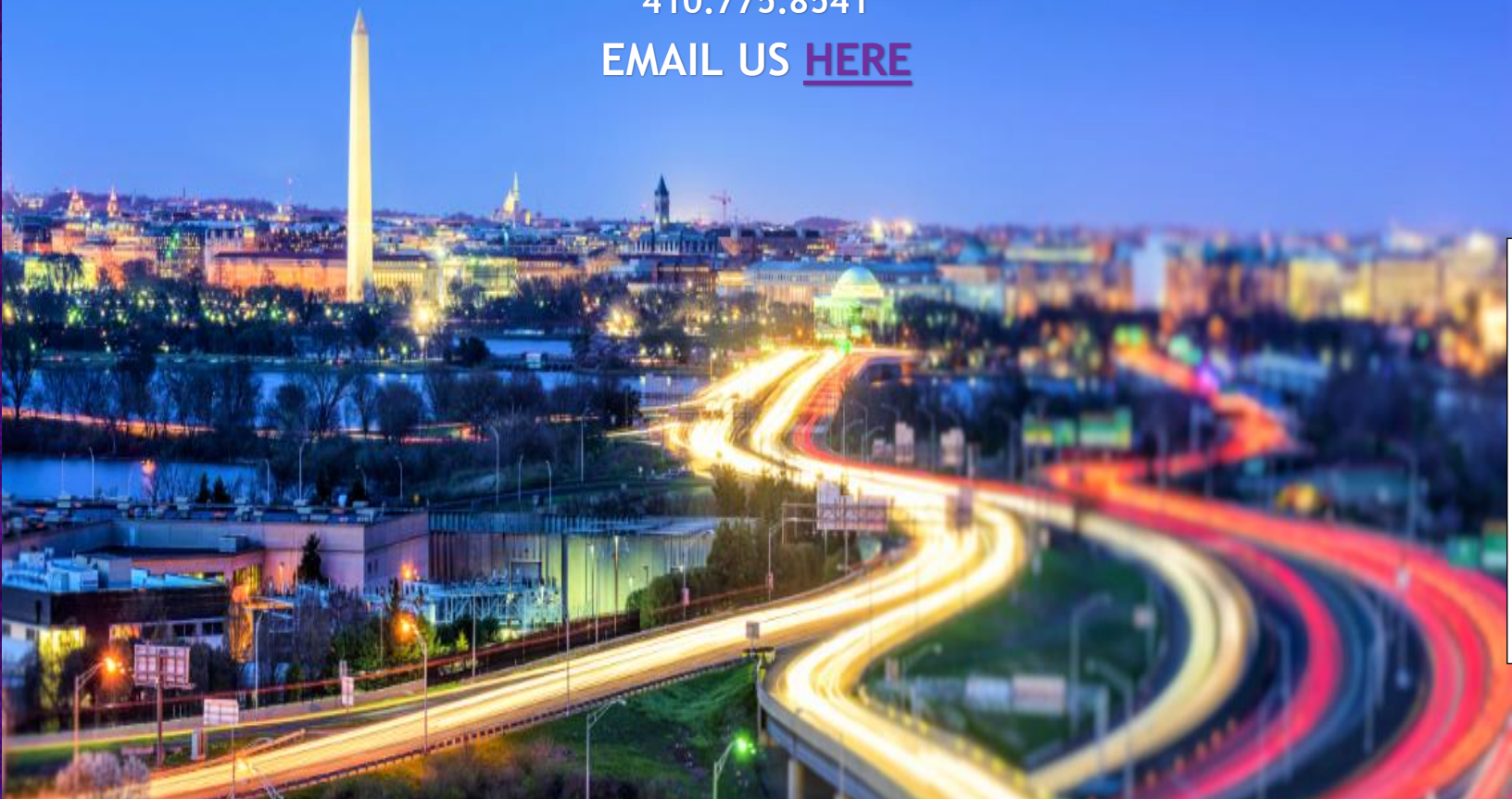
Custom Created and A La Carte begin at \$75.00 - \$500.00

CONTACT MS. SULLIVAN

CALL US TODAY

410.775.8541

EMAIL US [HERE](#)



SpareTheRodDC.com

KICK-OFF EVENT

10.08.16

IT'S THE CHOIR COMPETITION

We've co-branded with RADO-ONE so you don't have to for our highly anticipated "Apollo Style" SPIRIT OF PRAISE GOSPEL CHOIR COMPETITION Secure Ad/Promo Space on our Praise 104.1 TAKEOVER of the homepage for 24 hours. YES!



- Event driven promotion & marketing strategy.
- Naming rights (perceived ownership' of the stage)
- Naming rights or presenting rights of a specified play act.
- Naming rights of a related or subordinated event
- Custom-design of a new award given to the choir winners the during Spirit of Praise Celebration on October 8th.
- Opportunity to run database-generating activities.
- Inclusion in all print, outdoor and/or broadcast advertising event program souvenir booklet.

CAPTURE THE MARKET

- Development of customized contests/give-a-way campaigns to suit the interests of the target market. Adventurous, behind-the-scenes, for families and couples.

FACEBOOK LIVE HOST LE'ANDRIA JOHNSON

SECURE PRIME PLACEMENT on the FAMILY CONNECTION discussion hosted by Le'Andria Johnson & Invited Guests.



RIGHT NOW... We are launched and co-branded with Praise 104.1 FM for the 9th ANNUAL SPIRIT OF PRAISE CELEBRATION with headliner TYE TRIBBET. Praise 104.1 FM has launched an "All-Call" for singers in Washington D.C., Maryland and Virginia to join the cast of Spare The Rod - Spoil The Child on November 5th at The Lincoln Theatre. The predetermined top three contestants will go head-to-head "Apollo-Style" on October 8th BUT only one will perform on November 5th and its SHOWTIME! The hard work pays off!

LEAVE THE IMPRESSION THAT WILL LAST LONG AFTER THE CURTAIN CLOSES

**OPPORTUNITY
SPIRIT OF PRAISE
CELEBRATION
OCTOBER 8
\$2500.00 & UP**

**OPPORTUNITY
THE LINCOLN
THEATRE
NOVEMBER 5
\$2500.00 & UP**

**OPPORTUNITY
THE LINCOLN
THEATRE
VENDOR
NOVEMBER
\$500.00 & UP**

Co-Branded Ownership
of PRAISE 104.4
HOMEPAGE TAKEOVER
24 HOURS

Co-Branded
Ownership of
THE STAGE

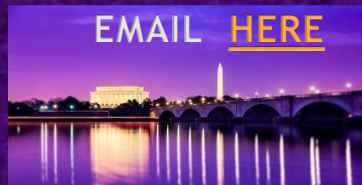
**ATTRACT CUSTOMERS
FOR THE HOLIDAYS!**

Do you have a website?
Do you have product?
Do you want MORE
customers?



Co-Branded Customized
Contest Page
Branded Space
10x10

Ownership of
INTERMISSION
Custom Promo or
Commercial
Aired at Event



Live Mention from
Stage
Max 2

Co-Branded Act
or Scene of the
Play

**OPPORTUNITY
Across The Board**

**COMMERCIALS
Sept. 6 - Oct 8**

**COMMERCIALS
Oct 8 - Nov 5**

\$75.00 & UP
Inclusion

Total Spots 85

Total Spots 72

Tags - Promo - Product
Give-A-Ways &
Contests - Promo Codes

PRIME Product
Placement and
Logo Inclusion

- ✓ Meet & Greet
- ✓ Banners & Logo
- ✓ Specific Tweets
- ✓ Product Placement
- ✓ FACEBOOK LIVE

THANK YOU FOR YOUR REVIEW AND CONSIDERATION.
WE LOOK FORWARD TO SPEAKING WITH YOU!
CONTACT:

MS. SULLIVAN
410-775-8541 EXT 20

**SOCIAL MEDIA OUTREACH
FAR EXCEEDS 1 MILLION
ACTIVE FOLLOWERS**

MAIN EVENT

STAGE 11.05.16

THE LINCOLN THEATRE



ATTENDEES

5000 PLUS

- ✓ Dedicated space to carry out on-site activities.
- ✓ Demonstration/display opportunities
- ✓ Opportunity to sell product on-site
- ✓ Information - Coupon/Voucher (gift) distribution
- ✓ Merchandising
- ✓ Co-Branded Event Staff Tee Shirts

CO-BRANDED HOSPITALITY

- ✓ Tickets to the event (luxury boxes, preferred seating, reserved seating or general admission)
- ✓ VIP tickets/passes (backstage)
- ✓ Celebrity/participant meet-and-greets
- ✓ Access to or creation of what-money-can't-buy experiences!



Spare The Rod - Spoil The Child

Unlimited access to event-generated database(s), such as member lists, for direct marketing follow-up (Respecting Privacy Laws, which vary from Country to Country)



SpareTheRodDC.com

CONTRA

- Opportunity for sponsor to provide equipment, services, technology, expertise or personnel useful to the success of the event in trade for part of fee.
- Opportunity for sponsor to provide media value, in-store/in-house promotion in trade for part of fee.
- Opportunity for sponsor to provide access to discounted media, travel, printing, or other products or services in trade for part of fee.

This is the perfect event for youth groups, date nights and family outings, so make sure you don't miss this opportunity to get great exposure for your company or organization. We looking forward to incorporating your vision and budget into this great event! Call or email us today! AyeshaSullivan@SpareTheRodDC.com

CONTACT:
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Email Us
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