

JUMPONITWEEK.COM



CELEBRATING OUR CULTURE

FESTIVALS · CONFERENCES · CELEBRITIES · PARADE



8 DAYS

10+ EVENTS

8+ VENUES

5K+ ATTENDANCE

4+ MILLION IN EXPOSURE

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WHAT IS



JUMP ON IT WEEK IS BLACK AUSTIN'S CELEBRATION OF CULTURE, ENTREPRENEURSHIP, EDUCATION AND ENTERTAINMENT. THE WEEK INCLUDES A PARADE, CONFERENCES AND MUSIC FESTIVALS COLLECTIVELY ORGANIZED FOR THE PURPOSE OF COMMUNITY BUILDING.

EVENTS ARE STRATEGICALLY HOSTED IN THE ORIGINAL "NEGRO DISTRICT" WHERE CITY OF AUSTIN POLICIES IN THE EARLY 1900'S FORCED ITS BLACK RESIDENTS TO RELOCATE TO AND SURRENDER THEIR "FREEDMEN SETTLEMENTS" AND PROGRESSIVE INDEPENDENCE. OTHER EVENTS ARE CURATED AT HISTORICAL LOCATIONS WITH THE LARGEST FESTIVAL (THE FAT GATOR WEEKEND) BEING HELD AT WALTER E. LONG PARK. ITS LOCATION IS IN THE 78724 ZIP CODE THAT HOUSES THE LARGEST CONCENTRATION OF BLACKS IN THE CITY.

EVENTS

JULY 30TH - AUGUST 6TH

THE KICK OFF PARTY JULY 30TH

A.B.E. WORKSHOPS JULY 31ST - AUG 1ST

CELEBRATING OUR CULTURE PARADE AUG 2ND

JUMP ON IT BLOCK PARTY AUG 2ND

NOOK TURNER FREE BBQ & MERCH AUG 3RD

SHE A PRO CONFERENCE & GALA AUG 4TH - AUG 5TH

CELEBRITY BASKETBALL GAME AUG 5TH

THE FAT GATOR WEEKEND AUG 4TH - AUG 6TH

JUMP START MUSIC SYMPOSIUM TBA



A FEW

PAST PERFORMERS



**BOOSIE, FREDO BANG, TRINA, AMANDA PEREZ, B.O.B, MO3,
RICH HOMIE QUAN, TRAE THA TRUTH, PLIES, JUVENILE,
LIL SCRAPPY, Z-RO, JUST BRITTANY, CALVIN RICHARDSON,
YING YANG TWINS, GORILLA ZOE, KIRKO BANGZ AND MORE...**

25+

YEARS OF COMMUNITY OUTREACH EVENTS

OVER 200 EVENTS PRODUCED



BRIEF HISTORY

THE PROGRAM WAS NAMED JUMP ON IT BECAUSE WE WANTED THE COMMUNITY TO “JUMP ON” THE BANDWAGON OF RECLAIMING OUR COMMUNITIES. THE FIRST JUMP ON IT STARTED IN MAY OF 1997 AT ROSEWOOD PARK. THE INITIAL CONCEPT OF JUMP ON IT WAS A SUMMER CONCERT SERIES THAT WAS HELD WEEKLY ON WEDNESDAYS FOR THE DURATION OF THE SUMMER AND RAN FOR 12 WEEKS. THE CONCERT SERIES WAS HELD FOR 8 YEARS UNTIL 2004 AND RESUMED IN 2014, TO PRESENT DAY. THE YEARS THE CONCERT SERIES WAS NOT HELD, WE PRODUCED SIGNIFICANT EVENTS ANNUALLY. JUMP ON IT HAS WORKED WITH TOP NATIONAL TALENT THROUGHOUT THE YEARS AND HAS PRODUCED SMALL COMMUNITY GATHERINGS AS WELL AS LARGE FESTIVALS WITH SOME EVENTS PEAKING AT AROUND 10,000 PEOPLE.

OUR MISSION IS TO CURATE EVENTS THAT ALLOW OUR AUDIENCES TO CELEBRATE AND EMBRACE BLACK CULTURE. WE UTILIZE THESE EVENTS AS A TOOL TO OFFER OUR EDUCATIONAL PROGRAMMING. THIS IS POSSIBLE BECAUSE WE INCENTIVIZE JUMP ON IT PARTICIPANTS WITH EXCLUSIVE ACCESS TO MEETING ARTIST, CELEBRITIES AND OTHER PERKS. THE SOLE PURPOSE OF OUR EVENTS IS TO OFFER RESOURCES UNDER THE AUSPICES OF FUN, ENTERTAINING SOCIAL GATHERINGS.

SPONSORS THROUGHOUT THE YEARS





THE PROBLEM

LACK OF KNOWLEDGE OF HISTORICAL SIGNIFICANCE



50%

DROP IN BLACK POPULATION OVER THE LAST FEW DECADES (15% DOWN TO 7.5%)

CURRENT BLACK HISTORICAL FACILITIES ARE UNDER-UTILIZED AND ARE BEING RE-PURPOSED TO BE MORE BENEFICIAL FOR NON BLACK RESIDENTS.

COMMUNITY AREN'T EDUCATED ABOUT THE TRUE HISTORY OF THE AREA AND THAT VOID OF INFORMATION CAUSES THE UGLY HISTORY TO REPEAT ITSELF.

MINIMAL ACCESS TO SUCCESSFUL BLACK FIGURES



THROUGHOUT THE CITY'S HISTORY, BLACK YOUTH AND YOUNG ADULTS HAVE HAD MINIMAL ACCESS TO SUCCESSFUL BLACK FIGURES. UNLIKE CITIES LIKE HOUSTON AND DALLAS, AUSTIN HAS VERY FEW PROFESSIONAL ATHLETES, ENTERTAINERS AND PROMINENT ENTREPRENEURS THAT ARE AVAILABLE TO HAVE A DIRECT INFLUENCE IN THE CITY.

THERE ARE VERY FEW BLACK FIGURES THAT THE YOUTH HAVE KNOWLEDGE OF OR DIRECT CONTACT TO. RELATIVE INSPIRATION AND EXAMPLES OF GREATNESS ARE SCARCE.

LACK OF UNIFIED SPACE FOR BLACK BUSINESSES AND CREATIVES



0%

BLACK ECONOMY!

AUSTIN DOES NOT HAVE A VIABLE BLACK DISTRICT, BUSINESS SECTOR, FINANCIAL INSTITUTION, SHOPPING PLAZA OR HOUSING DEVELOPMENT.

MANY BUSINESSES AND CREATIVES HAVE LOW VISIBILITY AND ARE UNABLE TO GARNER THE RESOURCES OR CONSUMER BASE TO ENJOY SUBSTANTIAL SUCCESS.



THE SOLUTION

A.B.E. WORKSHOPS:

**HISTORY OF BLACKS IN AUSTIN | FINANCIAL LITERACY
COMMUNITY BUILDING | BUSINESS DEVELOPMENT
HOME OWNERSHIP | ACCESS TO WEALTH**

**THESE TOOLS ARE THE FIRST STEP IN ERADICATING THE
THE DISPARITIES THAT PLAGUE THE COMMUNITY**

"CELEBRATING OUR CULTURE" PARADE:

**CELEBRATE THE ORIGINAL BLACK FAMILIES AND HIGHLIGHT KEY
FIGURES IN THE CITY. THE FOCUS WILL BE ON REINVIGORATING
THE PRIDE NEEDED TO REFUEL SUBSTANTIAL COMMUNITY
GROWTH!**

JUMP ON IT CELEBRITY BASKETBALL | SHE A PRO CONFERENCE

**THE IMPACT OF HAVING DIRECT INTERACTION/CONTACT WITH
SUCCESSFUL INDIVIDUALS IS IMMEASURABLE. IT IS NEARLY
IMPOSSIBLE TO TEACH SUCCESS IF IT IS NOT SEEN. THE JUMP
ON IT CELEBRITY BASKETBALL GAME WILL BRING CELEBRITIES
AND POPULAR INDIVIDUALS THAT WILL NOT ONLY ENTERTAIN IN A
FUN, ACTION PACKED GAME, CELEBS WILL HOLD A MEET & GREET
Q&A SESSION WITH THE YOUTH. YOUTH WILL BE SELECTED TO
SHADOW CELEBS DURING THE DAY TO DEVELOP PERSONAL
CONNECTIONS. THE SHE A PRO CONFERENCE & GALA WILL HOST A
PANEL THAT WILL ALLOW THE COMMUNITY TO HAVE
CONVERSATIONS WITH PROMINENT BLACK FEMALES.**

BUSINESS + SHOPPING EXPO | THE FAT GATOR WEEKEND

**JUMP ON IT WEEK WILL HOUSE A BUSINESS EXPO AND SHOPPING
OUTLET ALONG WITH CURATED SPACES FOR VENDORS AND
CREATIVES TO SHOWCASE THEIR PRODUCTS AND TALENT THE
ENTIRE WEEK. THE FAT GATOR WEEKEND WILL HAVE A HOST OF
OPPORTUNITIES FOR CREATIVES TO PRESENT THEIR ARTISTRY.
PROCEEDS OF EVENTS WILL GO TOWARDS THE PURCHASING OF
LAND TO DEVELOP BRICK AND MORTAR LOCATION FOR A PLAZA.**

 **KNOWLEDGE
OF HISTORICAL
SIGNIFICANCE**

 **ACCESS TO
SUCCESSFUL
BLACK
FIGURES**

 **UNIFIED
SPACE FOR
BLACK
BUSINESSES
+CREATIVES**

TARGET MARKET



TARGET CITY: AUSTIN, TX

**\$1.8
BILLION**
IN MUSIC REVENUE

AUSTIN HAS AN ANNUAL MUSIC REVENUE OF \$1.8 BILLION. IT'S A CITY THAT OFFERS THE STRONGEST LIVE MUSIC SCENE IN THE WORLD AS A CANVAS.

**TARGET
AUDIENCE**
19 - 45 YEAR OLD
FEMALES

THE AVERAGE AGE OF A FESTIVAL GOER IS 37 YEARS OLD WITH AN AGE RANGE OF 19 - 37 YRS OLD. 82% OF INTEREST COMES FROM PEOPLE IN THEIR MID 30'S WITH 83% OF THEM BEING PARENTS.

**4.2+ MILLION
MARKET
REACH**

1 MILLION - TV + RADIO
1 MILLION - BILLBOARDS
2 MILLION - ONLINE
200K - GORILLA MARKETING
250K - PRINT MEDIA

**EXPECTED
OUTCOME**

1000 ALL WEEK WRISTBANDS
2,000 TICKET SALES
2,000 PARADE ATTENDEES

\$100K IN TICKET SALES
\$20K IN FOOD + DRINK REVENUE



PARTNERSHIP OPPORTUNITIES

**SPONSORSHIP
IN KIND SERVICES
VOLUNTEERING
CO-OP MARKETING
EXHIBITORS
VENDORS**

CONTACT US:

EMAIL: INFO@JUMPONITONLINE.COM | PHONE: (512) 348-8005

ALL PARTNERSHIPS MUST BE CONFIRMED BY MAY 20, 2023

MONETARY SUPPORT IS TAX DEDUCTIBLE AND WILL BE HANDLED BY J.O.I. COMMUNITY OUTREACH, A 501C3 NONPROFIT

THE TEAM



NOOK TURNER - FOUNDER/EXECUTIVE DIRECTOR

NOOK HAS OVER 25 YEARS OF EXPERIENCE IN MANAGING AND PRODUCING EVENTS. HE HAS RECEIVED COUNTLESS LOCAL AND NATIONAL AWARDS AND ACCOLADES FOR HIS COMMUNITY WORK & MUSIC. HE SPEARHEADS BLACK AUSTIN COALITION. THIS COALITION IS RESPONSIBLE FOR RESOLUTION NO. 20210304-067 PASSING UNANIMOUSLY BY AUSTIN'S CITY COUNCIL REQUIRING THE CITY TO FORMALLY APOLOGIZE AND RECTIFY THE MISTREATMENT OF BLACK RESIDENTS THROUGH A PROJECT CALLED AUSTIN BLACK EMBASSY.



BREANNA BYRD - OPERATIONS DIRECTOR

BREANNA HAS OVER 10 YEARS OF OPERATIONS MANAGEMENT EXPERIENCE. SHE IS A GRADUATE FROM THE UNIVERSITY OF TEXAS AT ARLINGTON WITH A MASTERS OF PUBLIC ADMINISTRATION (MPA) DEGREE, WITH EMPHASIS IN PUBLIC BUDGETING AND FINANCIAL MANAGEMENT. SHE ALSO HAS A DEGREE IN BUSINESS ADMINISTRATION (BA) FROM HUSTON-TILLOTSON UNIVERSITY.



STANLEY COBBLE - MARKETING DIRECTOR

STANLEY CONTRACTS WITH MAJOR LABELS AS A MARKETING REP. HE MARKETS NATIONAL AND INTERNATIONAL PROJECTS. HE'S MARKETED ALBUMS THAT HAVE CHARTED ON THE BILLBOARD TOP 200 AND RECEIVED MULTIPLE GOLD AND PLATINUM PLAQUES.



BLACK AUSTIN COALITION (BAC) COMMUNITY STAKEHOLDERS

BAC CONSISTS OF PILLAR ORGANIZATIONS LIKE SIX SQUARE, NAACP, AUSTIN AREA URBAN LEAGUE, BIG AUSTIN, MEASURE, AFRICAN AMERICAN YOUTH HARVEST FOUNDATION, AUSTIN REVITALIZATION AUTHORITY, GREATER EAST AUSTIN YOUTH ASSOCIATION, GEORGE WASHINGTON CARVER MUSEUM AND OTHERS.

