

8 DAYS WITH OVER 30+ EVENTS AND PANELS



JOI

'24

JUMP ON IT WEEK

**MUSIC CONFERENCE +
SOCIAL MEDIA INTERACTIVE**

JUNE 2ND - 9TH
AUSTIN, TX

Cultural Arts

"BLACK CULTURE 360°"

EVENT DECK

JUMPONITWEEK.COM



8 DAYS

30+ EVENTS

15+ VENUES

7.5K+ ATTENDANCE

10+ MILLION IN EXPOSURE

JUMPONITWEEK.COM



WHAT IS JUMP ON IT WEEK?

Jump On It Week Music Conference & Social Media Interactive is the ultimate 8 day “Black Culture 360°” experience! This conference focuses on music industry events & showcases, business exhibitions, community events and panels. The experience will be topped off with parties and music festivals.

The social media interactive component will allow the viewing of events on Jump On It’s social media platforms and the Jump On It App. The audience will be able to participate by live chatting and real time surveys. Prizes and rewards will be given out digitally.

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 Festival on the Lake) 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.

PROGRAMMING THEMES

JUNE 2ND - HOOD DAY & FILM SCREENINGS

JUNE 3RD - BLACK EMBASSY DAY

JUNE 4TH - JUMP ON IT UNIVERSITY

JUNE 5TH - COMMUNITY DAY

JUNE 6TH - SHE A PRO DAY

JUNE 7TH - THE FAT GATOR WEEKEND KICKOFF

JUNE 8TH - 9TH - THE FAT GATOR FESTIVAL ON THE LAKE

Each day includes music Industry events, showcases, panels, festivals, parties and more!



A FEW

PAST PARTICIPANTS



BOOSIE, FREDO BANG, TRINA, AMANDA PEREZ, B.O.B, MO3, DEEBABY, RICH HOMIE QUAN, TRAE THA TRUTH, PLIES, JUVENILE, LIL SCRAPPY, Z-RO, JUST BRITTANY, WEBBIE, CALVIN RICHARDSON, YING YANG TWINS, GORILLA ZOE, SLIM THUG, LIL KEKE, BEAT KING, MARQUES HOUSTON, CHALIE BOY, KIRKO BANGZ AND MANY MORE!

27+

YEARS OF CURATING EVENTS AND COMMUNITY OUTREACH

OVER 200 EVENTS PRODUCED



HIGHLIGHTS

- **Have served over 12,000 families with resources, jobs, health and financial literacy education**
- **Declared the largest urban outdoor concert series in the state by the Texas Music Office in 2000**
- **Jump On It has been declared a city holiday by the Austin City Council in 2015 (Jump On It Day) & 2023 (Jump On It Week)**
- **Won "Event of the Year" in 2013 by the Austin Hip Hop Awards**
- **Continues to partner with City of Austin and its departments including the Cultural Arts Department, Equity Office, Austin Public Health & Austin Parks & Recreation**
- **Jump On It receives direct support from Travis County Commissioners Court and Capitol Metro**

Jump On It continues to evolve to meet the needs of inner city youth and adults by using entertainment as a tool to educate. We started off in 1997 as a weekly summer concert series, added Jump On It University (2013) as a schooling component, and now we are in our 2nd year of presenting Jump On It Week. Jump On It Week will serve as an all encompassing educational/networking music conference and business expo. The experience will be topped off with tons of parties and music festivals throughout the 8 day conference!



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 for 12 weeks. The concert series was held for 8 years until 2004 and resumed in 2014 to present the 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.

KEY 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.

Little to no education about the true history of the City causes its 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 community. Relative inspiration and examples of greatness are scarce.

Black musicians also lack resources, info and opportunities. Our goal is to bridge the gap with artists, DJ's, producers and industry execs.

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



KNOWLEDGE OF HISTORICAL SIGNIFICANCE

EDUCATIONAL PANELS | COMMUNITY DAY

Rebuilding a Community | Undoing Gentrification
Youth & social Media | Business Development
Know Your Worth and more..



THESE TOOLS ARE THE FIRST STEP IN ERADICATING THE THE DISPARITIES THAT PLAGUE BLACK COMMUNITIES NATIONWIDE

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!



ACCESS TO SUCCESSFUL BLACK FIGURES

3 ON 3 CELEBRITY BASKETBALL | SHE A PRO DAY | MUSIC INDUSTRY EVENTS + SHOWCASES

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 3 on 3 Celebrity Basketball Game will bring celebrities and popular individuals that will not only entertain in fun, action packed games, celebs will hold a meet & greet Q&A session with the youth.

Music Industry panels will give musicians the opportunity to network & learn from industry professionals.

The She A Pro

Day will host panels that will allow the community to have conversations with prominent Black females.



UNIFIED SPACE FOR BLACK BUSINESSES + CREATIVES

BUSINESS + SHOPPING EXPO | FESTIVAL ON THE LAKE

Jump On It week will house a business and shopping expo for vendors and creatives to showcase their products and talent. The Fat Gator Festival On The Lake will have a host of opportunities for creatives to present their artistry. Proceeds of events will go towards the purchasing of land to develop a brick & mortar location for a plaza that will house a school, retail center and multi use entertainment venue



TARGET MARKET

**TARGET AUDIENCE: SOUTHERN USA
ARTISTS/MUSICIANS + MILLENNIALS**

**\$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**

28- 43 YEARS OLD

Millennials are the largest segment of festival attendees, with the average age being 34yrs old. 82% of interest comes from people in their mid- 30's with 83% of them being parents.

**10+ MILLION
MARKET
REACH**

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

**EXPECTED
OUTCOME**

**500 PASSES
2,500 INDIVIDUAL TICKETS
5,000 SPONSORED 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 MARCH 15, 2024

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



BECOME A PARTNER

SPONSORSHIP OPTIONS

COMMUNITY SPONSOR \$5K

- YOUTH SPONSORED PASSES
- RESOURCE BOOTH AT 2 EVENTS
- SEAT + DISCUSSION TOPIC AT COMMUNITY PANEL
- COMMUNITY INITIATIVES ADDED TO BROCHURE + WEBSITE
- LOGO ON ALL MARKETING MATERIAL
- LINK TO WEBSITE ON MAIN SITE
- 5 UNLIMITED 8 DAY PASSES
- BANNER SPACE AT ALL EVENTS
- ADVERTISEMENT ON SOCIAL MEDIA + WEBSITE

IMPACT SPONSOR \$10K

- YOUTH SCHOLARSHIP IN YOUR NAME
- SPONSORSHIP OF 3 ON 3 CELEBRITY TEAM
- EXHIBITION SPACE AT 2 EVENTS
- SEAT + DISCUSSION TOPIC AT COMMUNITY PANEL
- PRINT AD IN BROCHURE + WEBSITE
- LOGO ON ALL MARKETING MATERIAL
- LINK TO WEBSITE ON MAIN SITE
- 15 UNLIMITED 8 DAY PASSES
- BANNER SPACE AT ALL EVENTS
- VIDEO AD ON SOCIAL MEDIA + WEBSITE

BRAND SPONSOR \$20K

TITLE OF 3 ON 3 CELEBRITY GAME TITLE OR SHE A PRO CELEBRITY CHEF EXHIBITION

LOGO INCLUDED ON ALL STAGE BANNERS

VIDEO AD RAN FREQUENTLY ON VIDEO SCREEN AT FESTIVALS

PRESS BACKDROP IN ALL MEDIA ROOMS

EXHIBITION SPACE AT 3 EVENTS

PRINT AD IN BROCHURE + WEBSITE

LOGO ON ALL MARKETING MATERIAL

LINK TO WEBSITE ON MAIN SITE

25 UNLIMITED 8 DAY PASSES

VIDEO AD ON SOCIAL MEDIA + WEBSITE

TITLE SPONSOR \$40K

NAME IN TITLE OF ENTIRE EVENT

LOGO ON ALL STREET AND HIGHWAY BILLBOARDS

NAME MENTIONED IN ALL PRESS AND MEDIA INTERVIEWS

EXHIBITION SPACE NEAR ENTRY OF ALL FESTIVALS

LARGEST LOGO INCLUDED ON ALL STAGE BANNERS

VIDEO AD RAN FREQUENTLY ON VIDEO SCREEN AT FESTIVALS

NAME ATTACHED TO 3 ON 3 CELEBRITY GAME CHAMPIONSHIP TROPHY

PRESS BACKDROP IN ALL MEDIA ROOMS

200 YOUTH SPONSORED WITH 4 DAY WEEK PASSES

PRINT AD IN BROCHURE + WEBSITE

LARGEST LOGO ON ALL MARKETING MATERIAL

COMPANY VIDEO AD ON HOMEPAGE OF WEBSITE

VIDEO AD ON SOCIAL MEDIA + WEBSITE

ALA CARTE ITEMS AVAILABLE FOR FESTIVAL ON THE LAKE

EXCLUSIVE PAVILLION \$750 (2 AVAILABLE)

CAR LOT EXHIBIT \$3.5K (2 AVAILABLE)

CELL PHONE EXHIBIT \$5K (1 AVAILABLE)

1000 SQ/FT CUSTOM ZONE \$10K (5 AVAILABLE)

FEATHER FLAG \$100 (10 AVAILABLE)

AC CABANA FOR IOPPL \$500 (10 AVAILABLE)

EXCLUSIVE BOAT DOCK \$250 (4 AVAILABLE)

JUMBOTRON PROMOTIONS \$1K (12 AVAILABLE)



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.

