

RAISE YOUR VOICE FOR PEACE

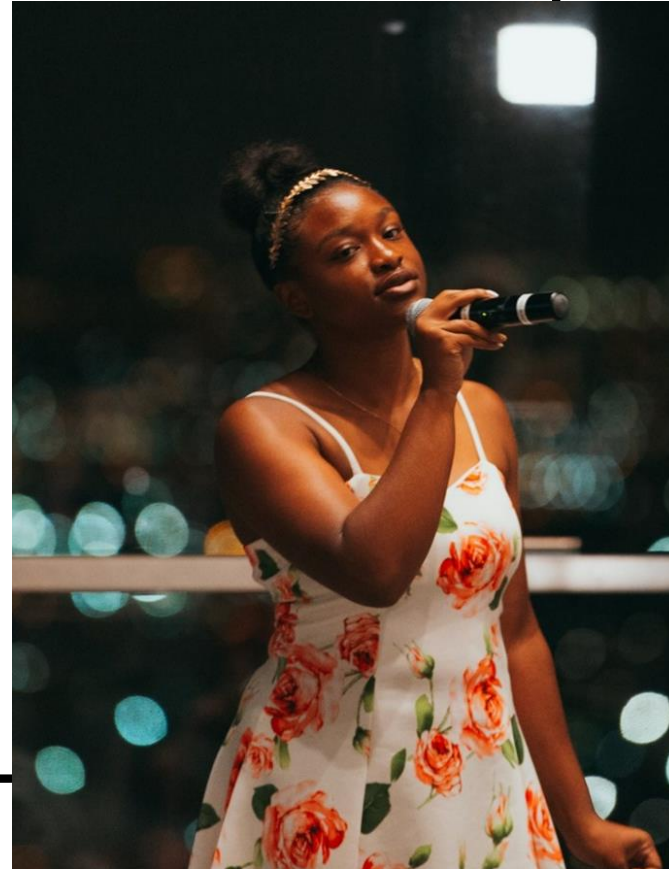


Jenesse Center, Inc.
DOMESTIC VIOLENCE INTERVENTION & PREVENTION PROGRAM



ABOUT US

RAISE YOUR VOICE FOR PEACE is a competition that showcases the vocal talent of Los Angeles youth, ages 13 to 19 years old. The final 5 contestants will perform to tracks using existing or original socially empowering material. Come join RAISE YOUR VOICE FOR PEACE, to sing with purpose, in support and celebration of the work of Jenesse Center and its Youth Program, Jeneration J!



DATE AND LOCATION

THE GRAMMY Museum:
800 W Olympic Blvd, Los Angeles, CA 90015



Saturday, November 10, 2018

6:30 PM ~ VIP Reception

7:00 PM - 10:0PM ~ Competition



ABOUT JENESSE J.

Jenesse takes a proactive stance in educating young people by providing positive examples and learning exercises that help shape what healthy relationships look like and what works to break the generational cycle of violence. Jeneration J's violence prevention and intervention programs help youth create healthy relationships in their homes, schools and others settings. The programs also teach youth to identify warning signs that lead to unhealthy relationships and provide violence prevention tactics.

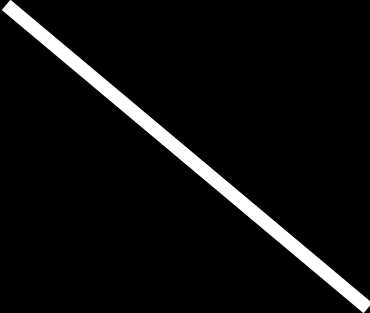




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Offering 38 years of life-saving services, Jenesse Center Inc. is a nationally recognized non-profit domestic violence prevention and intervention organization. Jenesse works locally, nationally and globally to shine a light on violence against women and men of all ages and advocates the basic human right for all people to have peace in their homes and relationships.

Jenesse's culturally sensitive programs and services not only transition families from crisis to self sufficiency, but transforms the lives of its clients and the community at large by offering education, referrals and resources that go beyond shelter.

Housing women and children from 30 days up to two years through our emergency and transitional shelters, Jenesse also provides a variety of support services, including mental health counseling, independent life skills classes, computer training, job referrals, after school programs for children, field trips, tutoring and comprehensive, direct legal services.



JILDY T

A pop-rock, singer, song-writer, and producer of music that makes a difference! She supports many causes and fights for awareness of serious global issues such as DV, domestic violence and woman's and children's issues. Jildy T is known for giving a part of the proceeds from her songs to helping others less fortunate and in need through the [Love Love Love Project](#). She is forever striving to make the world a better place through music.

OUR JUDGES



MIR HARRIS

Mir Harris is the Manager, Operations & Community Engagement at TIME'S UP. An innovative, visionary creative & marketing professional with 15+ years experience in music and entertainment. Proven talent for building collaborative relationships with diverse constituents and industry partners. Known for creative strategy, strong problem-solving skills, detail-orientation, leadership abilities and project management skills. Consistently delivers projects on-time and within budget.



GAIL MITCHELL

Gail Mitchell is the Senior Editor/R&B, Hip-Hop for Billboard magazine for the past 19 years. Oversees coverage of R&B and hip-hop, write/edit weekly column, feature stories, special supplements, review albums, submit features for BB's .com and .biz web sites, plan/coordinate annual R&B/Hip-Hop Conference.



CHANEL WEST COAST

Chelsea Chanel Dudley, better known by her stage name Chanel West Coast, is an American rapper, singer, actress, model and television personality. She came to prominence for her role in MTV's *Rob Dyrdek's Fantasy Factory* and *Ridiculousness*. Chanel began recording music in 2009, collaborating with numerous artists. In 2012, Lil Wayne signed her to his Young Money Entertainment label where she released her mixtape *Now You Know* in 2013 featuring Snoop Dogg, French Montana, Ty Dolla \$ign, Robin Thicke and Honey Cocaine. She released her album *Young Money: Rise of an Empire* in 2014 and *Waves* mixtape in 2015. She has also provided the voice for Flipz on the animated series *Wild Grinders* and has also appeared as a cast member on *Love & Hip Hop: Hollywood*.

FORMAT

RAISE YOUR VOICE FOR PEACE. KEY ELEMENTS INCLUDE:

- Staging for participating contestants
- Sponsored Activations, Pop Up spaces for sponsors
- Live Entertainment & Influencer appearances, VIP reception
- Space on the step and repeat
- Supporter and spectator sections in the Clive Davis Theater

PARTICIPATING CONTESTANTS

- 5 FINALISTS
- Online submissions: no max
- Open to public to participate and fundraise
- Five finalists will be chosen from online submissions to participate in the final competition

TIMELINE

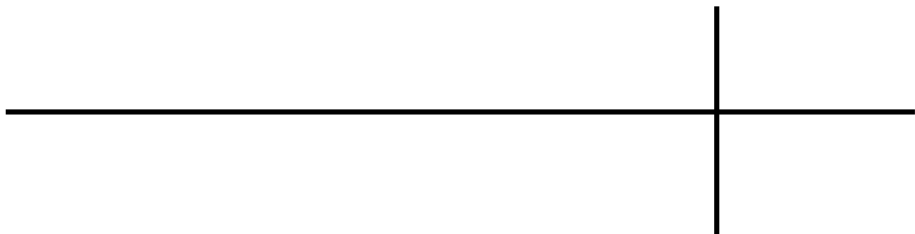
STRONG DIGITAL ENGAGEMENT

- Raise Your Voice For Peace digital engagement platform will centralize the following elements:
- Online submissions
- Social Media + promotional content campaign



IMMERSIVE SPACES & ASSETS

Engagement with participants and Raise Your Voice for Peace could be integrated via a variety of levels, through the event's timeline and its real estate.



PRE EVENT

Our crowdfunding platform: online incentives and messaging
Social media in support of Jenesse x Raise Your Voice for Peace
Underwrite and engage Jenessee community/ youth participation

AT EVENT

Registration
Social Media Booth
Corporate Seating Product Booths/ Activation Pop – ups. Concepts range from:

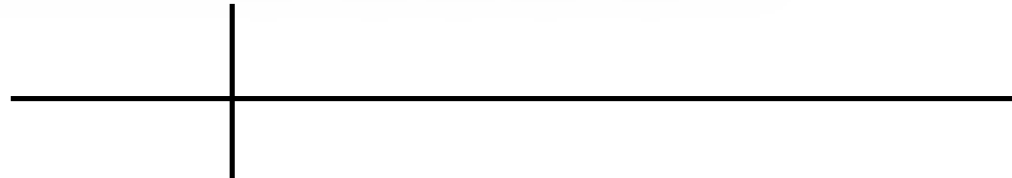
- *“Hopegrams” Activation*
- *Dance stations*
- *Singing Lessons*

POST DANCE-A-THON

- Sponsored programmatic extension:
- *Expanding the healing through the arts movement piece into Jeneration J*

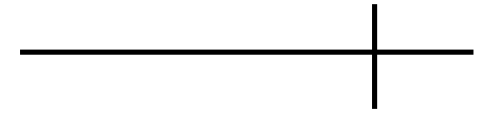
SPONSORSHIP OPPORTUNITIES

Benefits	\$20K	\$10K	\$5K	\$2.5K	\$1K
Presenting sponsor. Name is on all marketing material and mentioned at event	*				
Onstage signage at event	*				
Placement on Jenesse Facebook & Twitter. Facebook streamed. One-time E-blast	*				
Highlighted in pre and post event press release	*	*			
Logo and name on event page at jenesse.org	*	*			
Logo and name on signage at event	*	*			
Product sampling or promotional table	*	*			
Name/logo on step-and-repeat wall	*	*	*		
Name on Jenesse's event web page	*	*	*	*	*
Two most prominent full-page color ads in e-journal displayed at event	*				
Prominent full-page color ad in e-journal displayed at event		*			
Full-page color ad in e-journal displayed at event			*		
Full-page black and white ad in e-journal displayed at event				*	
Half-page black and white ad in e-journal displayed at event					*
Products may be put in participants gift bags (at sponsor's discretion)	*	*	*	*	*
VIP tickets	32	16	8	4	2
Pre-event reception	*	*	*	*	*
Sponsors will be mentioned in post-event press release	*	*	*	*	*





THANK YOU



For more information on Jenesse Center's RAISE
YOUR VOICE FOR PEACE partnership
opportunities, please contact:

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