

JUNE 29 & 30, 2024
BOSTON, MA

6TH ANNUAL



BOSTON **ART & MUSIC SOUL FESTIVAL**
bamsfest.org

PARTNERSHIP OPPORTUNITIES



ABOUT BAMS FESTIVAL

Boston Art & Music Soul Festival (BAMS Festival), is one of the fastest growing, **highly anticipated, summer annual events in the City of Boston** that celebrates entertainment, culture, and the arts through various genres of music, visual and performing arts, and cuisine. **Named one of the “Best Music Festivals” by Boston Magazine**, the BAMS Festival experience is complemented by 18.5 acres of city green space, with connections to local boutique restaurants, cultural institutions, an incredible golf course, and many other inviting attractions that make **Boston the destination “worth visiting”**.

BAMS Fest is a 501c3 nonprofit organization that breaks down racial and social barriers to the arts for communities and artists of color across Greater Boston. We celebrate and support both artists and audiences, with an emphasis on Black and Brown voices, perspectives, and artistry. The City of Boston and our partners produce a soulful experience for our supporters and sponsors. Since 2018, the **BAMS Festival brand has attracted thousands of attendees** and extended its reach domestically (and soon internationally) by way of both organic and aggressive marketing and social media campaigns. **The brand has been strategically featured in several comparable metropolitan markets including New York City, Rhode Island, Connecticut, California, Philadelphia, and Canada among others.**

Sponsors have face-to-face activation potential at BAMS Festival and access to unique promotional strategies that utilize current social media platforms to reach our growing audience of active multigenerational consumers. We want to create a joyous and soulful atmosphere where sponsors exceed their promotional objectives and excel!

We are overjoyed to partner with you and can't wait to see you at BAMS Festival!

ABOUT THE CITY OF BOSTON

Welcome to the City of Boston, the cultural and financial epicenter of New England. **Metro Boston is home to almost 4.3 million people**, and is made up of **23 neighborhoods**, including professionals, students, and families who live and work in the city. We have the **17th largest multiracial Black population** (*the highest foreign-born Black population - forty percent 40%*) in any major U.S. metropolitan area, including Afro-Latino/as, African-born immigrants, West Indians, Black, Haitians, Jamaicans and others.

We are home to educators, entrepreneurs, artists, tech innovators, scientists and doctors. We invite you to grow with us and make the City of Boston an all inclusive, creative destination.

The City of Boston is an exciting place to explore, learn, work and play. The following highlights are just some of the reasons why:

- As of one of Boston's signature multi-cultural celebrations, Boston Art & Music Soul Festival draws thousands of people to the largest park every year.
- **Historic Franklin Park, located in the heart of the City, is the largest public park (527 acres)** and host venue to Boston Art & Music Soul Festival. Other notable cultural events include Boston Caribbean Festival, Elma Lewis Playhouse in the Park, The Puerto Rican Festival, and the Bike and Kite Festival.
- Boston is **the home of champions with four (4) major sports teams** including the **Red Sox, the New England Revolution, the Celtics, and the New England Patriots.**
- The Greater Boston area is home to more than seventy **(70) colleges and universities**, including MIT, Harvard University, Boston University, Northeastern University and Boston College among others, all of whom continue to raise the bar on innovation and education.

PARTNER WITH US

The 6th Annual BAMS Festival is seeking corporate and individual partners who...

- **Believe that the arts are a powerful tool** and a vital pathway to a better quality of life;
- **Foresee** the intersectionality of **their industry with this Festival and the arts**;
- Support and **want to be the first to introduce and amplify Black and Brown artists, and creators**;
- Desire **to create activations and engagement opportunities** at Boston's most diverse, Black-led, summer arts festival;
- Want to **activate the city's largest outdoor park** and provide 23 neighborhoods your services and products.



FOUNDER'S STORY

A proud mother, movement leader, visionary, and respected arts advocate, Catherine T. Morris works at the intersection of arts, culture, creative placekeeping and movement building. Over the last 20+ years, Ms. Morris has spent her life supporting BIPOC artists and creatives by producing shows, developing artistic platforms as well as mobilizing and engaging local audiences to experience the arts from a “belonging and Black-centered” perspective.

With \$22,000 of her own personal money, Ms. Morris founded Boston Art & Music Soul (BAMS) Fest in 2015. Today, the organization has become a cultural movement that has employed, supported and presented 700+ local artists, provided 500+ jobs to creative entrepreneurs, activated (30+) public spaces and has attracted 50,000+ residents and visitors to its programs. It is Catherine's hope that BAMS Fest becomes a pipeline to Boston's arts and culture ecosystem and creative economy in a manner that minimizes implicit bias, closes the racial wealth gap, inspires civic pride, and retains the talent of future creatives.

Ms. Morris is an alumna of Temple University School of Sport, Tourism and Hospitality Management in Philadelphia, PA, and received her Masters of Science from Simmons University (Boston, MA).



CIVIC SUPPORT:

MORE THAN A FESTIVAL. WE ARE A CULTURAL MOVEMENT!

- Since its founding in 2015 as an organization, BAMS Fest has become a homegrown, cultural movement led by Greater Boston Black and Brown artists, culture makers and creative entrepreneurs who are on the front lines of racial equity, spatial justice, and economic empowerment.
- BAMS Fest has supported and **employed 700+ Black and Brown artists and cultural workers**, with **\$400,000+ paid out in performances, gigs and speaking opportunities** across Massachusetts.
- Festival attendees are of an eclectic mix multiracial and gender identities, including **Black-American (60%) Caribbean (20%), Latino/a (10%), White (8%), and Asian/ Pacific Islander (2%)**; **women/womyn (62%) and LGBTQ+ (30%)**.
- Since it's debut in June 2018, **BAMS Festival has attracted more than 30,000+ attendees** to the largest public park in the City of Boston.
- **We partnered with over 100+ cultural institutions,** organizations and collectives to provide access, equitable pay and greater visibility to the Black creative economy, **including the Museum of Fine Arts - Boston, the Isabella Stewart Gardner Museum, Converse, MIT, Emerson College, Boston College, KPMG Financial, and the Esplanade Association.**



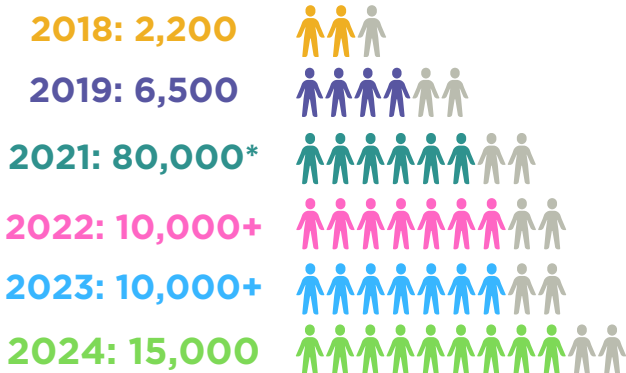
AUDIENCE DEMOGRAPHIC:

- **75% are between the ages of 19 - 48**
- **80% have a HHI between \$50,000 - \$125,000**
- **48% have a bachelor's degree**
- **54% have advanced degrees**

BAMS Festival engages integrated marketing strategies including but not limited to: Instagram, Facebook, TikTok, X (formerly Twitter) and the BAMS Festival website, along with engaging social media influencers.

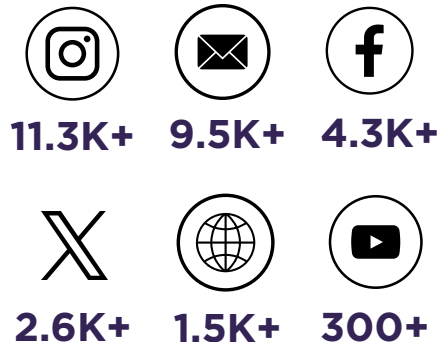


FESTIVAL GROWTH



*Virtual festival with global online viewers over the course of 11 weeks

OUTREACH



KEY MARKETS:

BOSTON
PROVIDENCE
NEW YORK CITY
CONNECTICUT
PHILADELPHIA
CALIFORNIA



2024 DATES

SATURDAY, JUNE 29 AND SUNDAY, JUNE 30:

DAY 1: BAMS FESTIVAL, 12NOON - 9PM

DAY 2: BAMS FESTIVAL, 12NOON - 8PM

- Music Main Stage
- KidChella
- BeatFeet Dance
- Vendor Village
- Soul Food Row
- Rep Your City Live Art & Graffiti Exhibit

FRIDAY, JUNE 7:

ROCK HER CROWN BRUNCH, 11:30AM - 2PM

Honoring and celebrating Black and Latina women whose courage and hustle are shaping new ways of leveling up the game in Culture, Entrepreneurship and Social Impact! This brunch style event will feature a special musical performance, a live DJ, sponsored swag bags, and robust brunch.

THURSDAY, JUNE 27:

OPENING NIGHT PARTY, 9PM - 1AM

A knee slapping, and finger snappin' night of Global music from the Afro-Diaspora featuring Djs representing the best in Afrobeat, Funk, R&B, Hip-Hop and House!

FRIDAY, JUNE 28:

ARTIST BRUNCH, 11AM - 2PM

Bringing together all Festival artists, sponsors and partners to connect, vibe out and eat

GOOD HABITS: HEALTH & WELLNESS JAM, 1 - 7PM

An immersive and authentic health and fitness experience that centers the mind, body and soul for melanin people. Enjoy connection, laughter, rest and encouragement all while replenishing what you need to feel yourself grow.

HEADLINERS



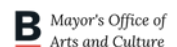
RAPSDODY

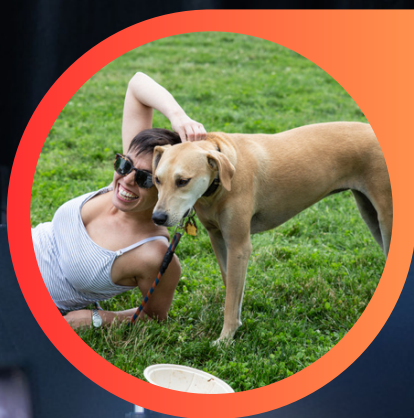
GRAMMY award- winning



BJ THE CHICAGO KID

GRAMMY-nominated





TITLE SPONSOR (1)

RIGHTS, MARKETING & EXCLUSIVITY

- Rights to the BAMS Festival property mark and logo in pre approved advertising, marketing and packaging material as “Brought to you by or Sponsored by”
- Right to activate a co-branded promotion utilizing the BAMS Festival logo (subject to approval by the City of Boston and at the sponsor’s expense)
- Logo on all official BAMS Festival step & repeat signage
- Official Sponsor of Artist Village
- Official Sponsor of Opening Night Party

ON-SITE ENTITLEMENTS

- Four (4) fifteen (15) second company spots on LED video walls per day (subject to approval by the City of Boston and at the sponsor’s expense)
- One (1) fifteen (15) second video presentation to greet and welcome the audience
- Exclusive live stage mentions as the Title Sponsor
- Logo on Volunteer & Staff t-shirts and event lanyards



HOSPITALITY

- Fifty (50) Opening Night Party tickets
- Fifteen (15) Tickets to Rock Her Crown Brunch
- Twelve (12) Tickets to Good Habits Health & Fitness Jam

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website and mobile application
- Featured on all BAMS Festival radio, television and print media assets
- Featured in the BAMS Festival Social Media Integration Program

PUBLIC RELATIONS

- Recognition at BAMS Fest and City of Boston Press Conference
- Recognition in all BAMS Fest local and regional press releases
- Sponsor will be included in all promotional e-vites



PRESENTING SPONSOR (1)

RIGHTS, MARKETING & EXCLUSIVITY

- Rights to the BAMS Festival property mark and logo in pre approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the BAMS Festival logo (subject to approval by the City of Boston and at the sponsor's expense)
- Logo on all official BAMS Festival step & repeat signage
- Main Stage name rights
- Official Event Sponsor of Rock Her Crown Women's Brunch

ON-SITE ENTITLEMENTS

- Two (2) fifteen (15) second company spots on LED video walls per day (subject to approval by the City of Boston and at the sponsor's expense)
- Exclusive live stage mentions as the Presenting Sponsor

HOSPITALITY

- Twenty-five (25) Opening Night Party tickets
- Twenty (20) Tickets to Rock Her Crown Brunch
- Ten (10) Tickets to Good Habits Health & Fitness Jam

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website and mobile application
- Featured on all BAMS Festival radio, television and print media assets
- Featured in the BAMS Festival Social Media Integration Program

PUBLIC RELATIONS

- Recognition at BAMS Fest and City of Boston Press Conference
- Recognition in all BAMS Fest local and regional press releases
- Sponsor will be included in all promotional e-vites



SOUL STAR SPONSOR (3)

RIGHTS, MARKETING & EXCLUSIVITY

- Rights to the BAMS Festival property mark and logo in pre approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the BAMS Festival logo (subject to approval by the City of Boston and at the sponsor's expense)

ON-SITE ENTITLEMENTS

- One (1) fifteen (15) second company spots on LED video walls per day (subject to approval by the City of Boston and at the sponsor's expense)
- Two (2) 10 x 10 vendor booths



HOSPITALITY

- Fifty (50) Tickets to Good Habits Health & Fitness Jam
- Fifteen (15) Opening Night Party tickets
- Ten (10) Tickets to Rock Her Crown Brunch

MEDIA ENTITLEMENTS

- Sponsor logo and link featured on event website
- Select radio and print media assets
- Featured in the BAMS Festival Social Media Integration Program

PUBLIC RELATIONS

- Recognition at BAMS Fest and City of Boston Press Conference
- Sponsor will be included in all promotional e-vites





B.A.E. SPONSOR (5)

RIGHTS, MARKETING & EXCLUSIVITY

- Rights to the BAMS Festival property mark and logo in pre approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the BAMS Festival logo (subject to approval by the City of Boston and at the sponsor's expense)
- Official Co-Sponsor of KidChella
- Official Co-Sponsor of Beat Feet Dance

ON-SITE ENTITLEMENTS

- One (1) 10 x 10 vendor booth
- Branded swag item for youth attendees

HOSPITALITY

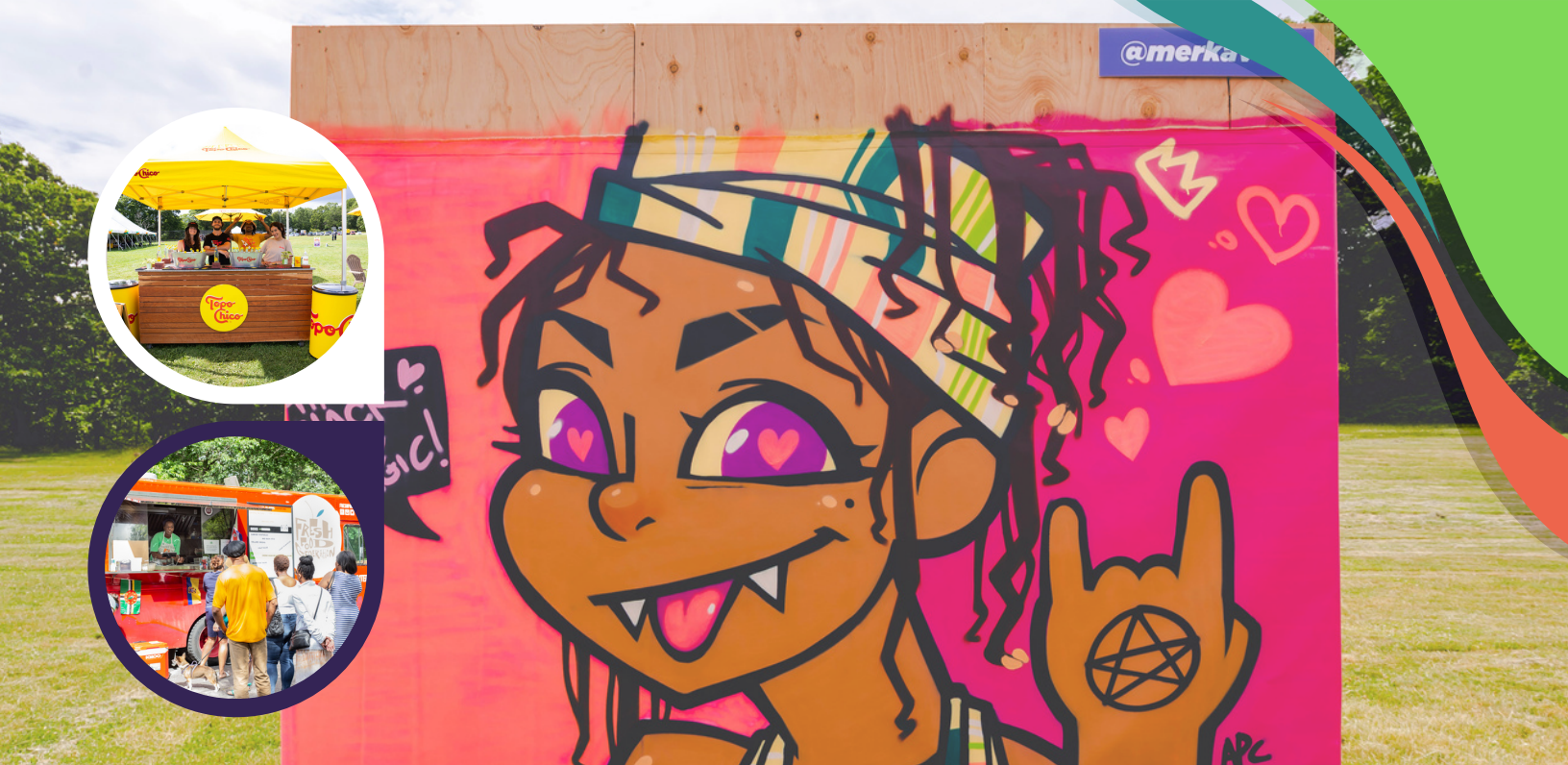
- Ten (10) Opening Night Party tickets
- Eight (8) Tickets to Good Habits Health & Fitness Jam
- Six (6) Tickets to Rock Her Crown Brunch

MEDIA ENTITLEMENTS

- Sponsor logo featured on event website
- Select media assets
- Featured in the BAMS Festival Social Media Integration Program

PUBLIC RELATIONS

- Sponsor will be included in selected promotional e-vites



CULTURE CHAMPIONS (7)

RIGHTS, MARKETING & EXCLUSIVITY

- Rights to the BAMS Festival property mark and logo in pre approved advertising, marketing and packaging material
- Official Artist Sponsor for Rep Your City Live Art & Graffiti Exhibition (individual artist commission)

ON-SITE ENTITLEMENTS

- One (1) 10 x 10 vendor booth

HOSPITALITY

- Six (6) Opening Night Party tickets
- Four (4) Tickets to Good Habits Health & Fitness Jam
- Four (4) Tickets to Rock Her Crown Brunch

MEDIA ENTITLEMENTS

- Sponsor logo listed on event website
- Select media assets
- Featured in the BAMS Festival Social Media Integration Program

PUBLIC RELATIONS

- Recognition at BAMS Fest and City of Boston Press Conference
- Sponsor will be included in all promotional e-vites



OTHER PARTNER OPPORTUNITIES

Each can be customized to meet sponsor objectives, subject to approval by the City of Boston:

- Good Habits Health & Fitness Jam
- Branded and Themed Festival Headliner Reception
- Canopy/Shaded Seating Areas
- Co-branded Festival swag
- Social Media Photo Installations
- Temporary art installations
- Mobile T-Shirt or Hat Station
- Phone Charging Stations
- Water Mist Stations
- Small Business Reception for Vendor Village
- Sneaker Activation



CONTACT INFORMATION

SPONSORSHIPS/ CORPORATE PARTNERSHIPS

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EXECUTIVE DIRECTOR

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Founder of BAMS Fest
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EVENT PRODUCER

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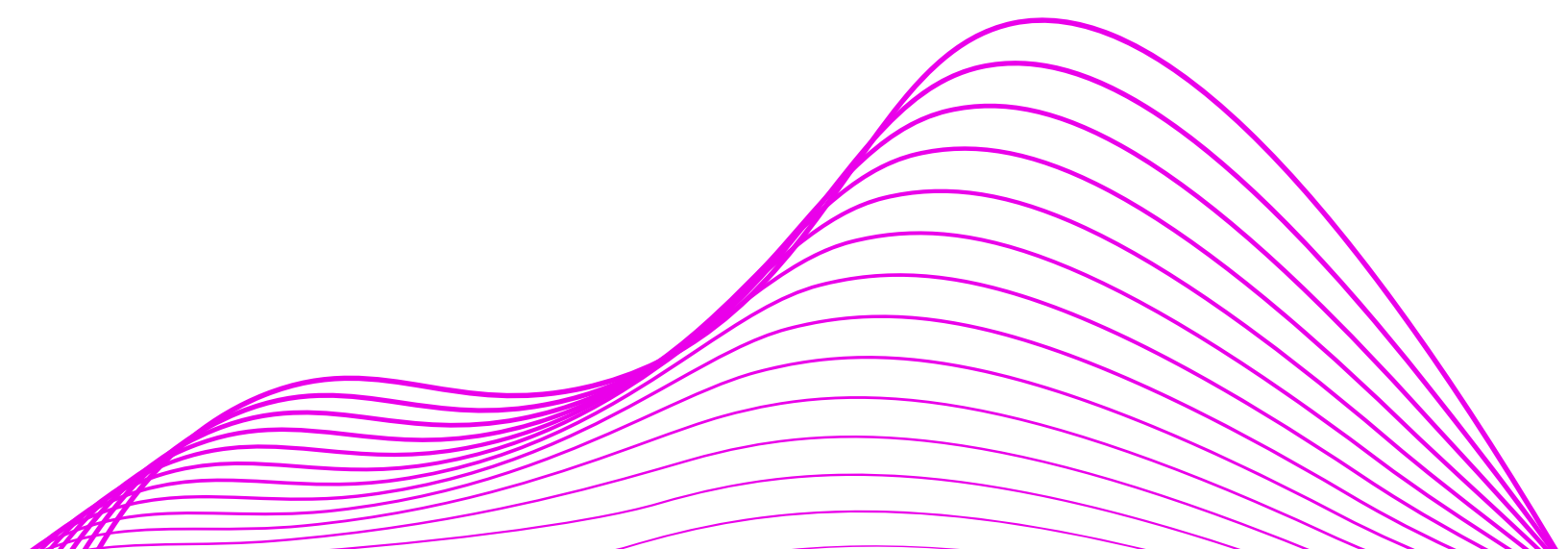
BAMS FESTIVAL

WEBSITE

www.bamsfest.org

SOCIAL MEDIA

[/bamsfest](#)



JUNE 29 & 30, 2024

THANK YOU!



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BOSTON ART &
MUSIC
SOUL
FESTIVAL

bamsfest.org