

## **Sponsorship Opportunities**

### **The Story**

Founded in 2000, L.A.'s own Flypoet Spoken Word & Music Showcase is a monthly multi-media event featuring top-tier, internationally acclaimed poets, along with LA's hottest underground musical acts and established music industry stars alike.

The premier producer of spoken word entertainment on the West Coast, Flypoet is the place to be – a high-energy hybrid, it's part sophisticated supper club, part happening multiethnic house party. Due to the consistently favorable buzz on our show, Flypoet has attracted the participation of such well known musicians as MC Lyte, Vesta Williams, Ahmad and Cody Chessnutt; recent spoken word artists include the legendary Saul Williams, Malik Yoba, and Malcolm Jamal Warner.

Along with the monthly showcase, Flypoet has produced TV programming for BET and LA36, numerous live events for colleges, churches, high schools, civic and corporate entities as well as several showcases for NBC/Universal.



## The Buzz

"From clever to comedic to heart wrenching pieces, this show will turn everything you know about spoken word on its ear. John Hensley, the producer of this monthly event scours the nation and searches abroad for the hottest poets and musical guests to present to an upscale, diverse crowd."

*Damona Resnick – NBC/Universal*

"It happens at the Flypoet Showcase long before anyone else notices. Miss it at your peril!"

*Jac Holzman - Founder, Elektra Records; Chairman, Warner Music eLabel Group*

"I've performed in several countries and a few dozen US cities. Quite simply, the FlyPoet Showcase is among the top five venues I've ever witnessed. It's the new benchmark for world class cultural entertainment."

*Taalam Acey – International Poetry Slam Champion*

"There's never a dull moment at Flypoet's monthly spoken word and music shows, where A-list slam poets mingle with eager acolytes, and DJs keep things hot for a diverse and enthusiastic crowd. The artists have energy and skills to spare."

*Flavorpil Online Magazine*



## The Demographics

Flypoet attracts a beautifully diverse crowd, but our unfailingly hip and educated audience consists mainly of fashionable urban individuals who enjoy thoughtful, challenging entertainment and exposure to new ideas. They're tastemakers, not trend followers, and if you've got a product or service that captures their attention, the pop-cultural ripples will be felt. Each Flypoet showcase attracts an audience of 500-700.

A recent survey of 2,000 audience members yielded the following statistics:

### Ethnic Make Up

- 61% African/American
- 15% White
- 13% Latino
- 7% Asian
- 4% Mixed or Other

### Gender

- 59% Female
- 41% Male

### Age

- 21-25 13%
- 26-35 39%
- 36-45 34%
- 46-55 10%
- 55+ 4%

### Individual Income

- Under 30K 9%
- 31-50K 38%
- 51-70K 35%
- Over 71K 18%



## The Sponsorship Options

The Flypoet Showcase offers a distinct promotional opportunity for reaching a loyal, enthusiastic, intelligent adult audience. This powerful and unique venue delivers a captive audience of hip urban trendsetters to hear your brand message.

Sponsorship opportunities exist with Flypoet Showcase; some of the benefits are listed here:

- Credible environment to engage with the youth market - outside normal promotional channels;
- Opportunities for exclusive on-site promotions and giveaways;
- Ability to undertake on-site market research or testing of your products;
- E-mail press and sponsorship Link, (email is regularly used to advertise the date and location of each month's Flypoet Showcase) – our email database currently consists of over 15,000 members and is growing by more than 200 new "opt in" addresses monthly; up to 20,000 emails are sent twice a month, which can carry banner ads or sponsorship links.

### Physical Presence at The Flypoet Showcase

- Signage
- Banner placement
- Kick drum cover
- Bar top / Table top tents
- Possible DVD and/or TV footage; your trailer, ad or video can be shown during the show
- Host and artists intermittently wearing your brand.

### Internet Presence

- Your branding/banner advertising featured on the Flypoet website, which currently gets an average of 17,500 hits per month and rising
- Links from the Flypoet website to your website.

### Other Exposure / Impressions

- Hand flyers bearing your logo – At least 2500 distributed monthly.
- Online Entertainment Calendars – At least ten websites:  
LA.com, CitySearch.com, CitAlert.com, BlackWeekly.com, etc.
- Press Release – Issued to a minimum of nine local press outlets:  
LA Times Calendar, LA Weekly, City Beat, Campus Circle, etc.

We can offer your company a powerful brand impact through a number of tailor-made options to suit your objectives and your budget.

For more information and rates, please contact:

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