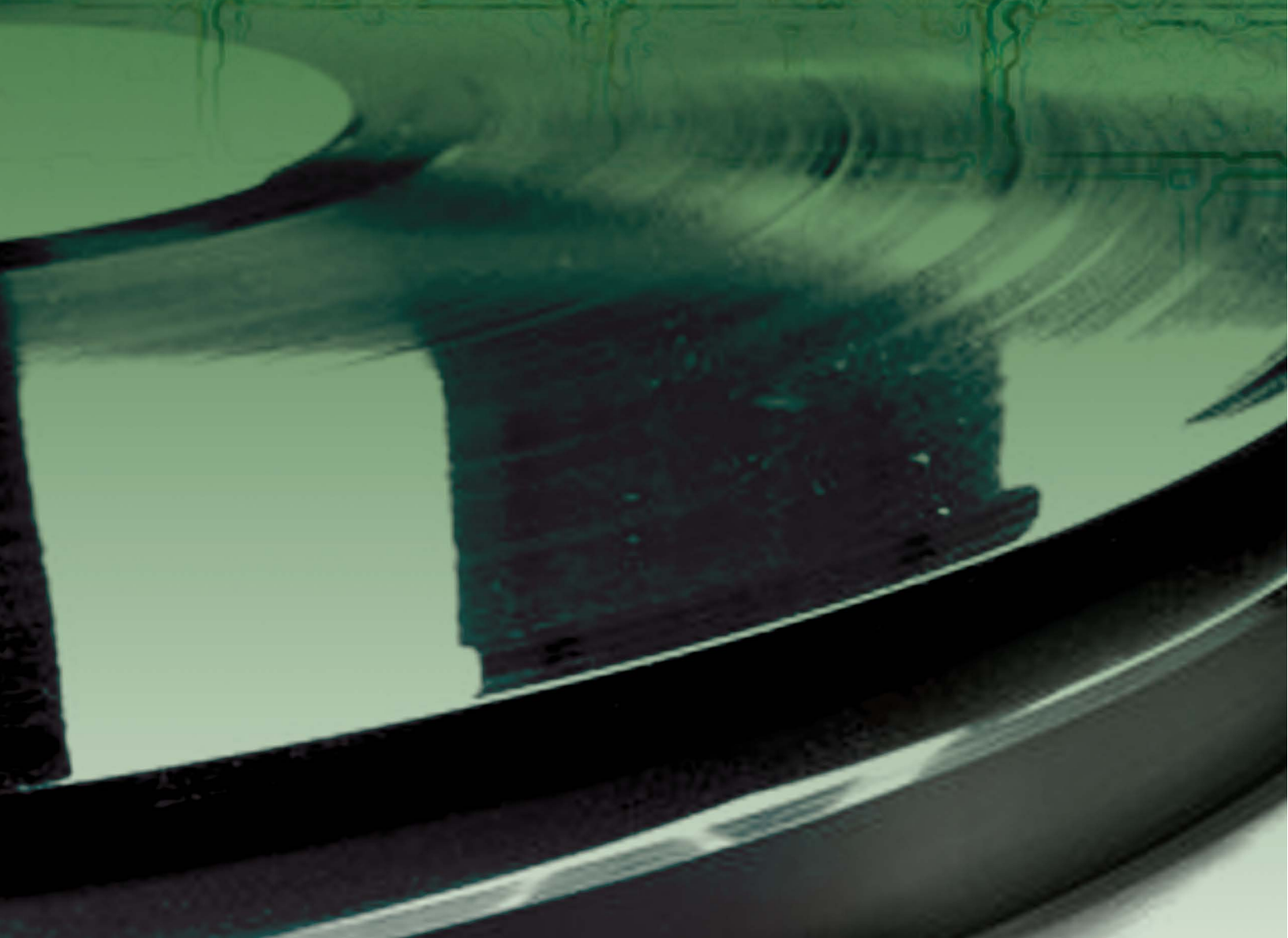




Celebrating the World of Hip Hop



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Introduction

Euphonic Sound presents,
United in Flow: Celebrating the World of Hip Hop

A charity fundraiser, **United in Flow** is a Euphonic Sound Community collaborative project showcasing local independent artists through music, poetry, dance and visual arts.

Benefits of a partnership with United in Flow:

- Over 4 million media impressions for your brand through online, print, outdoor and event marketing.
- Brand association with the highly sought after 18-30 year old demographic.
- Euphonic Sound's Studio 2.0 initiative is a revolutionary method of managing independent talent, making Euphonic Sound one of the best studios in Canada for independent artists.

Euphonic Sound

About Euphonic Sound

- Euphonic Sound is a Toronto-based recording studio catering to the local independent community
- The Euphonic Sound Community is home of the independent art and music movement called Studio 2.0.
- Studio 2.0 is an innovative system for music production and artist development. It is both a recording experience and a philosophy, designed to provide independent musicians with an affordable means of producing the best product possible. In addition to working with the artists to record their music, Studio 2.0 seeks to assist them to transform their music into a marketable brand within the local music community.



United in Flow

United in Flow: Celebrating the World of Hip Hop Overview

The United in Flow: Celebrating the World of Hip Hop fundraiser, October 21, 2010, will be a night of live performances bringing the Toronto Hip Hop Community together through music, poetry, dance and visual arts. The main focus of the event is to be the Broken Window Records Mixtape Release. The mixtape is a collaborative effort on the part of Euphonic Sound and the artists involved with United in Flow. Artists will be chosen based on their participation in a six-month viral rap competition hosted by the Euphonic Sound Community.

Charity partner UNITY will provide the mixtape artists the opportunity to give back to their community. UNITY is a youth-led charity dedicated towards providing Toronto youths a creative outlet and showing them how positive forms of self-expression lead to making positive life choices.

The Competition

The United in Flow competition, hosted by the Euphonic Sound Community, will result in the selection of the most talented and popular vocalists being featured on the mixtape release as well as the live event.

Artists select and download an instrumental track from the United in Flow website, create a video of themselves performing and upload it to YouTube.

The YouTube videos are embedded on the website where they are voted on by the Euphonic Sound Community as well as the general public. By taking the results of the voting and each artist's respective fan bases into account, a panel of Euphonic Sound judges will select the top talent to appear on the mixtape and perform at the event. This process will provide a wide reach across the social networks of each individual artist, resulting in a greater amount of interest in the event.

The MixTape

Consistent with the nature of hip hop and it's culture, the United in Flow mixtape is a collaborative project between Euphonic Sound and the artists who choose to participate. All of the songs to be included will have been produced and composed specifically for United in Flow – the instrumentals are provided by the producers and engineers of Euphonic Sound while the artists entering the competition provide the lyrics and vocals.

The United in Flow mixtape will be professionally produced, mixed and mastered by the staff of Euphonic Sound, it will then be released by the Euphonic Sound Community record label, Broken Window Records. Proceeds from the sales of the mixtape will go to the United in Flow partnered charity, UNITY. The mixtape will be manufactured and sold at the event, as well as online and at other Euphonic Sound events.



The Event

The United In Flow event will consist of the following:

- A live stage where musicians will perform throughout the evening.
- A section of the venue will be reserved for local independent visual artists to showcase their work. Proceeds from all art sold will go to UNITY.
- A silent auction will take place before the live performances, where various urban Toronto art will be available for sale. All proceeds will go to UNITY.
- Other live performances will be ongoing throughout the building, including hip hop dancers, DJs, slam poets, and live graffiti artists.

Sponsorship

Sponsorship Overview

As a United in Flow partner, you will have logo placement on the following merchandise:

- T-shirts
- 1,000 mixtape CD's
- Posters
- Post cards

Logo placement on promotional media includes:

- 5th Window Media, a digital campaign in the GTA
- Ad buy in NOW Magazine
- Grassroots, Wild Postings campaign
- Full-page advertising in the upcoming Euphonic Sound Magazine
- Signage at the United in Flow event
- Ability to have a presence at the event
- Prizing partner for mixtape artists and door prizes for the event
- On Euphonic Sound Community websites

Partnership Investment:

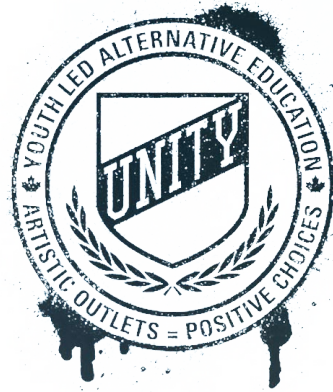
2 Primary sponsors - \$8,500

3 Secondary sponsors - \$4,500

5 Prizing-Only sponsors - \$1,000

Partners

Official Charity of United in Flow



Contact

**Interested in contributing to United in Flow?
Contact us or come by the studio:**

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**Celebrate
the World of Hip Hop
With Us**