



Organix Soul Promotions

In September of 2007, a group of dedicated individuals and music lovers, lead by Mayoral Aid Darryl E. Moss, Cultural Educator Andrew Keaton, and 90.7 WTCC Radio Personality James Lewis made the decision to produce a monthly venue that would bring good wholesome live music to the city of Springfield and give Indie-Artists a home in the region. Finally, New England residents would have a significant culturally entertaining monthly cultural event devoid of the social challenges that come along with more mainstream projects.

What is Organix Soul? Organix Soul is multi-media production featuring a mix of top-tier Spoken Word, Acoustic, Soul, Jazz, and Gospel artists, along with a mix of the country's most sought after un-signed independent artists.

2014 Organix Summer Soul Festival

Four years, and many successful events later, Organix Promotions has turned its focus towards attracting local and regional visitors to Springfield's Beautiful Riverfront Park where we can help shine a light on the many businesses and attractions in the region; Of course, that's in addition to producing a great cultural, community event on Friday, August 22nd, Saturday August 23rd, and Sunday August 24th of 2014.

To accomplish this, they worked diligently to build a collaboration of city government and the business and nonprofit communities. In addition to presenting some of today's most exciting and renowned performers, we are striving to create a great community event for individuals and families of all ages and races that celebrate the region's diversity.

The Location: Riverfront Park on the Connecticut River

Country Home Magazine named Springfield one of the "Greenest Cities" in the Country. This year's event will be staged in Riverfront Park, one of the largest municipal parks in the City. Riverfront Park sits atop the beautiful shore of the mighty Connecticut River on the edge of downtown Springfield.

The Talent

One of the great characteristics of soul music is its ability to appeal to people of all ages, races and diverse, ethnic backgrounds. This year's festival lineup is intended to reflect the wealth of colors, textures and flavors that comprise the genre. This year's performers include:

Friday Evening: Cleveland Jones and Bashiri Asad

Saturday: Su Charles, Marques Qwes Johnson, Waterseed, Brand Nubian, Julie Dexter

Promotion

Through intense market penetration, Organix Soul Promotions (conservatively) expects to draw 5,000+ attendees over the course of the festival. Expanding upon our monthly campaign, Organix promotional activities will include:

- Radio Spot Advertising
- Cable Television Advertising
- Billboards
- Event Marketing (Strategically placed banners, counter stands, etc.)
- Web-based Social Media marketing (Organix Soul website, email blasts and social networks. i.e. Twitter, Instagram, Vine, Face book, MySpace, etc.)
- Print advertising
- Public relations (newspaper articles, radio interviews and press conferences)
- Group affiliations (employee groups, churches, professional associations, cultural organizations)
- Grass root marketing (handbills, mailers, posters, flyers and postcards)

Demographics/Expected Attendance

Demographically, the Indie Soul audience is (typically) a culturally-committed, consumer audience, with an above-average education, married w/children and stable household income offering our sponsors their best exposure to an educated and affluent audience and the highest possible return on their sponsorship investment. In terms of attendance, initially, as a one day event, the festival will draw approximately 5,000 attendees.

Ethnicity		Income		Age		Gender	
African American	65%	30K	9%	21-25	13%	Female	65%
White American	15%	31-50k	38%	26-35	39%	Male	35%
Latino	15%	51 – 70k	35%	36-45	34%		
Mixed or Other	5%	Over 71k	18%	46-55	10%		
				55 +	4%		

Sponsorship Opportunities

The Springfield Indie Soul & Music Festival is a well-respected event with a loyal and ever expanding following. For fans of our national treasure called *Soul Music*, through WEB-based Social Media MARKETING alone, the **2014 Springfield Indie Soul & Books Festival** is rapidly becoming a “must be there event”. Through synergistic marketing strategies, your organization can become co-branded with one of Western Massachusetts’s fastest-growing cultural events. Organix Promotions is offering unique opportunities for our friends in the business community to support the “Organix Soul” concert series (and) promote your business by taking advantage of key advertising space in the performance venue, marketing literature, radio advertisements, email blasts, program booklets and on our websites.

Event Snapshot:

Friday:

Vendor Fair, Book Readings, Poetry Slam, Indie Soul Concert Featuring Cleveland Jones & Bashiri Asad
Natural Hair Care Workshops and Exhibition

Saturday:

Vendor Fair, Book Readings, Poetry Circles, Two (2) Indie Soul Concerts, Natural Hair Care Exhibition, Beer & Wine Tasting

Sunday:

Music Industry Workshops, Independent Book Publishing Workshops, Creative Writing Workshops, Natural Hair Care Workshops