

2008 DMC American Battleground Seattle Heat

Presented by 206 Zulu - Universal Zulu Nation Seattle Chapter

Held in Seattle, Washington
August 8th, 2008



For questions, inquiries, or comments contact:

206zulu@gmail.com
www.206zulu.com

WHY SHOULD MY COMPANY SPONSOR THIS EVENT?

By sponsoring this event, your company will have a chance to support a worthwhile cause that enables a platform for cultural exchange. You will also have the opportunity to reach a large and diverse group of consumers who may otherwise be unaware of your products or services. You will increase the philanthropic reputation of your company while being a part of a internationally recognized and promoted event that is a dedicated movement for community development and change through the artform of deejaying/turntablism.



206 Zulu

OPPORTUNITIES FOR SPONSORSHIP

These promotional benefits are designed to expand your target market, increase your sales and gain positive publicity.

Projected Attendance: 400-500 people

Please complete and submit the Sponsorship Application form to 206zulu@gmail.com. Deadline is June 30th, 2008.

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(www.206zulu.com/dmc08.html)

ABOUT

For well-over 20 years the DMC, originally known as the "Disco Mix Club Show", has helped lay the foundation for deejaying and turntablist culture. Disc jockey veteran Tony Prince (UK) would take his internationally recognized radio show to new heights with the introduction of the DMC's, and in 1983 began to service DJ's with the first record subscription club. Shortly after the DMC would continue to break boundaries with the launch of the Mixmag publication, as well as the world's first licensed DJ-only record label. With its roots in nearly every facet of deejaying culture in Europe, the DMC would expand its influence around the globe with the debut of the annual World DJ Championships, starting in 1985. Since then, the DMC's have flourished with branches in over 40 countries, and have subsequently been responsible for catapulting many successful careers within and around the music, club, and radio industries. Today, this competition not only brings legitimacy to turntablism as a creative and viable artform, but continues to set the standard in showcasing the genre's excellence.

Internationally recognized DMC World Champions include DJ's Qbert, Apollo and Mix Master Mike (as a team), Cash Money, Craze, A-Trak, and Grand Master Roc Raida. DMC U.S. Champions include DJ's Precision, Klever, Enferno, Cheese, Aladdin, Rectangle, Swamp and more!

WHAT IS THE SIGNIFICANCE OF THIS EVENT?

The significance of this event is to:

- Heighten the exposure of emerging Deejays from around the region to the country and world.
- Preserve and promote turntablism as an creative form of music.
- Delineate the uplifting and empowering essence of turntablism & Hip Hop.
- Motivate youth by providing positive avenues of self-expression and encouraging unity through artistic creativity.
- Open lines of communication for personal growth and networking.
- Unify people of all-ages from all walks of life.



\$3,000 Premium Sponsor

- Company logo on all event promotional materials: 10,000 full-color flyers (4.25" x 5.5"), 1,000 B&W posters (11" x 17")
- Prioritized booth for concession or exhibit during event
- Verbal recognition during event (min. 4 /day)
- Company logo on all VIP, artists, & staff badges
- Company premier banner placement with highest visibility
- Company logo or ad, and link on the official web site (www.206zulu.com) (40,000 average monthly hits)
- Priority banner placement during after party events
- (10) All-access VIP passes

\$1,500 Platinum Sponsor

- Company logo on all event promotional materials: 10,000 full-color flyers (4.25" x 5.5"), 1,000 B&W posters (11" x 17")
- Prioritized booth for concession or exhibit during event
- Verbal recognition during event (min. 4 /day)
- Priority banner location during event
- Company banner/link on www.206zulu.com (40,000 average monthly hits)
- Company logo on all VIP, artist, & staff passes
- Company banner displayed during after party events
- (8) All-access tickets to the after party events

\$600 Gold Sponsor

- Company logo on all event promotional materials: 10,000 full-color flyers (4.25" x 5.5"), 1,000 B&W posters (11" x 17")
- Booth for concession or exhibit during event
- Verbal recognition during event (4x / day)
- Banner displayed during event
- Company banner/link on www.206zulu.com (40,000 average monthly hits)
- (6) All-access tickets to the after party events

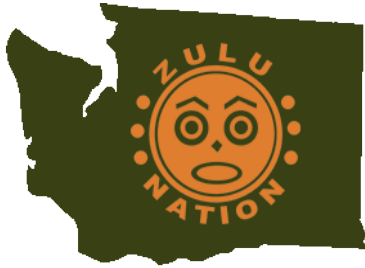
\$350 Silver Sponsor

- Company logo on selected event promotional materials: 10,000 full-color flyers (4.25" x 5.5"), 1,000 B&W posters (11" x 17")
- Booth for concession or exhibit during event
- Verbal recognition during event (3x / day)
- Company banner/link on www.206zulu.com (40,000 average monthly hits)
- (4) All-access tickets to the after party events

\$100 Bronze Sponsor

- Company logo on selected event promotional materials: 10,000 full-color flyers (4.25" x 5.5"), 1,000 B&W posters (11" x 17")
- Company banner/link on www.206zulu.com (40,000 average monthly hits)
- Verbal recognition during event (2x / day)
- (2) All-access tickets to the after party events





2008 DMC American Battleground Partnership Commitment Form

Location: The Vera Project
@ the Seattle Center
Republican & Warren Ave N
Seattle, WA 98109

Event Collaboration:
DMC World

Date: August 8th, 2008

Yes! Please include our company as a sponsor for
this worthwhile community event.

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PLEASE INDICATE LEVEL OF SPONSORSHIP BELOW:

- \$3,000 Premium Sponsor \$1,500 Platinum Sponsor
 \$600 Gold Sponsor \$350 Silver Sponsor
 \$100 Bronze Sponsor

Please send all responses to:

206zulu@gmail.com
www.206zulu.com

Checks payable to:
206 Zulu
2108 S. Pearl St.
Seattle, WA 98108

PARTNER INFORMATION	
PARTNER NAME:	
CONTACT NAME:	
CONTACT ADDRESS:	PHONE: FAX: EMAIL:
AUTHORIZED SIGNATURE:	TITLE:

Thank you for your support! 206 Zulu is a 501(c)3 non-profit organization.
All contributions in excess of goods and services provided are tax-deductible to the
extent provided by law. Receipts will be issued to all participating sponsors.

206 Zulu

Organization details

WHAT IS THE UNIVERSAL ZULU NATION?

The Universal Zulu Nation is synonymous with the founding family of Hip Hop. It is a grassroots community-based organization that was begun by a young student named Afrika Bambaataa in the Bronx borough of New York City in 1973. He is acknowledged internationally as the Godfather of Hip Hop culture. It was his vision to empower communities by uniting the artistic elements of Hip Hop. Zulu Nation's purpose is to raise social awareness through forms of expression as a positive outlet for underprivileged youth, alternatively providing a forum for them to air grievances and settle disputes in a non-violent manner. Zulu Nation's activists programs include: hosting events, creating mentorship programs, participating in gang mediations, and holding benefits. When the music industry and national media first propelled Hip Hop into the mainstream in the early 80's, Bambaataa and other Hip Hop pioneers embarked on the first Hip Hop tours; with the objective of introducing authentic Hip Hop culture and its values. Subsequently, Universal Zulu Nation's mission to preserve and elevate Hip Hop culture within communities succeeded as chapters began to develop across all continents.

WHAT IS 206 ZULU?

206 Zulu - Universal Zulu Nation Seattle Chapter

Though relatively new to the organization, the Seattle Chapter of the Universal Zulu Nation; under the leadership of King Khazm, has received international recognition for the progressive civic involvement of its members. 206 Zulu's alliances with local media sources, cultural and ethnic organizations, and non-profits have resulted in the chapter's participation in a number of community-centered events, benefit shows, workshops, panels, and programs in coordination with:

- El Centro de la Raza
- Hip Hop Association (H2A, H2ED)
- Hip Hop Congress
- KBCS 91.3 FM
- Langston Hughes Performing Arts Center
- Reclaim the Media
- Richmond Highlands Community Center
- S.C.A.N. TV (Seattle Community Access Network)
- Sundiata African American Cultural Association
- Temple of Hip Hop

206 Zulu's success in building coalitions and engaging Hip Hop culture in social change on a local level is the cornerstone of their continuing mission to set a precedent through transformative contributions made by organizing the often disparate Hip Hop community.

