

Battle for the Belts

Battle for the Belts Los Angeles:

A Street dance event for all ages

The poster features a night cityscape background. At the top, 'NEVER GO' is written in red, 'HOLLYWOOD' in large white letters with a black outline, and 'PRESENTS' in white. Below that, 'LA' is written in large blue letters, and 'Battle for the Belts' in white. The date 'SUNDAY NOVEMBER 26th' and time '1PM-7PM @ Club Arena' are in red. The address '6655 Santa monica Blvd' is in white. A red banner says 'Battle for the Belts Freestyle Competition offers 9 categories of dance battles to see who is the "BEST DANCER" in L.A.'. At the bottom, there are three columns of dance styles: 'OLD SCHOOL (30yrs n up)', 'HIP-HOP (Boys)', and 'HIP-HOP (Girls)'. The contact info 'info: 323-394-4775' is in red at the very bottom.

NEVER GO
HOLLYWOOD
PRESENTS
LA
Battle for the Belts
\$20 ALL AGES \$20 ALL AGES
SUNDAY NOVEMBER 26th
1PM-7PM @ Club Arena
6655 Santa monica Blvd
Battle for the Belts Freestyle Competition
offers 9 categories of dance battles
to see who is the "BEST DANCER" in L.A.
OLD SCHOOL (30yrs n up) HIP-HOP (Boys) HIP-HOP (Girls)
BOOGALOO/POPPIN B-BOYIN B-GIRLIN
KRUMP/REP KRUMP CREW HOUSE
info: 323-394-4775

Every three Months

WHAT: **Battle for the Belts** a dance event for all ages to celebrate street dances to its fullest and rawest form.

Battle for the Belts

Battle for the Belts was inspired by street dance history. For too long, street dances were influenced by Hollywood. In the capitalistic culture we are all conditioned and feed ourselves everyday with junk has made us blind about the realities and meanings of raw freestyle dances. More than **2500 people** are expected to attend this historical event.

Brother conceived the Battle for the Belts in May 2006 to provide a venue for our underground street dancers to showcase their talent, preserve the tradition of the cipher and bring the community a unique event that encourages the new generation of street dances providing an opportunity to honor the pioneers. The festivities are expected to attract up to 2500 people every two months. Millennium dance complex, Synthesis, the Carnival (DMK World), globalhiphopnetwork.com and Universal Rhythm Productions are supporters of the event. Power 106 and LA Weekly will be advertising for 6 weeks prior to the event.

The Battle for the Belts will be hosted by Brother, Frankie D, Seymour, Zulu Gremlin, Lil Howard, Rill, Pocalika (Cotton Mouth Kings) and Black. Live Entertainment by LA's underground rap scene: Looney, F1, John Juster (live Sax). Dj Mark Luv (Universal Zulu Nation Los Angeles) and Dj Kemal will be spinning all flavors of music. The main business of the day: **Battles of nine categories of dances** to celebrate the pioneers, and represent the new generation. Brother and Dj Stitches conceived the belt with a concept in mind; to make hand-made belts to look like Heavyweight Boxing belts.

This is a second-generation event to educate people on the last twenty years of Hip Hop dances and to learn more about the dance culture we have all experienced in one way or another. This event is catered to all people not only dancers since we are targeting the community and want to promote creativity within freestyle dances.

WHEN: Saturday, November 26th, 2006
1:00 p.m. to 7:00 p.m.

\$20 charge open to the Community; dancers, their children, family and friends of all ages (Children under 10: Free)

WHERE: The Club Arena, 6655 Santa Monica

WHO: The Pioneers of nine dances and the new generation of some of the best dancers in the world:

1.Swoop holding the **Kaloni** Belt

Hip Hop Male

Never Go Hollywood

◆ Phone: (323) 394-4775 ◆ nevaone@hotmail.com

Battle for the Belts

2. **Tish** holding her own Belt

Hip Hop Female

3. **J-Smooth** holding the **Skeeter Rabbit** Belt

Boogaloo Style

4. **Boppin Andre** holding the **Craig-E** Belt

Old School 30 and over

5. **Bboy Ivan** holding his own Belt

Bboyin

6. **Bgirl Chronic** holding the **Lady Jules** Belt

Bgirlin

7. **Jaron** holding the **Brother** Belt

House

8. **Tight Eyez** holding his own Belt

Krump Rep

9. **Hall of Fame** holding the **Armageddon** Belt

Krump Crew

HOW: Corporations can support the Battle for the Belts in a number of ways:

SPONSORSHIP OPPORTUNITIES

Sponsorship Levels Available	Signage	Dollar Amount
Title Sponsor	Main Stage Backdrop/ VIP Party/Booth	\$1500
Health and Community/ Technology and entertainment	Main stage/Booth	\$700
Sponsor	Main Stage	\$500
Food Pavilion Sponsor	Booth	\$500
Booth Rental	Booth	\$500
Donations	To be determined	\$...

Title Sponsorship for the 2006 Battle for the Belts Title sponsorship investment \$1500. This entitles the lead sponsor to be added to the Event Name as “brought to you by Firm Name” for all media and print advertisements and to display their firm name and logo on the main stage backdrop.

Health and Community Empowerment Zone Sponsor - \$700

The Health and Community Empowerment Zone is an area designated for non-profit organizations and private corporations to provide education, information, and services to families who attend the event. Sponsor may determine a particular theme for the zone such as health, education, or civic engagement.

Technology and Entertainment Area - \$700

The Technology and Entertainment area is intended for media sponsors to display their products and services through live interactive displays. Multimedia presentations are encouraged, and the area is near the Main Stage for maximum visibility.

Food Pavilion - \$500

The food pavilion area is intended for food sponsors to display their products and services through samples.

Booth Rental \$500

Booth rental is intended for advertisement marketing purposes.

Donations will all be greatly appreciated

MEDIA PLAN FOR 2006

Print/Radio

- **Los Angeles Weekly** 245,000 circulation, half page ad, one insertion in calendar section
- **Power 106** (KPWR-FM 105.9) is Southern California's #1 Hip Hop radio station. Power 106 is a Rhythmic Contemporary Hit Radio station. More than 1.50 Million listeners tune-in Power 106 every week, and our listening audience is as diverse as the general population is in Southern California.
- **Printed flyers:** 20,000

OTHER PROMOTIONS

The Carnival

www.globalhiphopnetwork.com

Universal Rhythm Productions

BATTLE FOR THE BELTS HIGHLIGHTS

- **Toni Basil, Ana Sanchez, Craig E. and David**, pioneers in their art form will be judging the event
- Some proceeds will be donated to the families of Skeeter Rabbit and Gary Williams AKA Smokey.

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To view more updated infos of the Battle for the Belts please visit the website at
[www.myspace.com/ battleforthebelts](http://www.myspace.com/battleforthebelts)