



**PRESENTS**

# **Millennial Maven Creative Foundation**

## **Rooted In Rhythm: Uncovering Country Gems**

Rooted In Rhythm: Uncovering Country Gems is a transformative music showcase that shines a spotlight on the often overlooked and underrepresented musicians in the country music genre.

**October 18th, 2025**  
**2-10:00 p.m.**

[www.millennialmavencf.com](http://www.millennialmavencf.com)



# ABOUT ROOTED IN RHYTHM

"INSPIRATION"

"Rooted in Rhythm" is an exciting music program hosted by the Millennial Maven Creative Foundation, that features workshops, events and the festival rescheduled to take place on October 18, 2025, at District 121. Originally planned for earlier this year, the event was postponed due to inclement weather, demonstrating our commitment to ensuring a safe and enjoyable experience for all attendees.

This concert series aims to celebrate and promote local artists while fostering community engagement through music and the arts. Headlined by the dynamic Pynk Beard, the event will showcase a diverse lineup of talented performers, highlighting the rich cultural landscape of our community.

In addition to the main concert, the Millennial Maven Creative Foundation is committed to enhancing community involvement leading up to the event. We will host various activities, including line dancing classes and mini concerts, to keep the excitement alive and encourage participation from all community members.

"Rooted in Rhythm" not only showcases the power of music but also serves as a platform for dialogue and connection among attendees. We invite everyone to join us for this inspiring celebration of creativity and community on October 18, 2025. Together, we can uplift local talent and reinforce the importance of the arts in our lives.



# CONCERT LINE UP

\*Click On Picture To Get A Preview of Artist\*

## Elsie



 31.1K

 62.2K

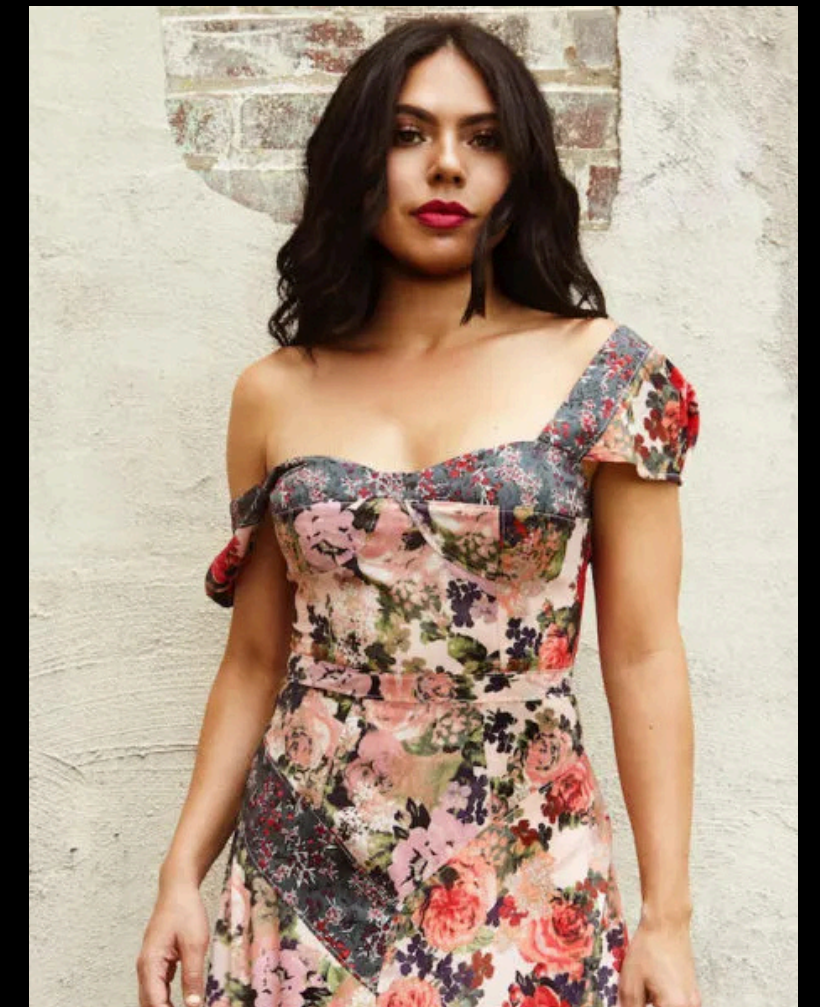
## Amira Unplugged



 16.9K

 142K

## Valerie Ponzio



 49.5K

 87K



# CONCERT LINE UP

\*Click On Picture To Get A Preview of Artist\*


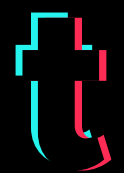
## The Kentucky Gentlemen



 18.7K  
 11.4K

## Pynk Beard



 87.5K  
 185.4K

## Squeezebox Bandits



 2.7k  
 1084


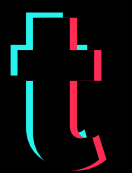


# CONCERT LINE UP

\*Click On Picture To Get A Preview of Artist\*


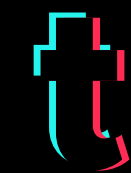
Adrian Garza



 2.6K  
 508

Kayenne The Creole Cowboy



 178  
 4.6K



# CONCERT LINE UP

\*Click On Picture To Get A Preview of Artist\*

## Tighten Up With Tiff



51.6K



24K

## DJ Rick Dominguez



3.2k



756



# DISTRICT 121



## EVENT SERIES BREAKDOWN

### Line Dance Classes

- Led by: Tighten Up With Tiff
- Location: District 121
- Dates:
  - May 20th
  - June 24th
  - July 29th
  - August 26th

### Rodeo Party Bus

- Location: Lane Boots store in Dallas Galleria and Rancher Hat with lunch provided
- Date: July 26, 2025
- Time: 11:00 AM- 3:00 PM

### Mini Concerts

- Location: Blueprint University
- Dates:
  - July (specific date TBD)
  - August (specific date TBD)

### Main Festival

- Date: October 18th
- Time: 2:00 PM - 10:00 PM
- Location: District 121

6731 Alma Rd, McKinney, TX 75070





Wednesday October 15<sup>th</sup>, Comedy Show at TK's

Thursday October 16th, Boot Party, Lane Boots

Sunday October 20th, Brunch 11–3 p.m. at The Fivee Bistro and Grill



Mecca Evans  
@Meccaveli

74.6 K  
640k



17.9K Subscribers

Hosts



Jamila Bell  
@\_iamjamila

48.7 K  
345K

ADDITIONAL  
ELEMENTS



# Marketing Plan Overview: "Rooted in Rhythm: Uncovering Country Gems"

## Event Details:

- **Date:** October 18, 2025
- **Location:** District 121, McKinney, Texas
- **Time:** 2 PM to 10 PM

## Objectives:

- Build anticipation and awareness for the main festival by leveraging smaller events.
- Expand the audience base for the concert and the larger festival.
- Foster community engagement and support for local artists.

## Target Audience:

- Country music fans, families, local community members, and music lovers interested in discovering new talent.

## Marketing Strategies:

### 1. Utilizing Smaller Events:

- Host lead-up events and performances to engage the community.
- Use these touchpoints to build relationships and gather feedback, promoting the larger festival.

### 2. Social Media Strategy:

- Create engaging content across platforms to raise brand awareness.
- Share highlights from smaller events, artist spotlights, and interactive posts to foster community involvement.

### 3. Strategic Partnerships:

- Collaborate with local businesses, organizations, and influencers to expand outreach.
- Develop cross-promotional opportunities to reach new audiences and enhance credibility.

### 4. Email Marketing:

- Send targeted emails to past attendees and subscribers, updating them on the new date and promoting exclusive content.

### 5. Community Engagement:

- Encourage audience participation through contests, giveaways, and interactive online events to maintain excitement leading up to the concert and festival.





# The BUZZ So FAR!

Check out insights from our social media to see how we getting the audience excited for Rooted in Rhythm!

25.7K

2,344

5,899

4,836

7,121

351K

662K

5,954

4,671

28.9K

2,930

2,929

61.5K

10.1K

1,378

662K

5,954

4,671

28.9K

2,930

2,929

61.5K

10.1K

1,378

Interactions

Last 30 days

Apr 29 - May 28

15,505

Interactions

4.3% from ads

3.2%

Followers

96.8%

Non-followers

Interactions

12,506

By content type

All Followers Non-followers

Reels

94.9%

Posts

5.0%

Stories

0.1%

Followers

Non-Followers

Professional dashboard

Apr 29 - May 28

Insights

Views 259.6K

Interactions 15.5K

New followers 360

Content you shared 18

Ad insights

Next steps

Get Meta Verified

Sign up for a verified badge, account protection and more.

Reach new audiences

Share your past reels to your Facebook Page to expand your reach.

Reach people with messaging ads

Create meaningful relationships that lead to sales.

Ad insights

Last 90 days

Feb 28 - May 28

Overview

Your total ad performance from the last 90 days

Views 5,479

Reach 4,315

Engagement 2,155

Link clicks 301

Follows 10

Ads you shared

By views

DALLAS

22,530

11,824

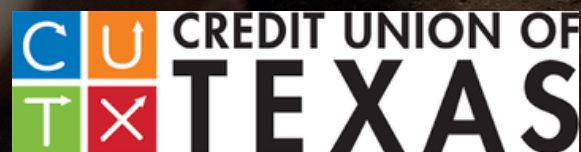
5,479





# WHY SPONSOR US?

## Current Partners



## Brand Exposure

Gain significant visibility and exposure for your brand through our event, reaching a diverse audience of attendees and creating lasting brand recognition.

## Community Engagement

Show your commitment to the local community by sponsoring our event, demonstrating your dedication to supporting and engaging with the people and organizations in the area.

## Customer Engagement

Connect directly with potential customers and build meaningful relationships by sponsoring our event, providing opportunities for engagement and interaction with your target audience.

## Media Exposure

Generate buzz and media coverage for your brand through our event, with opportunities for press releases, interviews, and features in local and industry-specific publications.

## Social Media Promotion

Leverage the power of social media by sponsoring our event, with dedicated mentions, tags, and hashtags on our social media platforms, increasing your brand's reach and engagement.

## Brand Alignment

Align your brand with our event's values, themes, and target audience, enhancing your brand's reputation and perception through association with our reputable and well-regarded event.

## Custom Opportunities

Tailor your sponsorship to meet your specific marketing objectives, with customizable opportunities such as branded activations, product placements, or exclusive experiences, ensuring maximum impact and ROI for your brand.



# SPONSORSHIP TIERS

## Country Legend - \$ 25,000

As our Country Legend Sponsor your brand will shine as the premier sponsor, enjoying maximum visibility and an unrivaled on-site presence at our event.

- Exclusive title rights as the "Country Legend Sponsor" for the Rooted In Rhythm event
- Prominent logo placement on all event promotional materials, including posters, flyers, and digital advertisements, showcasing support as the Country Rhythm Legend Sponsor
- Recognition as the premier sponsor during event announcements and press releases
- VIP access and seating for a designated number of guests
- Opportunity to display branding and promotional materials at the event venue, incorporating country elements into the design
- -Customized On Site Activations
- -Customized Social Media Content
- -Speaking opportunity for up to 20 minutes

## Honky-Tonk Harmony -\$ 5000 (2)

As a Honky-Tonk Harmony sponsor your brand plays a key role in making our event shine, with numerous branding and interaction opportunities tailored to your needs.

- Prominent logo placement on event banners and signage, showcasing support as the Honky-Tonk Harmony Sponsor
- Recognition as a top-tier sponsor in event press releases and media coverage, highlighting the commitment to country music and harmony
- VIP access and seating for a designated number of guests
- Opportunity to host a branded activation or booth at the event, incorporating country-themed elements and interactive experiences for attendees

## Boots & Banjos - \$10,000

As a Boots & Banjos sponsor, your brand adds a vibrant touch to our event, with a significant presence that allows you to engage directly with our diverse audience.

- Logo placement on event marketing materials, such as posters, flyers, and digital ads, featuring support as the Boots & Banjos Sponsor
- Recognition as a sponsor in event press releases and media coverage, emphasizing the commitment to country music and its unique instruments
- VIP access and seating for a designated number of guests
- Opportunity to provide branded merchandise or promotional items with country-inspired design to event attendees

## Southern Serenade-\$2500 (5)

As a Southern Serenader, your brand supports the core of our event, gaining valuable visibility and the opportunity to connect with our enthusiastic attendees.

- Logo placement on event banners and signage, showcasing support as the Southern Serenade Sponsor
- Recognition as a sponsor in event press releases and media coverage, emphasizing the commitment to the rich musical heritage of the South
- VIP access and seating for a designated number of guests
- Opportunity to display branding and promotional materials at the event venue, incorporating Southern and country-themed elements



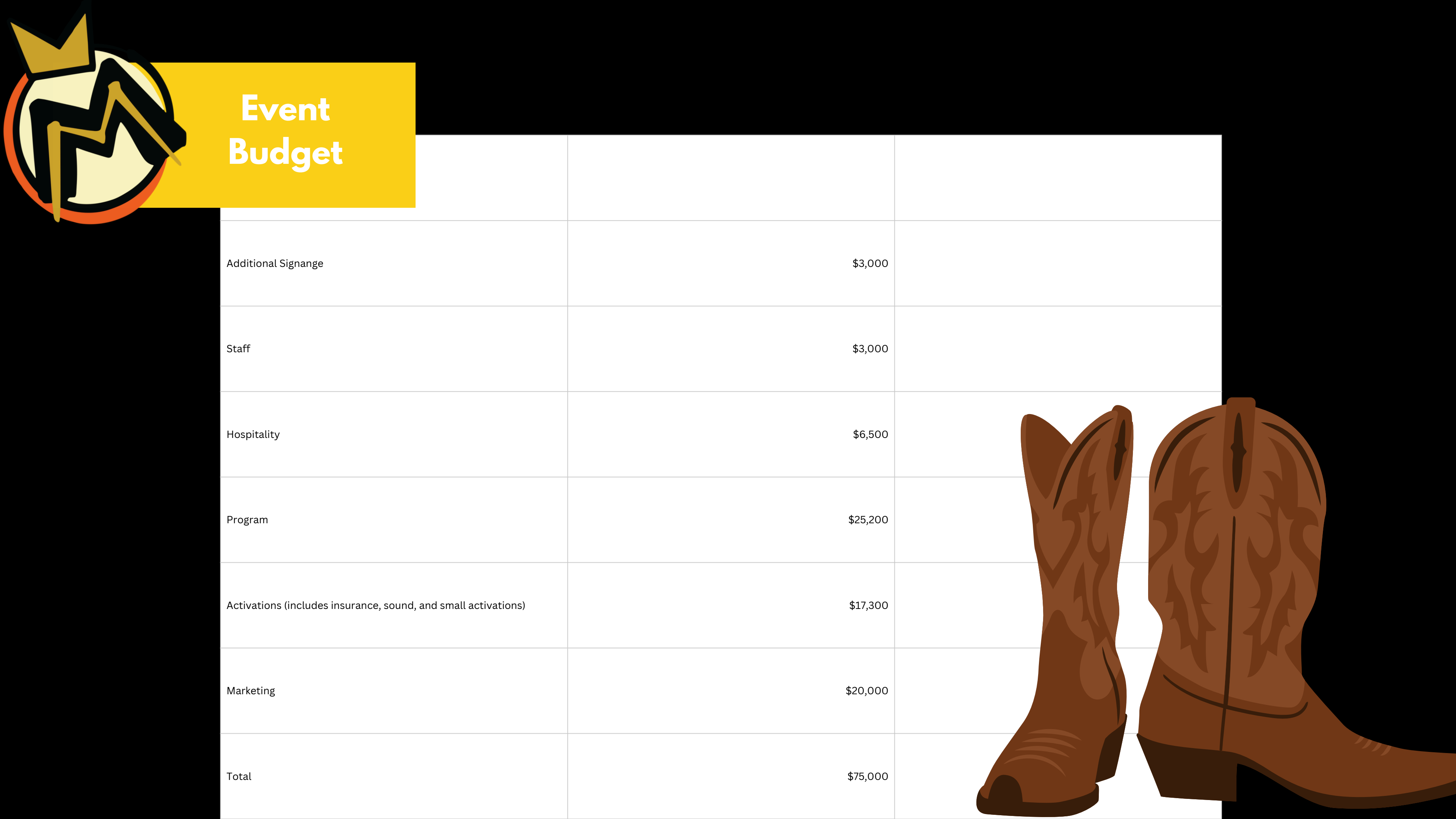


# Promotion Budget

Social Media	\$3,500	
Radio	\$1,750	
Print Marketing	\$1,500	
Marketing Events	\$8,250	
Influencer Marketing	\$2,500	
Print/ Blog Publications	\$2,500	
Total	\$20,000	







## Event Budget

Additional Signange	\$3,000	
Staff	\$3,000	
Hospitality	\$6,500	
Program	\$25,200	
Activations (includes insurance, sound, and small activations)	\$17,300	
Marketing	\$20,000	
Total	\$75,000	





"CONNECTION"



# THANK YOU

Looking Forward To Working With You!

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