







#### **EXECUTIVE SUMMARY**

Joy A. Booker-Thornton, CEO of C2 Productions which stands for (Creating.The.Way.Out), was founded C2P in 2010 with the belief that providing participating individuals with an exceptional event experience, one that immerses them in a world of class, fantasy, and impeccable customer service, would not only exceed their expectations and influence continued support, but will ignite a perspective that could very well, change the trajectory of their lives.

Her keen sense for marketing strategies and designing concepts has positioned her to work with some of the industry's most influential companies, such as, The Right Productions, a production company that houses annual celebrity concerts at The Aretha Amphitheater in Detroit, MI. She also received accolades for producing formal Piston's Player, Andre Drummonds, 21st Birthday Celebration on The Detroit Princess Boat. Since her youth, her strong passion for outreach has been recognized by the City of Detroit. Her dedication and contribution to her community has resulted in her being honored with four Spirit of Detroit Awards.

She and her mentor and business partner, Paul Glantz, now prepare for their joint ventures which will create a plethora of benefits, such as,

- Increasing the awareness and profitability for celebrities by gaining the attraction of established record labels, sponsors and promoters.
- Increasing the diversity and revenue for participating business associates through our unique strategies which are designed to appeal to the buying power of our target demographic.
- Depositing impactful and thought-provoking messages to our consumers through our interactive and unique presentations.
- Strengthening political and business relationships both regionally and nationally.
- Reinstating the standard business models that emphasizes the integrity and respect that are essential when welcoming and serving celebrities, patrons, and business associates.



labels and A-List celebrities, strengthen political relationships within the community, providing rare opportunities to local and regional businesses, entrepreneurs, and entertainers, igniting a participation urgency to prospect ticket buyers, impart a strong sense of desire to

support the featured celebrities and sponsors, and provide preferred shares for shareholders.

JOY A. BOOKER-THORNTON



# Congratulations Business Owner!

Your advertisement is welcomed, important and valued! Your business has been strategically chosen to be a complete reflection of the values and standards that are being presented in this extraordinary Celebrity Event! We appreciate your interest and will dedicate ourselves in treating you and your business with the same highlight and involvement as our Celebrities!

You are NOW able to submit your brand/items to be provided at

# THE MASTER P BIRTHDAY BASH

Featuring

### **50 CENT**

#### DA BABY | LIL SCRAPPY | TRICK DADDY | BIG BOOGIE | YOUNG DRO | TRINA

Without Further Anticipation, C2 Productions welcomes you as a sponsor. The event takes place on Friday, May 9<sup>th</sup>, 2025 in New Orleans, Louisiana. Yes! You have the RARE opportunity to introduce and provide your apparel, products or service vouchers to some of the HOTTEST & LEGENDARY Celebrity Entertainers in the Music Industry. We are preparing a great success for you as you seize your special moment with our features that are strategically designed to provide you with ROI's that are impactful to your revenue and business goals!

C2 Productions (Creating.The.Way.Out) LLC







BUSINESS FEATURE OPTIONS: VENDOR PLACEMENT | THE SNIR BOOKLET | GRATITUDE PRESENTATIONS TO

SMOOTHIE KING CENTER

NEW ORLEANS, LOUISIANA

FRIDAY, MAY 9<sup>th</sup>, 2025







## **ENDORSEMENT IMPACT**

#### Celebrity Endorsements Are Purposed To:

- ✓ Increase sales in short term and brand awareness in long term
- ✓ Provide Credibility
- ✓ Interest
- ✓ Engagement
- ✓ Desire

C2P is centered for you to achieve those goals by providing you with rich content and exclusive interactions that will impressionably resonate with viewers of all demographics. It's not about giving the appearance that the Celebrity already knows you or your brand, but to convey that the Celebrity is organically interested in your brand and desires to become a potential customer, which in return, engages the interest of viewers to become one as well.

So, here's your opportune moment to increase the awareness of your business and receive more direct sales from demographics that will organically patronize your business.



## WHO WE ARE

#### INTRODUCTION

With the number of uncanny circumstances that has abruptly produced a severe emotional impact within our nation, affecting the liberty of socialization and physical interactions amongst consumers, C2 Productions deems it an essential commitment to present a series of positive and sensational entertainment through the platform of concerts, events, and celebrity interviews. These platforms are strategically designed to create a plethora of benefits, such as, increasing the awareness and revenue for participating sponsors and businesses, gaining the attention and interest of established record labels and A-List celebrities, strengthen political relationships within the community, providing rare opportunities to local and regional businesses, entrepreneurs, and entertainers, igniting a participation urgency to prospect ticket buyers, impart a strong sense of desire to support the featured celebrities and sponsors, and provide preferred shares for shareholders,

#### **COMPANY DESCRIPTION**

C2 Productions (Creating.The.Way.Out), is a concept developmental production company that's designed to create concepts and strategies for the outcome to uniquely increase revenue for Celebrities, shareholders and sponsors, by providing competitive pricing for luxurious, themed concerts and events with rare celebrity features and collaborations. We also provide impactful feature opportunities to local and national business owners that have an interest in participating in Celebrity Events.



### OUR FOCUS

#### **PURPOSE**

The purpose of this proposal is to formulate a strategy that will establish C2P as a credible and sought-after business in the entertainment industry. C2P will make use of the latest technology, research, and marketing tools to develop strong competitive advantages that can be leveraged to win new business opportunities and operate with optimal efficiency. C2P will utilize proven methodologies and intel from data provided by vetted promoters and entertainers to create a project management plan that will substantially improve profitability, administer best practices, and minimize setbacks associated with system inefficiencies, staff shortage, and antiquated procedures that currently inhibit affiliates the desire to network with the intent of longevity.

#### CORE PRODUCT AND SERVICE OFFERINGS

- Event Concept Development
- Celebrity Booking
- Proposals and Treatments
- Sponsorship & Advertisement
- Marketing Consulting
- Administrative Affairs
- Graphic Designs
- Product Placement
- Graphic Designs
- Philanthropy

#### **VALUE PROPOSITION**

Our value proposition attest to the fact that we are the providing link in being a full-service production company by proactively answering the needs and wants of Celebrities, Sponsors and Consumers. By assessing and appealing to the needs of our target guest and consumers, we predict that a new standard of expectation will be measured against competitors. Our strategy is to build an attractive brand name by bringing in big performers and sponsors to build said brand name. With a simple formula, the event concept will draw the sponsors, the celebrities will draw the consumers, and the event itself will be designed to engage all three entities with one another.





## OUR GOALS

#### **VISION STATEMENT**

Creating The Way Out for recognizable business owners, entertainers and corporations to directly exhibit their products and services by developing world-class strategies and experiences that will ultimately result in producing world-class companies and individuals.

#### **Event Overview & Goals**

- To provide a global opportunity for regional and national businesses to interact and present their products and services to International Celebrities featured at THE MASTER P BIRTHDAY BASH featuring 50 CENT, DA BABY, TRINA, LIL SCRAPPY, TRICK DADDY, BIG BOOGIE and YOUNG DRO.
- Increase the diversity and revenue of a business by generating a tailormade marketing strategy that appeals to the buying interest of new and/or existing consumers and celebrities.
- To deposit impactful and exciting message through our interactive and luxurious presentations.
- To reiterate to the community the integrity and accountability in providing consumers with presentational enactments of exceptional consumer service.





### **GET MORE CLIENTS DIRECTLY!**

At a time where good customer service is plummeting and AI is peaking as the new engagement, Consumers are now seeking credible businesses to support and patronize; and with our thorough research, we anticipate that business is YOU!

YES! They've seen you on social media, NOW, let them experience your business in a credible environment that makes it all CONNECT!

Feature your Business at the FUNKFEST CONCERTS where we will be distributing 5,000 VIP Souvenir Booklets called, **THE BUSINESS VAULT** to a demographic of consumers who WILL patronize your business! That's 5,000 potential NEW clients!

Let's Say that only 1% patronized your business, that is a whopping result of 50 New Clients!

# **BENEFITS & FEATURES**

- Only 20 of the same Business Category can be featured:
  - Ex: (20 Restaurants, 20 Barbers, 20 Boutiques, 20 Home Goods etc.)
- 5.000 Souvenir Booklets will be distributed to 10.000 attendees.
- Each Celebrity Guest will receive a Souvenir Booklet (They have access to your business)
- Able to provide Celebrities with samples of products Presentations.
- (1) Copy of Booklet mailed to you

#### • \$5k Raffle Entry

Each Business Participant will be entered in a \$5K Raffle which will be announced on stage at Master P's Birthday Bash

• Custom Flyer Design

To assure that your business is well presented, we are pleased to create your unique flyer for your business

QR CODE

QR Code will be featured on your flyer that will guide consumers directly to your business website/social media page.

• C2P Website Feature

Your business will be featured for a total of 60 Days on Www.C2ProWins.Com

If you would like to provide merchandise, products etc. to Celebrities, Please Email: WeWin@C2ProWins.Com

## SPONSORSHIP FEATURES

#### C2 CELEBRITY GRATITUDE PRESENTATIONS

Items Guaranteed Provided to Minimum of 2 Headliner Celebrity Artist

✓ MASTER P

#### 50 CENT | LIL SCRAPPY | YOUNG DRO | BIG BOOGIE | TRICK DADDY

Other Performers are NOT Contractually Guaranteed but prepare gifts for them

#### CELERRITY PRESENTATION INTERACTION

- We will Exclusively provide your Banners/Photo Displays, products, and/or brand apparel to the participating celebrities.
- Their authentic reaction captured on video regarding your product is solely based on the quality of your product/apparel.

#### EASEL OR BANNER DISPLAY

- Showcase your sponsored products or services with ease with Retractable Banners or Multiple Easel Displays.
- For Businesses who cannot physically ship Items (Furniture, Car Services, Concierge etc.)
- Easels and Lighting will be provided. Design and Print is included in Banner and Easel Package.

#### CUSTOM 30-45 SEC BRAND COMMERCIAL (request previous

We will customize and provide you with a 30 Sec or more Recap Video highlighting the interaction of celebrities with ONLY your brand. We will obtain additional content to insert from your website and/or social media pages.

The footage will be formed into a an actual commercial that you can use for your own promotional usage.

#### FEATURE IN RECAP VIDEO

- 5min to 1hr Recap video featuring all interactions with Celebrities and businesses.
- > Recap video will be promoted on Social Media Outlets

#### 8.5 x 11 CUSTOM FLYER DESIGN W/ QR CODE

- To assure that your business is well presented, we are pleased to create your unique flyer for your business.
- The flyer will be featured within the recap video, so that viewers will have a visual of your business information within the video and Souvenir Booklet.
- These flyers can also be printed to distribute to new clientele.
- > QR Code will be featured on your flyer that will guide consumers directly to your business website/social media page.

#### FEATURE IN THE BUSINESS VAULT/The Master P Birthday Bash SOUVENIR BOOKLET

- The Business Vault/Master P's Birthday Bash Souvenir Booklet will feature Full Page Bios of participating celebrities and business information OF participants.
- The Business Vault will be distributed to the participating Celebrities and a copy of The Business Vault will be mailed to all participating businesses.























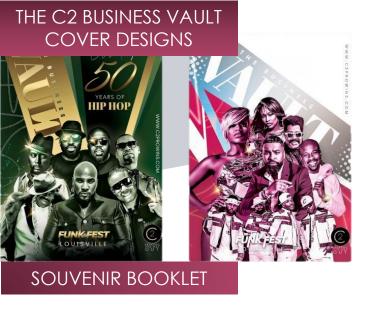




THE BUSINESS VAULT ANNOUNCEMENT FLYERS

**Previous Features** 









### **QUICK PREVIEW**





#### C2 FLYER DESIGNS







# C2 BANNER/EASEL DISPLAY FEATURE

## \$1000 Banner/Easel Feature



- ➤ 2 Retractable Banner Features or 4 Easel Prints (45x30)
  - (Includes Design, Vinyl Print, Stand and Carrying Case)
- ➤ Banners and/or Easel Displays will be shipped back to owner (Shipping Included)
- > 8.5 X 11 Full Page Ad Feature in The Business Vault/Master P Birthday Bash Souvenir Booklet
- > (1) 8.5 x 11 Flyer Design
- ➤ (1) 4x6 Participation Announcement Flyer
- > QR Code that leads readers to your website or social media pages
- ➤ Booklet Will Be Provided to all Celebrity Performers
- > Booklet Will Be Provided To 5000 attendees at The Master P Birthday Bash
- > Flyer Feature in Full Recap Video featuring all Participants.



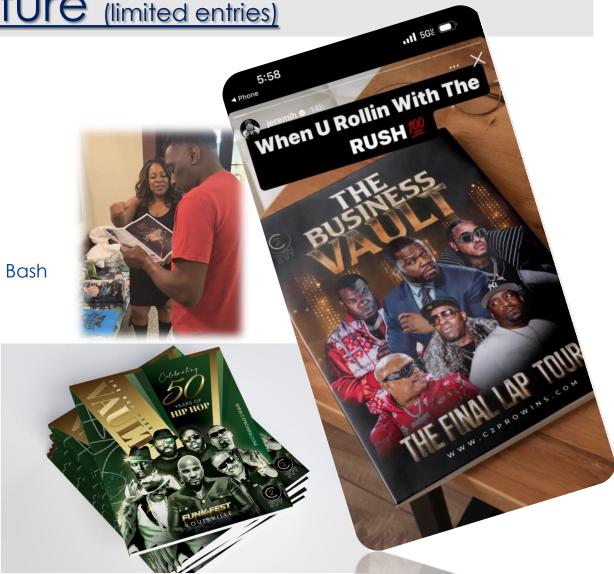
# THE C2 BUSINESS VAULT FEATURE

\$1500 Souvenir Booklet Feature (limited entries)

- > Full Page Business Feature in 5000 Souvenir Booklets @ Event
- > (1) 8.5 x 11 Flyer Design
- ➤ (1) 4x6 Participation Announcement Flyer
- > QR Code that leads to your website or social media pages
- Booklet Will Be Provided to all Celebrity Performers
- ➤ Booklet Will Be Provided To 5000 attendees at The Master P Birthday Bash
- > Flyer Feature in Full Recap Video featuring all Participants.







# VENDOR

## \$2500 VENDOR PLACEMENT

- 8ft Vendor table
- 4 Chairs
- Table Covering
- Access to Wifi
- Assigned Model to Solicit Customers
- > Full Page Business Feature in 5000 Souvenir Booklets @ Event
- > (1) 8.5 x 11 Flyer Design
- > (1) 4x6 Participation Announcement Flyer







# C2 GRATITDUE PRESENTATIONS

## \$3000 Product/Apparel Feature

Products and/or Apparel featured and provided to MASTER P guaranteed.

(50 CENT, DA BABY, TRINA, YOUNG DRO, LIL SCRAPPY, BIG BOOGIE and TRICK DADDY are NOT guaranteed, but likely)

- Clothing Racks and Hat Displays Included.
- Custom Business Flyer design.
- Business Flyer Feature in The Business Vault Souvenir Booklet for Master P's Birthday Bash
- Feature in Full Recap Video featuring all Participants.
- Feature on C2 Website.





# C2 ULTIMATE FEATURE

## \$7000 ALL INCLUSIVE

- Gratitude Presentations Product/Apparel provided to Master P (other performers are not contracted, but likely) (with confirmation footage)
- Custom 30 45 sec Business/Brand Commercial
- 4 Easel Photos (45x30) or 2 Retractable Banner Designs & Print
- Custom Business Flyer w/ QR Code
- Full Page AD Feature in The Business Vault & The Master P Birthday Bash Souvenir Booklet
- Feature in Full Recap Video featuring all Participants.
- Banners and Easel Displays will be shipped back to owners (Included)





The Pixler Bag

# C2 GRATITUDE PRESENTATION REGISTERATION

### To Confirm Registration Availability:

Email: WeWin@C2ProWins.Com

(Response time is less than 4 hours)

**©** Deadline to Register: , Tuesday, April 15<sup>th</sup>, 2025 Website: WWW.C2ProWins.Com



## CONTACT





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Founder - CEO

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