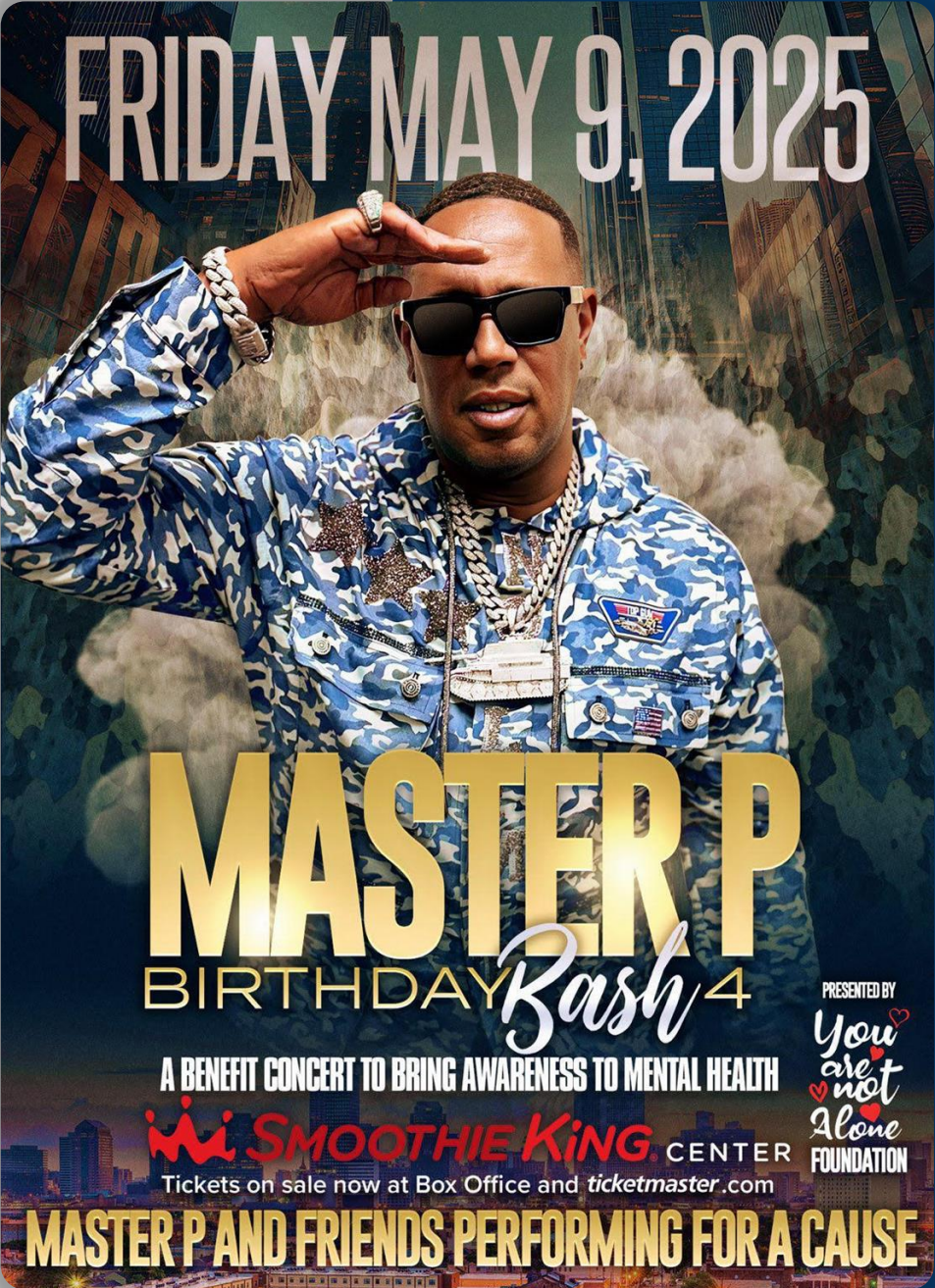


MASTER P

BIRTHDAY BASH AND BENEFIT CONCERT

PERFORMING FOR A CAUSE
SPONSORSHIP PROPOSAL



FRIDAY MAY 9, 2025

MASTER P
BIRTHDAY *Bash* 4

A BENEFIT CONCERT TO BRING AWARENESS TO MENTAL HEALTH

SMOOTHIE KING CENTER
Tickets on sale now at Box Office and [ticketmaster.com](https://www.ticketmaster.com)

PRESENTED BY
You are not Alone
FOUNDATION

MASTER P AND FRIENDS PERFORMING FOR A CAUSE

MASTER P BIRTHDAY BASH & BENEFIT CONCERT OVERVIEW

Date And Venue Information:

- **Date:** Sat, May 9, 2025
- **Venue:** Smoothie King Arena, New Orleans 1501 Dave Dixon Drive, New Orleans, LA, 70113

About Percy “Master P” Miller:

- Southern hip-hop pioneer/founder of No Limit Records.
- Known for chart-topping albums and entrepreneurial ventures.

Event Highlights:

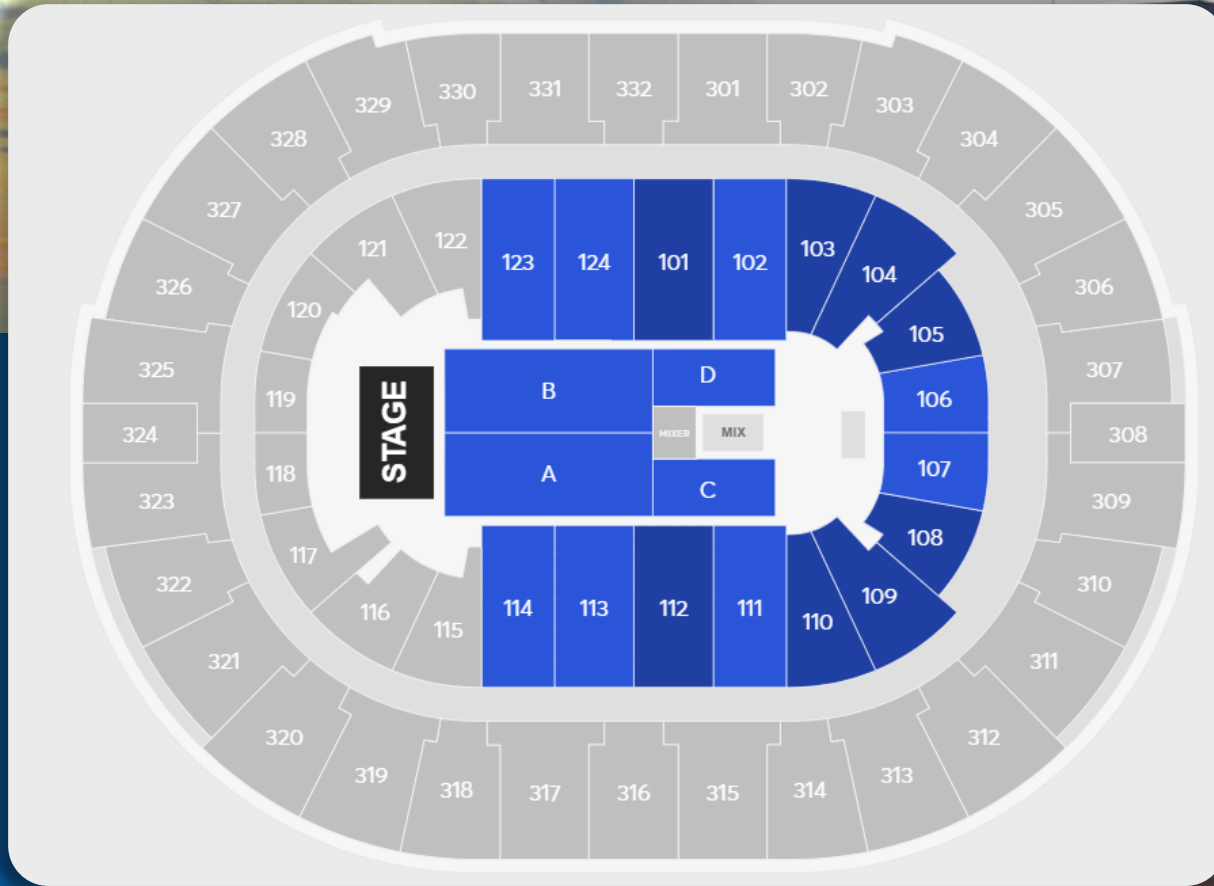
- Performance by Master P with special celebrity guests.
- Focus on mental health awareness and advocacy.
- 4th annual SOLD-OUT event catering to 18,000 attendees from around the world.



SMOOTHIE KING[®] CENTER

The Smoothie King Center is a premier multi-purpose arena located in the heart of New Orleans. Renowned for its state-of-the-art facilities and versatile event spaces, it hosts various events including concerts, sporting events, family shows, and corporate functions. With a seating capacity of over 18,000 for concerts, it is a key venue for Master P's Birthday Bash & Benefit Concert. Its versatile event spaces and luxury amenities ensure a memorable experience perfectly suited to the grandeur and significance of this event.

1501 DAVE DIXON DRIVE NEW ORLEANS, LA 70112



MASTER P: A LEGACY OF MUSIC, ENTREPRENEURSHIP, AND PHILANTHROPY

Introduction

Percy Miller, professionally known as Master P, is a renowned music mogul, entrepreneur, and philanthropist whose influence extends far beyond the entertainment industry. As the founder of No Limit Records, Master P revolutionized the music scene with his innovative approach to business and artistry, establishing himself as one of the most influential figures in hip-hop.

Career Highlights

Master P's journey began with a passion for music and an entrepreneurial spirit. He founded No Limit Records in the early 1990s and quickly built it into a powerhouse label, producing numerous chart-topping albums and launching the careers of several successful artists. His unique blend of business acumen and creative talent has earned him a reputation as a trailblazer in the industry. Over the years, Master P has expanded his ventures into various industries, including film, sports, fashion, real estate, and the food industry. He has acted in and produced a series of films and television shows, and is now playing a pivotal role in mental health and community outreach initiatives.

Performing for a Cause

Master P's Birthday Bash & Benefit Concert is dedicated to supporting the You Are Not Alone Foundation™, a 501(c)(3) charitable organization focused on nurturing future leaders. This initiative funds essential education, vital programs, mental health awareness, and impactful events, all aimed at empowering young minds and equipping them with the tools needed to build a brighter future.

Philanthropy and Community Impact

Beyond his professional success, Master P is deeply committed to giving back to the community. As an advocate for mental health awareness, he supports numerous charitable initiatives designed to improve the lives of individuals and families. His dedication is evident in his involvement with initiatives that support mental health and overall well-being.



MASTER P'S STAR-STUDDED BENEFIT CONCERT: PERFORMING FOR A CAUSE

A Night of Purpose and Performance

Get ready for an exceptional night at Smoothie King Arena, where entertainment merges with philanthropy in a high-energy celebration. This star-studded event will feature high-energy performances from renowned artists, including Master P himself, whose presence promises to light up the stage and create unforgettable moments. As we celebrate Master P's special day, we will also shine a spotlight on mental health.

Join Us in Making a Difference

We are thrilled to invite you to be part of this landmark event that combines high-profile entertainment with a powerful mission. Together, we can make a meaningful difference in the lives of many, fostering a stronger, more compassionate community.



Why Partner with "P" as a Sponsor?

By partnering, you'll play a crucial role in supporting this noble cause while gaining exceptional visibility for your brand. Your partnership will help amplify the impact of the event, ensuring that we reach our fundraising goals and provide much-needed support to those in need. Sponsorship opportunities offer unique benefits, including prominent branding, exclusive access, and the chance.

A Vision for the Future

Master P's legacy is not just about music and business; it's about making a lasting impact on the world. His involvement in this event highlights his ongoing dedication to philanthropy and community support, demonstrating his unwavering commitment to creating positive change.

MENTAL HEALTH IN AMERICA



Mental health is critical in today's world. Over 46 million Americans struggle with mental health issues. These conditions encompass a range of disorders that affect a person's thinking, feeling, behavior, or mood, including schizophrenia, PTSD, bipolar disorder, borderline personality disorder, ADHD, OCD, depression, anxiety, eating disorders, suicide, addiction, and others. They can profoundly impact daily life and interpersonal relationships.

Mental health issues are more common than many realize, partly because people often hesitate to discuss them. Consider these statistics:

- 1 in 5 U.S. adults experience mental illness each year.
- 1 in 20 U.S. adults experience serious mental illness each year.
- 1 in 6 U.S. youth aged 6-17 experience a mental health disorder each year.
- 50% of all lifetime mental illness begins by age 14, and 75% by age 24.

Mental health conditions are not caused by a single event. Research indicates multiple contributing factors, including genetics, environment, and lifestyle. Stressful life situations or traumatic events can increase susceptibility, and biochemical processes and brain structure may also play a role.

It's important to understand that having a mental health condition is not a sign of personal failure or that you or your family did something wrong. Mental illness is not anyone's fault. Recovery is possible for many individuals, often leading to fulfilling roles in social life, school, and work, especially when treatment begins early and you actively engage in your recovery process.

Master P's Birthday Bash & Benefit Concert Is Pleased To Support These Initiatives To Promote Mental Health Awareness And Provide Vital Resources. Your Participation Helps Advance Our Mission To Improve Mental Health Care And Support For Those In Need.

BENEFITS OF SPONSORING:



Align Your Brand with Master P, a Respected Artist and Mental Health Advocate:

Partner with a renowned artist to enhance your brand's association with positive social impact and mental health awareness.



Gain Visibility Among Diverse Audiences and Media Coverage:

Leverage extensive exposure through diverse audience reach and comprehensive media coverage, amplifying your brand's presence.



Demonstrate Corporate Social Responsibility Through Support for Mental Health Initiatives:

Showcase your commitment to corporate social responsibility by supporting crucial mental health initiatives and making a meaningful difference in the community.



Access Exclusive Networking Opportunities and VIP Experiences:

Enjoy unique networking opportunities and VIP experiences, allowing you to connect with influential industry leaders, peers, and other stakeholders in an exclusive setting.



Receive Prominent Logo Placement on Event Materials:

Benefit from high-visibility logo placement on event signage, promotional materials, and digital platforms, ensuring prominent brand recognition.



Engage with Attendees Through Branded Activations:

Utilize branded activation opportunities at the event to engage directly with attendees, creating memorable interactions and enhancing brand engagement.



AUDIENCE DEMOGRAPHICS

Age Distribution

- | 18-24 years: 25%
- | 25-34 years: 20%
- | 35-44 years: 30%
- | 45-54 years: 20%
- | 55+ years: 5%

Gender

- | Male: 55%
- | Female: 45%

Income Level

- | Under \$50,000: 15%
- | \$50,000 - \$99,999: 25%
- | \$100,000 - \$149,999: 30%
- | \$150,000 - \$199,999: 20%
- | \$200,000 and above: 10%

Education Level

- | High School Graduate: 20%
- | Some College/Associate's Degree: 30%
- | Bachelor's Degree: 35%
- | Master's Degree or Higher: 15%



AUDIENCE DEMOGRAPHICS

Geographic Location

- | Local (New Orleans and surrounding areas): 40%
- | Regional (Southern U.S.): 25%
- | National (Other U.S. states): 30%
- | International: 5%

Occupation

- | Students: 10%
- | Young Professionals: 25%
- | Mid-Career Professionals: 35%
- | Senior Executives/Business Owners: 15%
- | Other (e.g., retirees, freelancers): 15%

Interests and Lifestyle

- | Music and Entertainment: 70%
- | Philanthropy and Community Support: 40%
- | Sports and Fitness: 30%
- | Fashion and Lifestyle: 25%
- | Technology and Innovation: 15%

Event Attendance History

- | First-Time Attendees: 40%
- | Repeat Attendees: 60%

MASTER P'S BIRTHDAY BASH & BENEFIT CONCERT

is the must-attend event of the year. Past performers include Snoop Dogg, Boosie, Plies, Webbie, Pleasure P, Mia X, Choppa Style, Mystikal, Mercedes, N.I.Q., Keith Sweat, Nelly, and Jermaine Dupri!

In 2025, attendees can look forward to an array of surprise special guests. Don't miss this once-in-a-lifetime opportunity to experience legendary artists and unforgettable performances. Be part of the excitement and join us for a night you won't forget.



PARTNER

WITH “P”

SPONSORSHIP OPPORTUNITIES



PLATINUM TITLE PARTNER

\$500,000 Sponsorship

"Presented by [Your Company Name]"

- Presenter Exclusivity Ensuring Unique and Premium Positioning
- Recognition as Top Tier Community Partner Supporting Mental Health
- Private VIP Suite for (12) Twelve. Includes VIP Concert Seating Access, and Hospitality Package (Concierge, Amenities, Food and Beverage)
- Access to Exclusive Backstage Experiences
- 5-Minute Stage Presentation to Showcase Your Brand, Message, or Product During a High-Profile Segment of the Event
- (4) Four 60-Second Commercials on Big Screen
- Opportunity for Brand Activations at Venue
- Prime Exhibit Booth Inside Venue for Maximum Visibility
- Outside Pre-Event Booth for Increased Visibility
- Logo Displayed as "Presenter" on All Marketing Collateral
- Recognition in Press Releases and Media Outreach
- Logo Signage Throughout Venue and VIP Red Carpet areas



PREMIER PARTNER

\$250,000 Sponsorship

"Sponsored by [Your Company Name]"

- Recognition as Community Partner Supporting Mental Health Initiatives
- VIP Suite access for (6) Six. Includes VIP Concert Seating Access, and Hospitality Package (Concierge, Amenities, Food and Beverage)
- Access to Exclusive Backstage Experiences
- 3-Minute Stage Presentation to showcase your brand, message, or product to the audience during Mental Health Pre-Show
- (3) Three 60-Second Commercial on Big Screen
- Opportunity for Brand Activations at Venue
- Prime Exhibit Booth Inside Venue for Maximum Visibility
- Logo Displayed as "Sponsor" on All Marketing Collateral
- Recognition in Press Releases and Media Outreach
- Logo Signage Throughout Venue and VIP Red Carpet areas





PRESTIGE PARTNER

\$100,000 Sponsorship

"Sponsored by [Your Company Name]"

- | Recognition as Community Partner Supporting Mental Health Initiatives
- | (5) Five VIP Tickets Premier Concert Seating for Optimal Viewing
- | Access to Exclusive Backstage Experiences
- | (2) Two 30-Second Commercials on Big Screen
- | 1-Minute Stage Presentation to showcase your brand, message, or product to the audience during Mental Health Pre-Show
- | Opportunity for Brand Activations at Venue
- | Exhibit Booth Inside Venue for Maximum Visibility
- | Logo Displayed as "Partner" on Flyers and Promo Materials
- | Recognition in Press Releases and Media Outreach
- | Logo Signage Throughout Venue and VIP Red Carpet areas

PRO COMMUNITY PARTNER

\$50,000 Sponsorship

"Community Partner"

[Your Company Name]

- Recognition as Community Partner Supporting Mental Health Initiatives
- (3) Three VIP Tickets Premier Concert Seating for Optimal Viewing
- Access to Exclusive Backstage Experiences
- Exhibitor Booth for Maximum Visibility
- Logo Displayed on Big Screen
- Logo Featured on Select Flyers and Promo Materials
- Recognition in Press Releases and Media Outreach
- Logo Signage Throughout Venue



WHAT PEOPLE ARE SAYING ABOUT THE MASTER P BIRTHDAY BASH AND BENEFIT CONCERT

“An unforgettable night of music and heart! Master P’s performance was electrifying, and the event’s focus on supporting mental health made it truly special.”

— Jessica M., Event Attendee

“The Master P Birthday Bash was a phenomenal blend of entertainment and philanthropy. It’s incredible to see such a high-profile artist using his platform to support a cause as important as mental health.” — David R., Music Industry Insider

“The concert not only celebrated Master P’s incredible career but also highlighted the crucial work of the ‘You Are Not Alone’ Foundation. It was an inspiring event that made a real impact.” — Laura K., Community Advocate

“A night to remember! The performance was top-notch, and the cause behind the concert added a profound layer of meaning. It was an honor to support such an important initiative.” — Sarah L., Concertgoer

“The Master P Birthday Bash exceeded all expectations. It was a perfect mix of celebration and giving back, showing how powerful music and community can be when combined.” — John D., Entertainment Blogger

“Master P’s Birthday Bash was a testament to his dedication to making a difference. The event was a tremendous success, and the support for the ‘You Are Not Alone’ Foundation was evident throughout the evening.” — Emily W., Philanthropy Enthusiast

“This concert was more than just a performance; it was a movement. Master P and the ‘You Are Not Alone’ Foundation have set a new standard for how entertainment can support vital causes.” — Robert H., Nonprofit Leader



FOR MORE DETAILS, PLEASE CONTACT MASTER P TEAM

"By partnering, you are more than just a sponsor. We see you as a true collaborator in our mission." — Percy "Master P" Miller