



I HEAR MUSIC IN THE AIR CONFERENCE **2024**

Friday May 17th – Sun. May 19th, 2024

Cincinnati, Ohio

A MESSAGE FROM THE FOUNDER



Greetings,

Thank you for taking the the time to consider becoming a sponsor this year as we aim to reach this important audience at the 2024 I Hear Music In The Air Conference.

In the following pages, we'll share information our about various sponsorship levels. We can also customize a sponsorship tier if needed.

Thank you in advance for your consideration & generous support.

Sincerely,

A handwritten signature in black ink that reads "Tracey Artis". The signature is fluid and cursive.

Tracey Artis
CEO | I Hear Music, Inc.
www.ihearmusicintheair.com

OUR MISSION

The conference weekend will celebrate the legacy and impact of music arts in our city. The event will allow the leaders and citizens in our city to connect with each other and enjoy the concert together in unity. Bringing everyone together under the umbrella of music, seems befitting as the love of music is something that we all have in common.

TARGET AUDIENCE & COMMUNITY

Based on historical data, we anticipate the continued attendance of teens, adults, and senior ages 15-65 who may be seeking social connectivity, health & financial resources, and an refueling source for emotional & holistic wellbeing. In each chair there will be a flyer that will have resources and phone numbers to assist the attendees with how to connect with local organizations that can assist them with these needs.

Free transportation will be offered so that students and families can attend the event. Churches are encouraged to invite members of their outreach/community ministries and we will target other groups and organizations to invite their members as well.

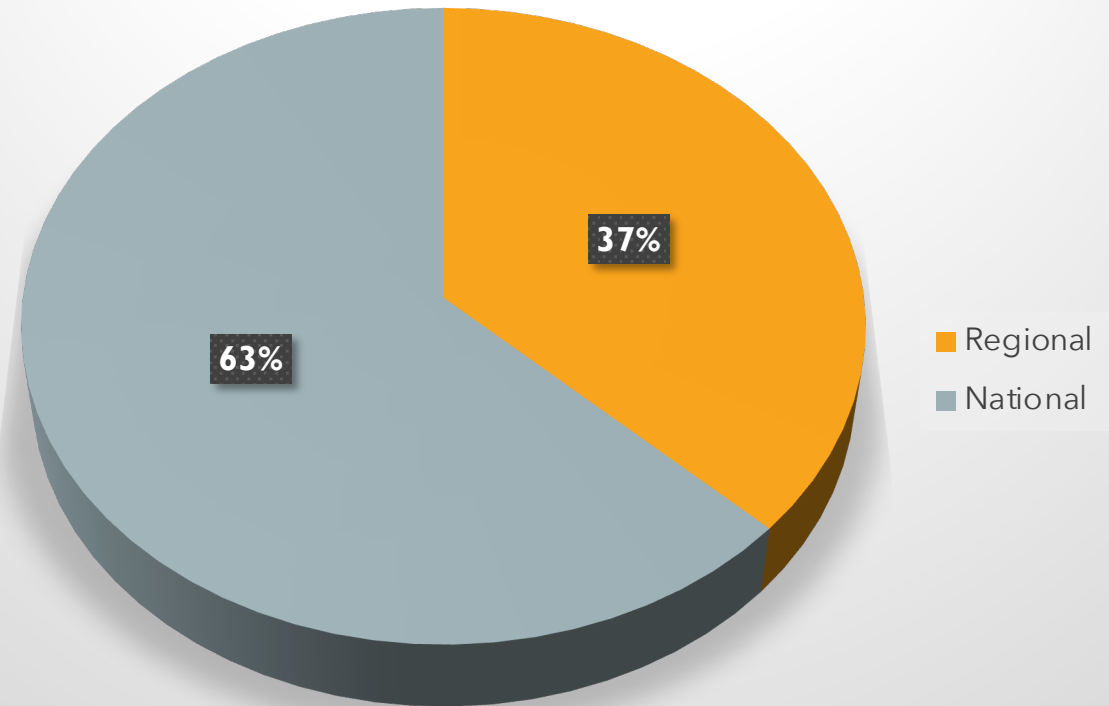


DEMOGRAPHICS & MARKETING EFFORTS

Our anticipated audience exposure for your organization will be to an audience of :

- 10,000 regional individuals
- 17,000 national individuals
- Women & Men
- Ages | 15-70+

Anticipated Audience Exposure



2024 IHMITA CONCERT OVERVIEW

The Annual I Hear Music in the Air Conference is in its 23rd year and each year works to serve as celebratory and educational weekend that includes The I Hear Music In The Air Concert, and the I Hear Music, Inc. Legends Ball.



The poster features a central image of four performers: Karen Clark-Sheard, Jonathan Dunn, Fred Hammond, and J.J. Hairston, standing in front of large, stylized, multi-colored letters spelling "MUSIC". Above them, the text "I HEAR" is written in a bold, purple font. The background is a textured, light gray.

I HEAR MUSIC IN THE AIR

MAY 17, 2024 • 6:00PM

I HEAR

MUSIC

KAREN CLARK-SHEARD • JONATHAN DUNN • FRED HAMMOND • J.J. HAIRSTON

CORINTHIAN BAPTIST CHURCH
1920 TENNESSEE AVE.
CINCINNATI, OHIO 45237

TICKET PRICING
\$35 GENERAL ADMISSION

SPONSORS

FIFTH THIRD BANK
first financial bank
HEALTH ORF
METRO
DR. ROBERT SMITH JR.
MIAMI UNIVERSITY

WWW.IHEARMUSICINTHEAIR.COM



2024 IHM ANNUAL LEGENDS BALL OVERVIEW

The Annual IHM Legends Ball will be held at the Delta by Marriott Hotel- Cincinnati in Cincinnati, Ohio on Sunday evening May 19th, 2024 at 5pm.

The selected honorees are being recognized for their contributions to music, arts and entertainment.



I HEAR MUSIC IN THE AIR

MAY 6, 2023 • 6:00PM

I HEAR MUSIC



VASHAWN MITCHELL • KIERRA SHEARD • KELLY • JOHN P. KEE • MALI MUSIC

WORKSHOP CLASSES 10-2 PM WITH LUNCH. REGISTRATION OPENS AT 9:30 AM

CORINTHIAN BAPTIST CHURCH
1920 TENNESSEE AVE.
CINCINNATI, OHIO 45237

TICKET PRICING
\$25 GENERAL ADMISSION
\$35 PREMIUM ADMISSION
\$60 VIP with MEET & GREET

SPONSORS



I Hear Music, Inc.

THE HEALING POWER OF MUSIC

WORKSHOP CLASSES 10-2 PM WITH LUNCH. REGISTRATION OPENS AT 9:30 AM
PRESENTED BY IV-CHARIS

WORKSHOP SERIES

WORKSHOP: VICARIOUS TRAUMA: SECOND HAND EXPERIENCES - *Whayne Herriford & Mamie Harris*

This interactive session is designed to unpack vicarious trauma, its individual and collective effects, and practical tips and tools to take to navigate this challenge. The traumatic event may belong to another individual, but the pain and after-effects reside with more than that person. It's time to name it, face it, and heal from it.

WORKSHOP: MUSIC MATTERS: HEALING FROM THE INSIDE OUT - *Dr. Camisha Chambers*

This session will outline the physical, mental, and emotional effects of music in one's life. Music is so powerful! It can help one speak again after surviving a brain injury and unlock an individual's memory. It can boost our mood when depression and anxiety find its way into one's life. Music can control our perspective and views on life. It can offer physical healing and restoration in one's body and so much more.

WORKSHOP: MUSIC MATTERS: FINDING YOUR STORY AND HEALING THROUGH MUSIC - *National Recording Artist Charles Jenkins*

"This workshop will provide participants the space to come fully alive. Participants will have the space to come fully alive - and realize how powerful they are - by scribing their own story in a personal journal that will become a keepsake. This session adopts the storytelling model from artists at Stillwell and will employ the "S.P.'s People, Place, Plot, and Purpose" as a template for the development of one's story. They will explore the ways music can accompany their story through the creation of 2-3 themed musical playlists.

WORKSHOP: THE STEPS TO TRAUMA RECOVERY - *Gene Hoskins LPA, HSP*

The National Institute on Health has concluded that there are many social determinants of mental health/trauma. Despite the complex layers, it is safe to say that trauma has been a uniting point for individuals of all backgrounds. This workshop is designed to outline and discuss the practical steps a person can take towards recovering from trauma with scientifically proven methods.

I Hear Music, Inc.

I HEAR MUSIC IN THE AIR

MAY 7, 2023 • 5:30PM

THE 22nd ANNUAL Legends Ball

HONOREES
ARTSWAVE
ADRIAN CUNNINGHAM
THE CHARLES FOLD SINGERS
FAITH DANIELS
CHRIST EMMANUEL CHRISTIAN FELLOWSHIP
BISHOP MICHAEL & PASTOR CAROL DANTLEY
THE WE SHALL OVERCOME FOUNDATION

KEYNOTE SPEAKER
TRACEY ARTIS

MISTRESS OF CEREMONIES
ALEXIS ROGERS

\$60.00

THE DELTA HOTEL BY MARRIOTT
GRAND BALLROOM
11320 CHESTER RD, CINCINNATI, OH 45246
FOR MORE INFORMATION, VISIT WWW.IHEARMUSICINTHEAIR.COM

I Hear Music, Inc.

I HEAR MUSIC IN THE AIR 2023 HISTORICAL ALL EVENT LISTING

2023 IHMITA Images



TV/ RADIO PROMOTIONS

Informative commercial spots and purchased time buys will be one of the premier promotional resources that will be used to reach participants across the country. These commercial spots will be strategically placed on television/radio outlets in order to reach the optimum amount of viewers/ listeners



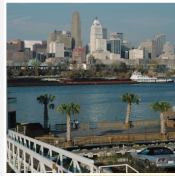
Marketing Efforts

Our marketing efforts will be deliberate and pointed in order to raise maximum consumer awareness. Your company logo will be featured on all marketing pieces. Efforts include, but are not limited to the following:



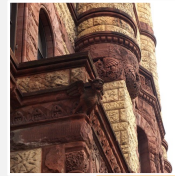
E-Marketing

- E-Blasts
- Web Banners
- Social Media (IG, FB, TikTok, etc.)
- Press Release
- IHM Website
- Media Coverage
- Media Sponsors



Physical Promo

- Post Cards
- Street Teams
- Posters
- Flyers
- Signage



Product Placement Capability

- Vendor Booths for product placement are available at IHMITA concert



Community Involvement

- The Cincinnati Herald
- Area Church Websites & Video Commercials
- The Cincinnati Enquirer
- The Voice of Black Cincinnati
- The City Of Cincinnati Website
- Local & National Influencers
- Local TV Time Buys via Spectrum TV
- BET & TVONE campaigns
- Local Podcasts

2024 I HEAR MUSIC IN THE AIR TICKET OUTLETS

*LIST IS SUBJECT TO CHANGE

- **Overflow Ministries Covenant Church**

<http://www.omccministries.com>

513.742.3569

10870 Hamilton Avenue Cincinnati, Ohio
45231

- **Word of Deliverance Ministries**

<https://wordofdeliverance.org>

513.851.9673 | 693

Fresno Road, Forest Park, OH 45240

- **Hope For You Ministries**

<https://www.hopecincinnati.org/>

513.873.8590

1947 Miles Road Cincinnati, OH 45231

- **Mt. Moriah Missionary Baptist Church**

513.733.5880

1169 Simmons Ave, Cincinnati, OH 45215

- **Zion Global Ministries**

<https://www.facebook.com/zionglobalministries>

513.531.1888

9180 Cincinnati Columbus Rd. West Chester, OH 45069

- **Southern Baptist Church**

<https://www.sbchurchcincy.org/>

513.221.8138

3556 Reading Road Cincinnati, Ohio 45229

- **New Beginnings Church of the Living God Avondale
(NBCOTLG)**

<https://www.nbcotlg.org>

513.818.3052

3494 Reading Rd. Cincinnati, OH 45229

- **House of Hope Fellowship Church**

<https://house-of-hope-fellowship-church.business.site>

513.300.4115

1829 Elm Street Cincinnati, OH 45202

2024 SPONSORSHIP CONTRIBUTION LEVELS + BENEFITS

2024 IHM Presenting Sponsor

- **\$20,000**
- Company Logo recognition on all publicity materials + acknowledgement as the 2024 IHM Presenting Sponsor at all events
- Up to 5-Min Presentation at opening at event
- Sponsor Credit for Radio Advertising
- On-site signage
- On-stage recognition & endorsement at the concert
- Opportunities for Company employees to volunteer backstage
- Opportunities to giveaway promo items
- 10 VIP Seats at The IHMITA Concert w/on stage recognition
- 1 Reserved Table (8 seats) at The IHM Legends Ball
- Vendor Booth

2024 IHM Honorees Sponsor

- **\$15,000**
- Company Logo on all publicity materials & events as the 2024 IHM Honorees Sponsor
- Opportunity to present an award to the IHM selected honorees
- Sponsor Credit for Radio Advertising
- On -Site signage
- Opportunities for Company employees to volunteer backstage
- Opportunities to giveaway promo items
- 8 VIP Seats at The IHMITA Concert
- 1 Reserved Table (8 seats) at The IHM Legends Ball
- Vendor Booth (if desired)

2024 SPONSORSHIP CONTRIBUTION LEVELS + **BENEFITS - CONTINUED**

Signature Sponsor

- **\$10,000**
- Company Logo on all publicity materials & events as the 2024 IHM Signature Sponsor
- Sponsor Credit for Radio Advertising
- On -Site signage
- Opportunities for Company employees to volunteer backstage
- Opportunities to giveaway promo items
- 6 VIP Seats at The IHMITA Concert
- 1 Reserved Table (8 seats) at The IHM Legends Ball
- Vendor Booth (if desired)

Associate Sponsor

- **\$7,500**
- Company Logo on all publicity materials & events
- Sponsor Credit for Radio Advertising
- On-Site Signage
- Opportunities for Company employees to volunteer backstage
- Opportunities to giveaway promo items
- 5 VIP Seats at The IHM Concert
- 1 Reserved Table (8 seats) at The IHMITA Legends Ball
- Vendor Booth (if desired)

2024 SPONSORSHIP CONTRIBUTION LEVELS + **BENEFITS - CONTINUED**

Contributing Sponsor

- **\$5,000.00**
- Company Logo on all publicity materials & events
- On-site signage
- Opportunities for Company employees to volunteer backstage
- Opportunities to giveaway promo items
- 4 VIP Seats at the IHMITA Concert
- 4 Seats at The IHM Legends Ball
- Vendor Booth (if desired)

Delegate Sponsor

- **\$2,500.00**
- Company Logo on all publicity materials & events
- Opportunities for Company employees to volunteer backstage
- 2 VIP Seats at the IHMITA Concert
- 2 Seats at The IHM Legends Ball
- Vendor Booth (if desired)

2024 Sponsorship
Commitment
Deadline/
Submission Options

PLEASE REMIT SPONSORSHIP
COMMITMENTS ON OR BEFORE
2.28.2024 VIA ONE OF THE
OPTIONS BELOW :

[SECURE ELECTRONIC PAYMENT LINK](#)

MAILING ADDRESS:

I HEAR MUSIC, INC.
ATTN: 2024 IHMITA- SPONSORSHIPS
9910 COVENTRY COURT
MASON, OH 45040

MAKE CHECKS PAYABLE TO: I HEAR MUSIC, INC.



For more information or event details,
please contact:

Tracey Artis | CEO

p. 513. 229. 0502

e. taihearmusic@zoomtown.com

www.ihearmusicintheair.com