

I HEAR MUSIC IN  
THE AIR  
CONFERENCE  
**2025**

Saturday May 3<sup>rd</sup>– Sunday May 4<sup>th</sup>,  
2025

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 2025 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".

Tracey Artis  
CEO | I Hear Music, Inc.  
[www.ihearmusicintheair.com](http://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 annually under the umbrella of music, as the love of music is something that we all have in common.



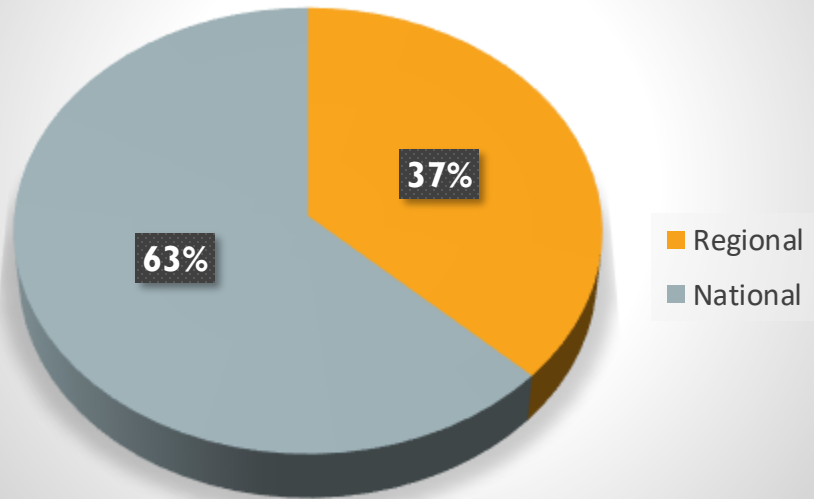


## **TARGET AUDIENCE & COMMUNITY RESOURCES**

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.

## Anticipated Audience Exposure



## 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+



ANNUAL

*i* HEAR MUSIC

CONCERT



FEATURING:

LISA KNOWLES SMITH | LISA PAGE BROOKS | ZACARDI CORTEZ | JOHN P. KEE



MAY 3, 2025 • 6:00 PM

(DOORS OPEN AT 5:30 PM)

CORINTHIAN BAPTIST CHURCH

1920 TENNESSEE AVENUE

CINCINNATI, OHIO 45237

TICKET PRICING

GENERAL ADMISSION - \$30

VIP ADMISSION - \$50 (LIMITED)

SPONSORS:



IHEARMUSICINTHEAIR.COM

## 2025 IHMITA CONCERT/WEEKEND OVERVIEW

The Annual I Hear Music in the Air Conference is in its 24th 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. These tickets are sold online



# 2025 IHM ANNUAL LEGENDS BALL OVERVIEW

The Annual IHM Legends Ball will be held at the Sharonville Convention Center (Main Ballroom) in Sharonville, Ohio on Sunday evening May 4<sup>th</sup>, 2025 at 5pm.

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



MAY 4, 2025 • 5:00PM



## THE 24<sup>th</sup> ANNUAL *Legends Ball*

### HONOREES

**PASTOR JOHN STEVENSON**

*LIFETIME ACHIEVEMENT AWARD*

**DON JACKSON**

CENTRAL CITY PRODUCTIONS

*PRESIDENT'S AWARD*

**MARK BALLARD**

WNZN RADIO CLEVELAND, OHIO

*RADIO VETERAN AWARD*

**PASTOR SHAWN MCMULLEN**

**TERESA ANDERSON**

**GENEVA WOODE**

**REV. DR. ORLANDO YATES**  
UNION BAPTIST CHURCH

**EVERETT MOORE**



MAJOR  
GUEST ARTIST



KIMBERLY MICHELLE  
SOLOIST AND VIOLINIST

**\$75.00**

**SHARONVILLE CONVENTION CENTER  
GRAND BALLROOM  
11355 CHESTER RD, CINCINNATI, OH 45246**

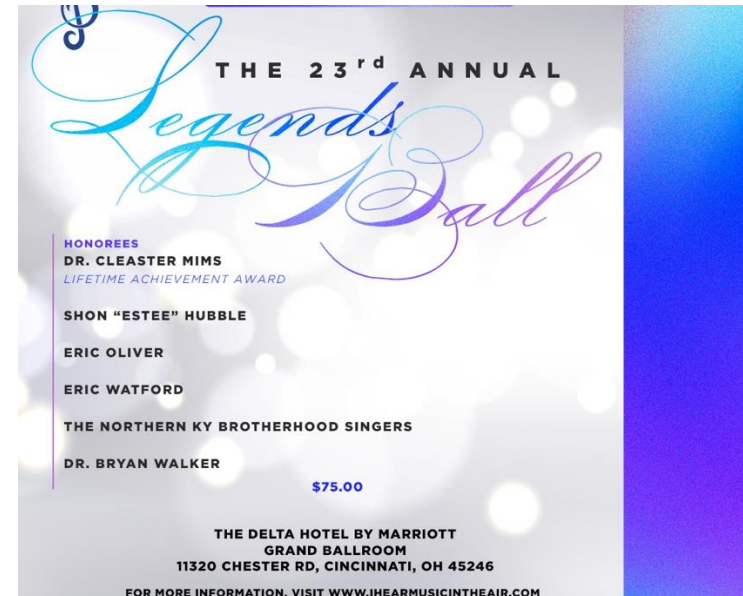
FOR MORE INFORMATION, VISIT [WWW.IHEARMUSICINTHEAIR.COM](http://WWW.IHEARMUSICINTHEAIR.COM)

SPONSORS



**FIRST**





## I HEAR MUSIC IN THE AIR 2024 *HISTORICAL EVENT LISTING*



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: IV-CHARIS, FIFTH THIRD BANK, FIRST, KETTER, METRO

## 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 "4 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 IN THE AIR

MAY 7, 2023 • 5:30PM

# THE 22<sup>nd</sup> 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

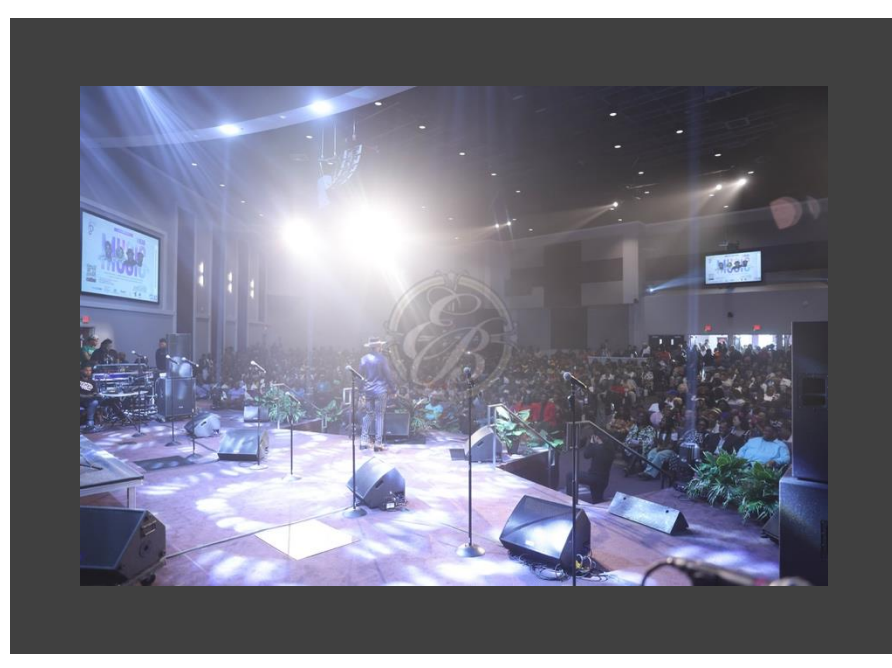
**MISTRESS OF CEREMONIES**  
ALEXIS ROGERS

\$60.00

THE DELTA HOTEL BY MARRIOTT  
GRAND BALLROOM  
11320 CHESTER RD, CINCINNATI, OH 45246  
FOR MORE INFORMATION, VISIT [WWW.IHEARMUSICINTHEAIR.COM](http://WWW.IHEARMUSICINTHEAIR.COM)

## I HEAR MUSIC IN THE AIR 2023 HISTORICAL ALL EVENT LISTING

# Past IHMITA Conference 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 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

# 2025 SPONSORSHIP CONTRIBUTION LEVELS + BENEFITS

## 2025 IHM Presenting Sponsor

- **\$20,000**
- Company Logo recognition on all publicity materials + acknowledgement as the 2025 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 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 (if desired)

## 2025 IHM Honorees Sponsor

- **\$15,000**
- Company Logo on all publicity materials & events as the 2025 IHM Honorees Sponsor
- Opportunity to present an award to the IHM selected honorees
- Sponsor Credit for Radio Advertising
- On -Site signage
- 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)

# 2025 SPONSORSHIP CONTRIBUTION LEVELS + BENEFITS – CONTINUED

## Signature Sponsor

- **\$10,000**
- Company Logo on all publicity materials & events as the 2025 IHM Signature Sponsor
- On -Site signage
- 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
- On-Site Signage
- Opportunities to giveaway promo items
- 5 VIP Seats at The IHMITA Concert
- 1 Reserved Table (8 seats) at The IHM Legends Ball
- Vendor Booth (if desired)



# **2025 SPONSORSHIP CONTRIBUTION LEVELS + BENEFITS – CONTINUED**

## **Contributing Sponsor**

- **\$5,000.00**
- Company Logo on all publicity materials & events
- 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
- 2 VIP Seats at the IHMITA Concert
- 2 Seats at The IHM Legends Ball
- Vendor Booth (if desired)

2025 Sponsorship  
Commitment Deadline/  
Submission Options

PLEASE REMIT SPONSORSHIP  
COMMITMENTS ON OR BEFORE  
**4.31.2025** VIA ONE OF THE  
OPTIONS BELOW :

[SECURE ELECTRONIC PAYMENT LINK](#)

MAILING ADDRESS:

I HEAR MUSIC, INC.  
ATTN: 2025 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](mailto:taihearmusic@zoomtown.com)

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