



APRIL 2022

EXPERIENCE

FASHION

MUSIC

GRAMMY

RAW NATION

Presents

GRAMMY XPERIENCE LIVE
ENTERTAINMENT FESTIVAL

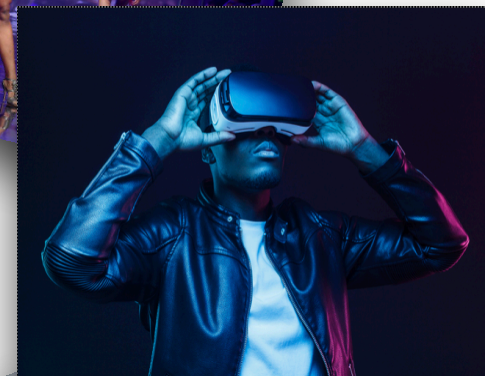
APRIL 1-3, 2022

Benefiting Entertainment Charities
2Life 4Life & Left Of The Bang

About RAW Nation

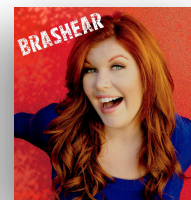
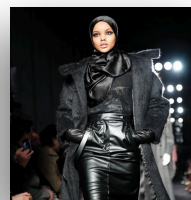
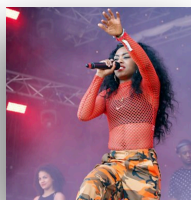
Raw Nation is inspired by the idea of unifying the diverse cultures that influence urban entertainment today. We are dedicated to educating, uplifting and elevating these creatives, entertainers and innovators so that they will be our next generation of powerhouses and a force to reckon with in the entertainment industry and beyond.

Raw Nation is an essential destination for independent, major and professionals, in every area of entertainment. Our platform features fashion, music, film/TV, radio, panels, workshops, showcases, screenings, exhibitions, and a variety of networking opportunities. On the Raw Nation platform the most unexpected discoveries happen in the entertainment world when diverse topics and people come together.



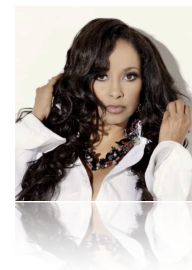
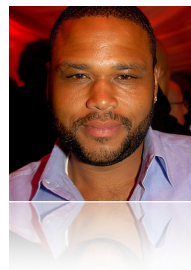
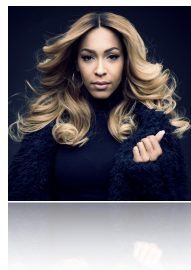
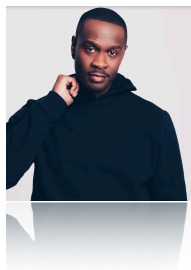
Premiere Charity Event

Raw Nation's Annual 3 day Grammy Xperience Live in Las Vegas, NV, April 1-3, 2022. The Grammy Xperience will feature celebrities, established and emerging fashion designers models, comedians and performers. This will be an experience to remember with NFT Panels, Stunting Gold Carpet, Champaign Reception, Celebrity Gifting Suite, VIP Lounge, and more.



Attending Celebrities

Brian Hook Actor, Producer, and Director; Jasmine Lewis Actress; Omar Gooding Actor
J Smoove Actor, Comedian, and Writer; Amina Buddafly Singer, Model, and Actress
Kel Mitchell Actor, Comedian; Anthony Anderson Actor, Producer and Writer; Justice Smith Actor
Craig Robinson; Actor, Comedian, and Musician; Kareem Grimes Actor, Producer, and more....



Charity Benefits



Left Of Bang Entertainment is a program that gives at-risk inner city youth the opportunity to take part in real Hollywood filmmaking. When given the choice between shooting movies or shooting guns, these youth will choose movies every time.

<https://www.leftofbangentertainment.com/news>

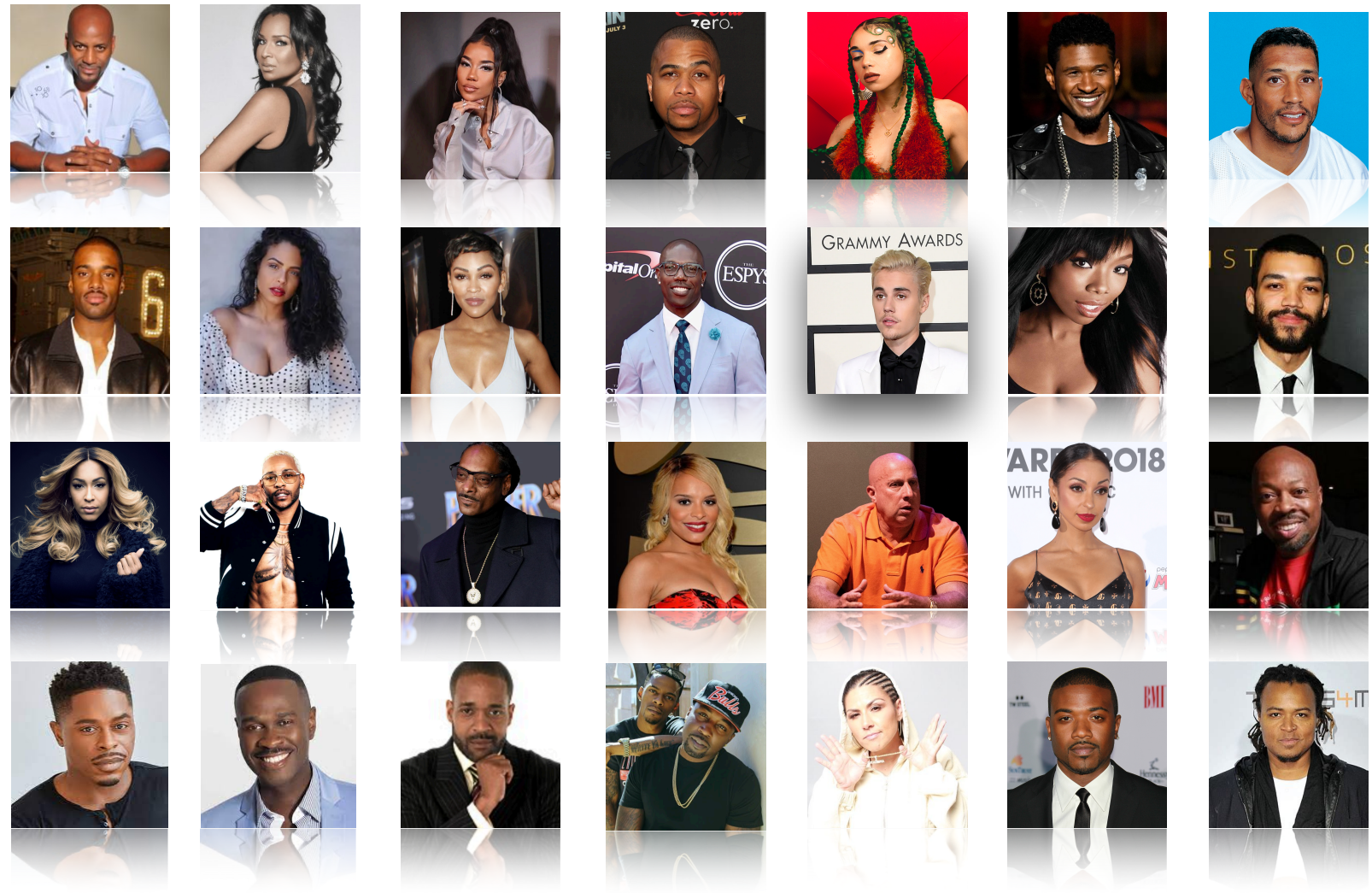


2Life 4Life provides, support, awareness and funding for education, entertainment programs and projects evolving around inner city youth and young adults. The purpose is to create a safe spaces for inner-city youth, by teaching and empowering them to become the next generation of leaders in science, technology, engineering, arts and math. <https://www.2life4life.com>





*RAW'S PAST AND PRESENT
HONOREES, JUDGES, PANELIST
PERFORMERS, CLIENT*



Events Outlook
Saturday, April 2, 2022



2:00pm-4:00pm

VIP NFT Mixer & Reception

Featuring Crypto Billionaires, Social Media Celebrities and Music Legends

4:30pm-12:00am

VIP GRAMMY Sunset Mixer & Reception

A Beautiful

Aline Your Brand With The Grammy Experience

This is more than a marketing play. It's about creating experiences that will resonate long after your brand strikes it's Raw XL Activation. Align your company with Grammy XL as a top level partner. Based on the initial implementation of your partnership, your company will receive a tremendous amount of marketing advertising and branding both on and offline, including over \$100,000.00 in advertising through radio and print media, e-blasts and social media; over 100,000 e-flyers distributed; over 10 million emails sent out; and over 50 million digital impressions via websites and social media. Each partner will be given their own dedicated live streaming channel with LookHu and will have a dedicated link to promote. Lookhu has over 125,000 viewers and will be promoting the entire event.

HIGH VISIBILITY

Exclusive Presenting Partner Rights: Celebrity Co-Branding. Provides seamless promotional exposure by aligning your company with the Grammy XL as a top promotional partner across the entire event.

\$250,000 TITLE PARTNERSHIP: All Three Days

XL Celebrity & NFT VIP "The Legacy Club"
 XL Mega Music Festival
 Over 100,000 e-flyers distributed
 50 million digital impressions
 Own Digital Streaming Channel
 VIP Cabanas [Capacity 40] 4/3/22
 Ground Banners
 T-Shirts
 XL Lanyards

XL Music & Fashion Circa Stage
 \$100,000.00 in advertising
 Over 10 million emails sent out
 Over 125,000 viewers
 3 Step N Repeats [All 3 Days]
 Digital Stage Placement
 Celebrity Photo Ops
 XL Swag Bags
 Vendor Booth

EVENT EXPOSURE

Allows your company to maximize its presence before and during the Grammy Experience, Home in on your target audience.

\$150,000 Headline Sponsor

XL Mega Music Festival April 3, 2022, 2pm- 2am

Over 100,000 e-flyers distributed

\$50,000.00 in advertising

Over 125,000 viewers

Step N Repeat [logo]

Digital Stage Placement [logo]

Celebrity Photo Ops

XL Lanyards [logo]

Over 10 million emails sent out

50 million digital impressions

Own Digital Streaming Channel

VIP Cabanas [Capacity 40] 4/3/22

Ground Banners

T-Shirts [logo]

Vendor Booth [logo]

\$90,000 Circa Stage Sponsor

XL Music & Fashion Circa Stage April 1-3, 2022, 2pm to 12am
Featuring Music Legend's, Indie Artists, Emerging Fashion Designers

35 Tickets For XL Festival [4/3/22]

Over 10 million emails sent out

50 million digital impressions

Own Digital Streaming Channel

Signage On:Step N Repeat

Celebrity Photo Ops.

XL Lanyards

Over 100,000 e-flyers distributed

\$50,000.00 in advertising

Over 125,000 viewers

Stage Placement

Ground Banners

Vendor Booth

\$65,000 Celebrity Sponsor

XL NFT VIP “The Legacy Club” April 1, 2022, 2pm

Featuring Crypto Billionaires, Social Media Celebrities and Music Legend’s

30 Tickets For XL Festival [4/3/22]
Over 100,000 e-flyers distributed
\$50,000.00 in advertising
Over 125,000 viewers
Step N Repeat
Ground Banners
Celebrity Photo Ops
Vendor Booth

On Circa Legacy Club Calendar
Over 10 million emails sent out
50 million digital impressions
Own Digital Streaming Channel
Stage Placement
Table Flyers
XL Lanyards

\$35,000 Celebrity Gifting Lounge Partnership

25 Tickets For XL Festival [4/3/22]
Own Digital Streaming Channel
Logo on Step N Repeat
General Press Release
Celebrity Photo Ops
Personalized Flyers
Vendor Booth [4/3/22]

\$5,000 Event T-Shirts Partnership

10 Tickets For XL Festival [4/3/22]
Logo on Step N Repeat
Logo Inclusion on T-Shirts
General Press Release
Personalized Flyers

\$5,000 Event Swag Bags Partnership

10 Tickets For XL Festival [4/3/22]
Inclusion of Product and/or Services in Swag Bag
Logo on Step N Repeat
General Press Release
Personalized Flyers

\$5,000 Event Lanyard Partnership

10 Tickets For XL Festival [4/3/22]
Logo Inclusion on each VIP and Staff Credential Lanyard
Logo on Step N Repeat
General Press Release
Personalized Flyers

\$25,000 VIP Cabanas [04/03/2022]

VIP Access
40 Tickets
Bottle Service

Vendor Booths [04/03/2022]

\$500. 6x8
\$1,000 10x10

Designers [04/1-3/2022]

\$1,500 10 looks
Digital Streaming Channel