

SPONSORSHIP PROPOSAL

PROFESSOR CRAIG HAYES PRESENTS



**UNITED MUSIC
& ARTS**
CONFERENCE

Save The Date

JULY 2022
11-14

FORT LAUDERDALE, FL

LIVE RECORDING SESSION
MASTER CLASSES
NIGHTY PERFORMANCES
WATER TAXI
AND MORE!

REGISTRATION



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Overview & History



United Music & Arts Conference

THIS CONFERENCE IS DESIGNED TO ENCOMPASS A WIDE RANGE OF GOSPEL MUSIC, VOCAL, INSTRUMENTAL AND DANCE. GOSPEL MUSIC HAS DEEP ROOTS FROM THE AFRICAN AMERICAN CHURCHES IN THE SOUTH. THE FOCUS OF THE CONFERENCE IS TO BRING TOGETHER VARIOUS STYLES OF GOSPEL MUSIC ALL FOR ONE COMMON GOAL PROMOTING UNITY WHILE PRESERVING OUR PAST, CELEBRATING OUR PRESENT AND EDUCATING OUR FUTURE MUSIC LEADERS. IMPACTFUL SEMINARS WILL BE INCLUDED AS WELL. THE UNITED MUSIC AND ARTS CONFERENCE WILL SERVE AS A PLATFORM FOR UP AND COMING ARTISTS, CHURCH LEADERS, MUSICIANS, SINGERS AND SONGWRITERS.

PROFESSOR CRAIG HAYES · FOUNDER
#UMAC2022

United Music & Arts Conference, Founder, Professor Craig Hayes

P.O. Box 21002, Philadelphia, PA 19114-0502

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CRAIG HAYES BIO

Craig Hayes was born and raised in Trenton, New Jersey. His father began to nurture Craig's God-given talents as a musician at a very young age. The development of his professional musical skills began at age 5 when he attended the Trenton Conservatory of Music.

Throughout his developmental years, he courageously offered his services as a pianist to whoever would allow him to accompany them. During Craig's Junior High School years and when he attended Notre Dame High School, he was always a school band member. Upon enrollment at Rowan University in Glassboro, New Jersey, he became the Gospel Choir Director. Under his leadership, the choir ranked #2 in the National Black College Choir Convention in Atlanta, Georgia, in 1986.

Throughout the years, Craig has anchored himself as a gospel songwriter. Many celebrated artists in the industry recorded his songs. These include Hezekiah Walker and the Love Fellowship Choir, David Wright and the New York Fellowship Mass Choir, Bruce Parham, the Wilmington-Chester Mass Choir, the Gospel Music Workshop of America, etc. Craig now serves on the National Board of Directors of the Gospel Workshop of America as the National Youth Supervisor.

Craig has established himself as one of gospel music's most sought-after clinicians, conductors, mentors, and workshop facilitators. In addition, he has shared the stage with industry greats such as Kirk Franklin, Dr. Bobby Jones, Maurette Brown-Clark, Donald Lawrence, Yolanda Adams, Fred Hammond, John P. Kee, VaShawn Mitchell, J.J. Hairston, and many more.

On February 8, 1989, Craig founded the United Voices of Trenton, New Jersey. With this renowned group, he recorded five projects: Bright Glory (1995); Live in Montreal (1996); Live in Columbus video (1997); Now in the 21st Century (2000), and Any Day Now (2011). His latest single, "Taking Good Care," is currently being performed in the United States and Europe.

Craig has been the producer and host of "The Lab," a live radio broadcast on the five-time Stellar Award-winning radio station WIMG 1300 AM of Trenton, New Jersey. This broadcast airs Monday through Friday, 6 am – 10 am, Eastern Standard Time.

Currently, Craig serves as the proud Director of Creative Arts at Tabernacle Baptist Church in Burlington, New Jersey, where Rev. Dr. Cory L. Jones is Senior Pastor. As the Director of Creative Arts, he developed, trained, and currently conducts the Mass Choir of one hundred plus voices and is responsible for the Praise Team, Male Chorus, the Sanctuary Choir, and the Youth Choir. Upon request, the Mass Choir has traveled across the tri-state area, including Georgia and North Carolina. It has set the example of a model choir proficient in vocal presentation and musical excellence.

Craig Hayes' favorite scripture is Romans 8: 18: "For I consider that the sufferings of this present time are not worthy of being compared with the glory which shall be revealed to us."

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Dear Recipient:

The United Music & Arts Conference is currently seeking community partners to participate in a new and exciting music and arts conference designed to encompass a wide range of music, vocals, instrumental, and dance. The workshop will take place July 11-14th in Fort Lauderdale, FL.

The conference will feature a live recording session, masterclasses, nightly performances, and stage talents of various types, including musical, and keynote speakers. There also will be informative seminars and community organizations.

PROMOTION & ADVERTISING

We understand the challenges of a first-time event, including effectively attracting public participation and community partners. The initial benefit for all community partners will be the exposure presented through our advertising and marketing campaign. We will market this event 8 weeks before the actual event. We will use effective traditional advertising, radio, and newspaper.

We are establishing our digital footprint of the standard social media applications: Facebook, Twitter, Instagram, email campaigns, and other apps. While we are developing our own social media network, we will take full advantage of the robust existing social media network by UMAC and its members.

LEVELS OF PARTICIPATION

Platinum Sponsor \$10,000

- 5 in-person registrations
- Program journal and digital marketing
- Company appropriately highlighted via UMAC electronic media channels, website, and onsite branding on the registration page and all program marketing material
- Mention performance stage announcements throughout the event
- Main Stage signage provided by Sponsor
- Logo prominent at the main entrance. Signage to be provided by Sponsor
- Logo on all printed materials
- Logo placement in digital advertising
- Prime exhibit/booth location
- Value Add – Participation and Recognition
- Value Add – Signature Event Participation and Recognition
- 10 in-person passes (with reserved seating) to Live Concert
- Digital event recognition

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Gold Sponsor \$5000

- Recognition as a Silver Sponsor
- Mention performance stage announcements throughout the event
- Main Stage signage provided by Sponsor
- Logo prominent at the main entrance. Signage to be provided by Sponsor
- Logo on all printed materials
- Logo placement in digital advertising
- Prime exhibit/booth location

Silver Sponsors \$3000

- Recognition as Silver Sponsor
- Mention on performance stage announcements
- Logo placement in digital advertising
- Logo on all printed materials
- Logo on all printed advertisements
- Exhibit booth

Bronze Sponsors \$1000

- Recognition as a Bronze Sponsor
- Mention on performance stage announcements
- Logo placement in digital advertising
- Logo on all printed materials

Creative In-Kind Community Partners

We realize that there are organizations that have resources that could be valuable to our event. It could range from printing our marketing materials to providing a day for the event volunteers. We thank you for your consideration to support the week-long event.

General Donations

If you're unable to attend but want to donate, make check's payable to
UMAC, P.O. Box 21002, Philadelphia, PA 19114-0502, or
cash app: \$UMACconference

CONTACT INFORMATION

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