

SPONSORSHIP PROPOSAL



PROFESSOR CRAIG HAYES



**UNITED MUSIC
& ARTS**
CONFERENCE

SAVE THE DATES

JUNE 26-30, 2023

UMAC NATIONAL CONFERENCE
FORT LAUDERDALE, FL

JULY 15-18, 2024

UMACONLINE.COM

   @umacconference

Overview & History



United Music & Arts Conference, Founder, Professor Craig Hayes
P.O. Box 21002, Philadelphia, PA 19114-0502
<https://umaconline.com>



United Music & Arts Conference



@umacconference



@umacconference



\$umacconference

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. His professional musical skills developed 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. He was always a school band member during Craig's Junior High School years and when he attended Notre Dame High School. 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 as the National Youth Supervisor on the National Board of Directors of the Gospel Workshop of America.

Craig has become 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 being performed in the United States and Europe. Craig has been the producer and host of "The Lab," a live radio broadcast on the four-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.

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 is 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, Sanctuary Choir, and 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."

United Music & Arts Conference, Founder, Professor Craig Hayes

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

<https://umaconline.com>



United Music & Arts Conference



@umacconference



@umacconference



\$umacconference

Dear Recipient:

The United Music & Arts Conference seeks community partners to participate in a new and exciting music and arts conference designed to encompass various music, vocals, instrumental, and dance. The workshop will take place June 26-30th 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 eight 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 developing our own social media network, we will take full advantage of the robust social media network of UMAC and its members.

LEVELS OF PARTICIPATION

Platinum Sponsor \$3,000

- 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

United Music & Arts Conference, Founder, Professor Craig Hayes
 P.O. Box 21002, Philadelphia, PA 19114-0502
<https://umaconline.com>



United Music & Arts Conference



@umacconference



@umacconference



\$umacconference

Gold Sponsor \$2500

- 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
- 2 in-person passes to Live Concert

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 some organizations 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 in supporting the week-long event.

General Donations

If you're unable to attend but want to donate, mail a check or send it via cash app: \$umacconference

CONTACT INFORMATION

PROFESSOR CRAIG HAYES

Public Relations – Victoria Hosendorf

umacmedia@gmail.com

www.umaconline.com

United Music & Arts Conference, Founder, Professor Craig Hayes

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

<https://umaconline.com>



United Music & Arts Conference



@umacconference



@umacconference



\$umacconference