

BLUES



Marcellus TheSinger



Authur Young



Shae Nicole



School donation to Dr. Kenya Roberts, principle of JS Clark Elementary.
An ongoing program to support schools and students in the community.



HIL Mission:

Help Improving Lives vision is to empower schools and communities by fostering collaborative partnerships that create equitable opportunities for academic success. I am committed to supporting initiatives that enhance access to quality education, resources, and for all students, particularly those in under-served areas. By investing in programs, cultivating meaningful relationships with educators, families, and community leaders.

Sponsorship opportunities or request for more information, please contact:

FIVProductions, LLC Attention Fred Moss, IV
Sponsorship Coordinator

Shreveport Blues & Southern Soul Festival

(318) 470-3890

Email: mossivpro@gmail.com

Prelabordayshreveport.com

**SHREVEPORT
BLUES**
SOUTHERN SOUL

**SUNDAY,
AUGUST 31,
2025**

Festival Plaza
Shreveport, LA



Sponsorships Available

14th Annual Pre-Labor Day

SHREVEPORT BLUES

SOUTHERN SOUL

**SUNDAY,
AUGUST 31, 2025**

Festival Plaza • Shreveport, LA

The 14th Annual Pre-Labor Day Southern Soul & Blues Festival is a memorable event with a goal to attract over 5,000 attendees and be promoted to over a million people. This event is going to showcase very strong and well-known southern soul and blues talent across the region:

MARCELLUS THESINGER
J MORRIS GROUP
ARTHUR YOUNG
SHAE NICOLE
YOUNG GUY
FPJ

The event, held annually the Sunday before Labor Day, invites the community to come out and enjoy good entertainment, support businesses, and have a great time with family and friends.

Promotional Base & Attendee Profile:

- Promoted to over a million people through flyers, TV, radio, and social media.
- Attracts working-class African Americans, aged 25+.

The event is hosted by non-profit Helping Improving Life Organization which focuses on growth, community development, and teaching people of all ages to find their potential gifts.

2025 SBSS TITLE SPONSORSHIP

Event Naming Rights: Your brand will be listed as the Title sponsor, of the S.B.S.S festival. The event branded as “[Event Name] presented by [Sponsor Name]” your logo featured prominently in the event’s marketing materials, website, and on-site signage.

- Inclusion in Television spots
- Inclusion in Radio spots
- Listed as title sponsor on festival Facebook page.
- Listed as title sponsor on festival website with link to company website.
- Company name/logo listed on all promotional materials as title sponsor
- Prominent banner placement in venue
- 20 in arena announcements of your sponsorship in the venue
- 60 event tickets
- 25 VIP Tickets with access to the VIP Tent
- Tent for promotional materials and registrations
- Announce main act of the S.B.S.S. Festival
- Photo opportunities/Meet and Greet

Total Investment: \$20,000.00

2025 SBSS PRESENTING SPONSORSHIP

Your brand will be listed as a Presenting Sponsor of the S.B.S.S festival. “[Event Name] presented by [Sponsor Name]” your logo featured prominently in the event’s marketing materials, website, and on-site signage.

- Inclusion in Television spots
- Inclusion in Radio spots
- Listed as title sponsor on festival Facebook page
- Listed as title sponsor on festival website
- Banner placement in venue
- 20 in arena announcements of your sponsorship in the venue
- 40 event tickets
- 15 VIP Tickets with access to the VIP Tent
- Tent for promotional materials and registrations
- Photo opportunities/Meet and Greet

Total Investment: \$10,000.00



Young Guy



FPJ

2025 SBSS GOLD SPONSORSHIP

Title Sponsor receives the opportunity to capitalize on concert fans in the market.

Market Promotional

- Inclusion in Radio spots
- Listed as a sponsor on www.facebook.com/prelabordayshreveport
- Banner placement in venue
- 15 in arena announcements of your sponsorship in the venue
- 30 event tickets
- 8 VIP Tickets with access to the VIP Tent
- Tent for promotional materials and registrations
- Photo opportunities available

Total Investment: \$5,000.00

2025 SBSS SILVER SPONSORSHIP

Title Sponsor receives the opportunity to capitalize on concert fans in the market.

- Inclusion in Radio spots
- Listed as a sponsor on www.facebook.com/prelabordayshreveport
- Banner placement in venue
- 15 in arena announcements of your sponsorship in the venue
- 20 event tickets
- Tent for promotional materials and registrations
- Photo opportunities available

Total Investment: \$1,000.00