

Atlanta Beltline Art Presents



PRESS KIT

EVENT OVERVIEW

ATL Park Jam is a one day Festival that celebrates Atlanta's unique contribution to Hip-Hop Culture. This event showcases the distinct flavor Atlanta has added to Hip Hop Music, Dance and visual art and aims to showcase the burgeoning talent on it's horizon.

Date: October 13, 2024

Time: 12pm - 7pm

Location: Adair Park II

This event is produced by RAPPOR, LLC and presented by Atlanta Beltline Art.

GOALS

- X To elevate & celebrate Atlanta's homegrown Hip-Hop talent past, present, and future.
- X Showcase the intersections of sustainability, public spaces, and Hip-Hop Culture.
- X Promote Activity, motion, activity, and fellowship.
- X Promote good summer vibes during a joyful uplifting and safe experience outdoors.

PARTNERS



RAPPOR

**SOUL FOOD
CYPHER**

THE NUMBERS

**Publicity
Value: \$26,380**

2023 Attendance and Engagement

- Total Attendees: 500+
- 14 Vendors
- 500K+ Impressions*
- 100K+ Engagements**

2023 Media Coverage

- Total Audience: 304,225

Key Mentions:

- Rolling Out- 10 of the best hip-hop fashion looks at ATL Park Jam
- Saporta Report- ATL Park Jam: Celebrating 50 years of hip-hop, Atlanta's impact
- Atlanta News First: Coverage of the event in 4 segments

BARS + BEATS

ATL Park Jam celebrates the rich legacy of innovation and creativity from the city's Emcees, Producers, and Dj's. For more than 30 years, Atlanta has constantly redefined its sound, changing Hip-Hop Culture and the world in the midst. Truly, "Atlanta Influences Everything."

From Bass music to Trap music, & everything in between, ATL Park Jam celebrates and honors the culture and artists through musical activations and awards throughout the afternoon.

MUSICAL ACTIVATIONS:

- X Live Drumline
- X ATL DJ Legends Showcase
- X DJ Battle
- X Freestyle Cyphers
- X Drum Circle

MOTION + MOVEMENT

From the bankhead bounce, ragtop, yeek, to 'crank that' and beyond, Atlanta's dance community's influence has spread across the world through music videos and now Tik-Tok. ATL Park Jam showcases these styles and pays homage to the originators.

This event also highlights Atlanta's unique and world famous Skate Scene with Activation space on site for skaters.

No Hip-Hop Jam is complete without Aerosol Art. A live onsite Aerosol Art painting exhibition will transpire throughout the afternoon of the event.

DANCE+ART ACTIVATIONS:

- X Roller Skating
- X Breakdancers
- X Live Aerosol Art Painting
- X Hopscotch
- X Double Dutch
- X Face Painting

PARTNER UP

We believe Atlanta is one of the best cities, and we look to partner with the best this city has to offer for this historical event. We see partners with deep cultural currency, respect, and can program and activate during the park jam to the highest quality and professionalism.

PARTNERS NEEDED

- X Skating rink
- X Dance Company/Crew
- X DJ Crews
- X Artists
- X Streetwear Distributors
- X Collectors
- X Radio Station
- X Event Promoters

PARTNER BENEFITS INCLUDE:

- ▶ Promotion on Flier/ Graphic
- ▶ Activation Space during event 1 hour block
- ▶ Banner space
- ▶ 2 complimentary tickets - After Party
- ▶ Honorarium available upon request/negotiation

Vendor Village

We provide dedicated space and vending opportunities to local businesses. From local crafts to food trucks, ATL Park Jam offers an authentic taste of Atlanta.

Interested in your business joining the festivities? Apply now!

VENDING OPPORTUNITIES FOR

- X Food Trucks
- X Pop-Up Shops
- X Local Crafts
- X Artisans
- X Clothing Companies

[APPLY HERE](#)

ABOUT US



RAPPOR is a production and management company founded by Alexander "Cost" Acosta. Acosta cut his teeth as the Founding Executive Director of Soul Food Cypher, a non-profit that preserves and elevates Freestyle Rap and Lyricism through Cypher events, performances, and educational workshops. the City of East Point. Most recently, Additional clients of RAPPOR include MARTA, Disney, ESPN, and Daily Motion.



Jhana Grant received her Bachelor of Arts in Theatre from Oglethorpe University in 2009 and has more than a decade of management experience in the live event industry. Her extensive knowledge of permitting, special event management, talent identification, general logistics and technical management, along with her relationships with Atlanta's live event industry, makes her a cherished asset to our team.



Mike Sick has 12+ years of MCing, executive producing, and creative brand development and has anchored himself in Atlanta as the amplifier for voices in the Hip-Hop underground talent arena. His Youtube channel 'High Off Life TV' has amassed 50+ Million views and counting spotlighting both Independent and major label artist.



Brittany Rushing is a champion of social media tools and technologies. She has more than a decade of experience in creating and implementing successful paid and organic social media campaigns. She is centered in applying an analytical approach to recording and interpreting trend and sales data to make informed recommendations on improving business digital performance that aligns with this events goals.