

Atlanta Beltline, Inc presents



PRESS KIT

# EVENT OVERVIEW

In celebration of Hip Hop 50, ATL Park Jam is a one day celebration of 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:** August 12, 2023

**Time:** 12p-8p

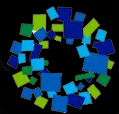
**Location:** Adair Park II

This event is produced by RAPPOR**T**, LLC and powered by Art on the Atlanta Beltline.

## GOALS

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

**PARTNERS**



Atlanta  
BeltLine

SOUL FOOD  
CYPHER

RAPPOR**T**

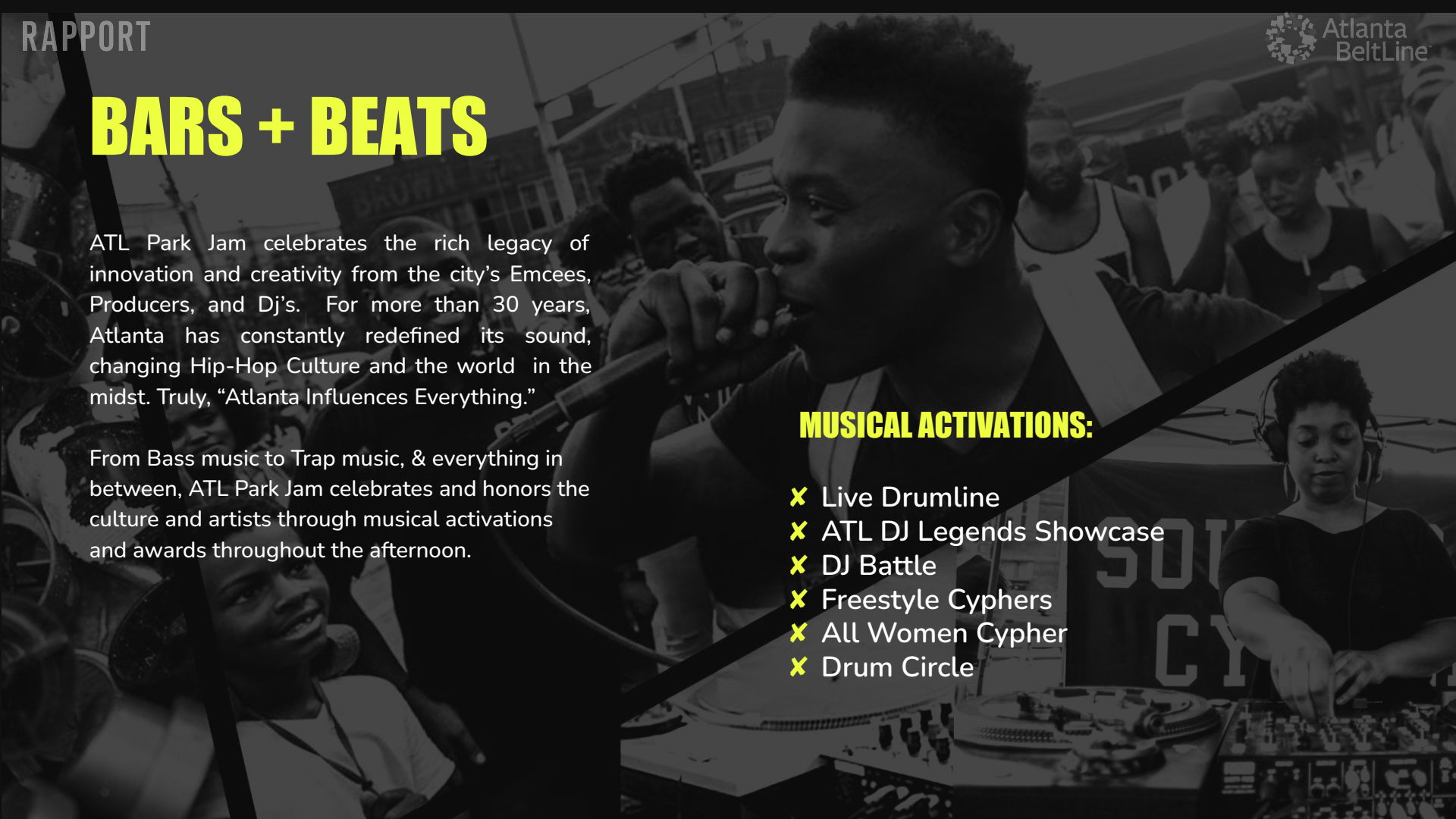
# BARS + BEATS

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:

- ✕ Live Drumline
- ✕ ATL DJ Legends Showcase
- ✕ DJ Battle
- ✕ Freestyle Cyphers
- ✕ All Women Cypher
- ✕ Drum Circle





# BARS + BEATS - WOMEN'S CYPHER

Women's voices have been and remain foundational to Atlanta's Hip Hop Community. ATL Park Jam celebrates these important voices by hosting an All women's Cypher presented by Pendulum Ink.

This cypher brings together the women who first picked up the microphone in the 80's to the women who bear the torch today.

## ACTIVATION DETAILS:

- ✗ Powered by Pendulum Ink.
- ✗ 10+ Women Emcees
- ✗ Female Host & DJ
- ✗ Recorded / Live Streamed

# 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:

- ✕ Roller Skating
- ✕ Breakers
- ✕ Live Aerosol Art Painting
- ✕ Hopscotch
- ✕ Double Dutch
- ✕ Face Painting

# THE VIBES

Atl Park Jam is a Family Friendly event in the heart of the Adair Park neighborhood. This 30,000 Sq Ft. park is easily accessible from the Beltline and a short walk from MARTA's West End station.

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**Rain Date:** August 13, 2023

**Time:** 12p - 8p

**Location:** Adair Park II

## OTHER ELEMENTS

- ⚡ Awards presentation
- ⚡ Food Trucks
- ⚡ Light Field Sports
- ⚡ Vendors



# 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

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

## PARTNER BENEFITS INCLUDE:

- ✦ Activation Space during event
- ✦ Banner space
- ✦ 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

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

**APPLY HERE**



## ABOUT US



RAPPORT 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 RAPPORT 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.