

NOVEMBER 2ND, 2025

THE INAUGURAL



#CAROLINA SOUL MUSIC AWARDS



PRESENTED BY: Terence & Young
Experience

KING GEORGE & TERENCE YOUNG



SPONSORSHIP DECK



UNDERSTANDING SOUTHERN SOUL: THE HEARTBEAT OF THE CAROLINAS



Southern Soul music is more than a genre — it's the heartbeat of the South, a cultural movement rooted in the American South — a raw, heartfelt fusion of blues, R&B, and gospel that tells stories of love, heartbreak, joy, and real-life experiences. Born from the juke joints, front porches, and church pews of the Deep South. Southern Soul has always been the voice of real people and real stories. It celebrates culture, community, and connection, making it more than just music — it's a lifestyle.

As the genre continues to grow, artists like **King George** are leading a new wave of Southern Soul, blending timeless tradition with modern flavor and bringing it to a wider, younger audience without losing its authentic Southern charm.

WHY IT MATTERS NOW — AND WHY KING GEORGE LEADS THE CHARGE



At the forefront of this modern Southern Soul resurgence is **King George**, a breakout star whose sound has captivated millions. With viral hits like "**Keep On Rollin**" and "**Too Long**", King George is the face of modern Southern Soul, with a unique sound that blends vintage soul with contemporary flavor.

Career Highlights:

- **Over 150M+ digital streams** across Spotify, YouTube & Apple Music
- 20+ sold-out shows across Southern U.S. [Georgia, Alabama, Carolinas]
- Viral hit "Keep On Rollin" — **over 35M views**
- Instagram track surpassed 10M streams, continues strong engagement
- Viral TikTok figures: fanning excitement for shows in LA, at blues events, and more

"King George is doing for Southern Soul what Beyoncé did for the Renaissance — He made it mainstream again."

WHAT IS THE CAROLINA SOUL MUSIC AWARDS?



The Carolina Soul Music Awards is an annual ceremony that honors excellence in Southern Soul music—*shining a spotlight on the singers, songwriters, producers, DJs, promoters, and cultural influencers who keep the genre alive and evolving.* Founded & Curated by Southern Soul sensation **King George**, the event brings together legends, new voices, and loyal fans to recognize the music that's long lived in juke joints, BBQ cookouts, and Saturday night dance floors across the South.

Why “Carolina”?

King George, a South Carolina native, is proudly grounding the ceremony in the Carolinas—regions rich with musical history, community culture, and an unshakable love for Southern Soul.

The awards aim to make the Carolinas the central hub for this genre's growth and celebration, much like Nashville is to country or Atlanta to hip-hop.

KEY CEREMONY FEATURES:

- Live performances from top and emerging Southern Soul artists
- Fan-voted and industry-voted awards
- Lifetime Achievement & Trailblazer presentations
- Black carpet arrivals and media coverage
- After-party celebration honoring Southern culture and community
- Voter/nominee engagement via digital platforms

The ceremony exists to: PURPOSE & VISION

- Elevate the genre's visibility and credibility
- Connect industry players and rising talent
- **Offer sponsors and media partners a gateway into a loyal, underserved audience**
- Establish a cultural tradition rooted in authenticity, community, and excellence



WHERE:
DOUBLETREE HILTON
2100 BUSH RIVER ROAD

WHEN:
NOVEMBER 2ND, 2025
UPSCALE ATTIRE REQUIRED
SOUTHERN SOUL ELEGANCE

DOORS OPEN
5PM
RED CARPET
5:00PM EST – 6:30PM EST
DINNER SERVED
5:30PM – 7:30PM

AWARD SHOW
8:00PM – 10:00PM
LIVE PERFORMANCES

VIP LOUNGE:
10:00PM – 1:00AM

THE CONGAREE BALLROOM



CONGAREE BALLROOM FACT SHEET



- 15 Minutes from Columbia Metropolitan Airport
- Located at the crossroads of i-20 & i-26
- 10 minutes from downtown Columbia

EVENT SPACE

- Congaree Ballroom - 10,400 sq. ft.
- Events up to 1,500 guests
- Full service catering

TECHNOLOGY

- Complimentary Wifi
- Video Conferencing
- Audio Visual equipment



C A T A G O R I E S



CSMA LEGEND AWARD - CSMA'S HIGHEST HONOR

A celebration of legacy, influence, and cultural preservation.

Recognizing a trailblazing artist, songwriter, producer, or cultural figure whose work has made a lasting, foundational impact on the sound, spirit, and story of Southern Soul music.

Southern Soul has long been the soundtrack of the South — but many of its most influential contributors have gone unrecognized by mainstream institutions. The CSMA Legend Award fills that gap by giving the flowers they deserve, while they can still receive them.

CSMA HUMANITARIAN AWARD - “SOUL THAT MOVES BEYOND THE MUSIC”

Southern Soul is more than music — it's storytelling, healing, and connection. The Humanitarian Award reflects the Carolina Soul Music Awards' mission to honor those who are preserving the spirit of the South not just through sound, but through service.



HONORING A LIVING LEGEND

2025 CSMA LEGEND AWARD HONOREE

CALVIN RICHARDSON

“THE PRINCE OF SOUTHERN SOUL”

CSMA LEGEND AWARD - CSMA's highest honor — a celebration of legacy, influence, and cultural preservation.

With a career spanning over two decades, Grammy-nominated soul artist Calvin Richardson has become one of the most powerful voices in Southern Soul music. His rich vocals, timeless lyrics, and commitment to authentic storytelling have earned him a devoted global fanbase and a lasting impact on the genre.

The Carolina Soul Music Awards is proud to present Calvin Richardson with its highest honor: The CSMA Legend Award, in recognition of his exceptional contributions to music, culture, and community.

MARKET OPPORTUNITY



Southern Soul Audience Profile

- Age Range: 21 – 65+
- Gender: 60% Female / 40% Male
- Geographics: Southeast & Deep South, urban + rural
- Highly loyal and engaged community

Industry Stats

- \$1.4B U.S. live event industry in R&B/Soul (2024)
- Southern Soul festivals are growing 20%+ annually
- 85% of Southern Soul fans attend 3+ live shows per year



WHY SPONSOR THE CAROLINA SOUL MUSIC AWARDS

📌 Invest in a Movement, Not Just a Moment

- Be part of the modern Southern Soul resurgence, led by King George and emerging talent.

🎯 Reach an Underserved, Loyal Audience

- Multi-generational Black Southern listeners aged 21–65+ with high cultural influence.

💬 360° Brand Exposure

- From social media and livestream shoutouts to red carpet signage and award naming rights.

🤝 Align with Authentic Southern Culture

- Support Black excellence, Southern heritage, and community-driven creativity.

★ First-Year Advantage

Secure prime placement and legacy brand status as an inaugural sponsor.

- Connect with a multi-generational, highly engaged local audience
- Demonstrate community leadership and support for the arts

"CELEBRATE THE SOUND. SUPPORT THE CULTURE. BE SEEN BY THE SOUTH."

PLATINUM SPONSOR \$10,000
(EXCLUSIVE SLOT)

**SECURED BY
BAMBERG LEGAL, LLC**

GOLD SUPPORTER \$5,000 \$2,000

Naming Rights for Award	✓	
Commercial During Event	✓	
Presenting An Award	✓	✓
VIP Tickets + Dinner	✓	✓
On-Stage Mention	✓	✓
Full-Page Ad	✓	
Social Media Recognition	✓	✓



The Inaugural

CAROLINA SOUL MUSIC AWARDS

CSMA



"Celebrate the sound. Support the culture. Be seen by the South."

PLATINUM SPONSOR - \$10,000 EXCLUSIVE

“Presented by” Headline Sponsor

- “Full naming rights for one major award [e.g., “Best Male Artist Presented by [Your Brand]”]
- 30-second commercial spot during the live show
- Present one award live on stage
- Product placement in VIP gift bags
- Company logo on Step N Repeat
- 6 VIP Tickets + Dinner + VIP Lounge Access
- Complimentary Champagne bottle on reserved VIP table
- On-stage + on-screen mentions
- Full-page ad in digital & print program
- Featured shout-out on social media + emcee recognition
- Branded Slide during “Community Voice” presenter segment
- Company logo on all promotional items



GOLD SUPPORTER - \$5,000

Signature Category Supporter

- Category naming rights [e.g., “Best New Artist Presented by [Your Company]”]
- 30-second commercial spot during live show
- Option to present one award live on stage
- Product placement in VIP gift bags
- 4 VIP Tickets + Dinner + VIP Lounge Access
- Logo on Step N Repeat
- Half-page ad in program [digital & print]
- Featured shout-out on social media



Only 3 slots available for this Sponsorship

SOUL SUPPORTER - \$2,000

Community-Level Sponsor

- Logo listed as supporting sponsor in program
- 2 VIP Tickets + Dinner + VIP Lounge Access
- Product placement in VIP gift bags [samples, merch, coupons, etc.]
- Recognition in event slideshow + digital program
- Shout-out on social media & during event

Only 4 slots available for this sponsorship



The Inaugural

CAROLINA SOUL MUSIC AWARDS

CSMA

C O N T A C T

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