



Immersive City

Super Week Las Vegas Experience 2024

"A Celebration of Innovative Technology, Sports & Culture"

EXECUTIVE TEAM

- | | |
|-------------------|---------------|
| ● Dr. Crystal Lee | ● Greta Russo |
| ● Rulon Pete | ● Vince Jones |

Immersive City Super Week Las Vegas Experience 2024

"A Celebration of Innovative Technology, Sports, and Culture"

The Immersive City Super Week Las Vegas Experience is a celebration that will be held from February 4th to February 10th 2024. Our events will be unique, impactful, engaging, fun and entertaining. In addition, our events are official NFL Alumni Association Las Vegas Chapter sanctioned events.

Host Hotel

Palms Casino Resort 4321 W. Flamingo Road Las Vegas, NV 89103

A Celebration with a Purpose

Event sponsorship will also support the programs and community engagement initiatives for the [NFL Alumni Association](#), [United Natives](#), and the [Las Vegas Indian Center](#). We are firmly committed to supporting organizations that truly make a difference in the lives of people in the community every day.



Schedule of Events

1

Sunday February 4th 2024
GamerFest eSports Tournament
@HyperX Arena Las Vegas at Luxor

2

Monday February 5th 2024
Immersive City Tech Excellence Series
@Palms Casino Resort

3

Tuesday February 6th 2024
Women in Sports Luncheon
@Palms Casino Resort

4

Tuesday February 6th 2024
VIP Reception with Dorian Thompson-Robinson
(Cleveland Browns QB) @Palms Casino Resort

5

Tuesday February 6th 2024
United Natives Inspiration Award Gala
@Palms Casino Resort

6

Wednesday February 7th 2024
Immersive City STEAM DAY
@College of Southern Nevada (CSN)

7

Wednesday February 7th 2024
Immersive City Sports Excellence Series
@Palms Casino Resort

8

Friday February 9th - Saturday February 10th 2024
Behind the Scenes: Hip Hop Cultural Odessey
@Historic Westside School



02 | IC EXPERIENCE EVENT OVERVIEW

Marketing & Promotion Stats



National press release reach **9,200 media outlets** via PR Wire/Cision



10+ million viewers on Twitch for our eSports event



Estimated **100+ million social media impressions**

Marketing Opportunities for Sponsors

Sponsors will be offered marketing and promotional opportunities that will be coordinated by the NFL Alumni Association Las Vegas Chapter and their marketing team.

Sponsors will be offered:

- Recognition in Press Releases
- E-Blasts (email marketing)
- Social Media and PR
- Talent/Player Activation for Events
- NFL ALUMNI LAS VEGAS Website Placement
- Other marketing material/merchandise etc.

Immersive City will also offer sponsors marketing and promotional opportunities from November 2023 to October 2024. Sponsors will have logo recognition and “Presented by or Sponsored by” opportunities on Behind-the-scenes footage, celebrity and professional athlete interviews, panel discussions, highlight videos and interactive segments that will be placed on Immersive City’s YouTube channel.

Immersive City’s social media outlets include Instagram, TikTok, LinkedIn, Twitter/X, and YouTube and Immersive City will also utilize Influencers and brand ambassadors for social media promotions.





Sponsorship Supports

NFL ALUMNI ASSOCIATION

The Immersive City Super Week Las Vegas Experience proudly supports the [NFL Alumni Las Vegas Chapter](#).

The [NFL Alumni Association](#) is the oldest, most well-known and well-respected retired players organization in professional sports and was founded in 1967 by a small group of successful retired NFL players.

Thousands of retired players, coaches, front office executives, spouses, cheerleaders, and avid fans are members of the organization.

One of the primary missions of the NFL Alumni Association is **“Caring for Our Own”** as we inform, assist, and serve players in their post-NFL lives.

A diverse package of medical, business, and legal services are offered to our Alumni to help keep them and their families healthy, productive, and connected to the league and their former teammates.

Another objective of the NFL Alumni is its mission of **“Caring for Kids”** across the country. The Alumni Chapters give back in their local communities by raising funds for youth-related charities through their 35 regional chapters. It is a successful tradition that has existed for more than 50 years. Alumni support typically raises more than \$1.5 million dollars for worthwhile causes.



United Natives

The Mission of **United Natives** is to unite and advance local to global Indigenous communities in leadership, mentorship, culture, health, education and civic engagement. The Vision of United Natives is to heal our communities to thrive for future generations.

United Natives is partnered with **NFL, NBA, NHL** sports teams to enhance community efforts.

Our Programs include:

1. **PUBLIC HEALTH** - We provide public health supplies, safe and free housing for individuals or families, free plant-based meals to Native American tribes in Arizona. We conduct comprehensive mental/behavioral health services for Native Americans.
2. **MENTORSHIP** - We provide mentorship to Native American youth, including undergraduate and graduate students.
3. **LEADERSHIP** - We provide opportunities for Native youth to engage in civic engagement, leadership and cultural activities.
4. **COMMUNITY** - Our community is full of people who want to help. We work to help the people by providing services for the people who need them.



Las Vegas Indian Center

Our mission here at the Las Vegas Indian Center is to promote the rich culture of Native Americans, and to provide services that improve the social & economic self-sufficiency of the diverse populations living in the greater Las Vegas area.

The Las Vegas Indian Center will always make sure that we advocate for the people in our community.

We will continue to gain resources and develop partnerships with other organizations to help our center grow.

Our job is to help people activate the part of them that wants to leave the world a better place and work together to strengthen our community and culture.

Our accountability to the community is unwavering, and we feel privileged to play a role in helping to make our organization stronger in the years to come.

Our land, our people, past, present, and future depend on us to work together to bring sustainability to our community.





Event Sponsorship

09 | IC EXPERIENCE EVENT SPONSORSHIP

Quarterback Sponsor \$100,000

SPONSOR: VIP ACCESS - Full Week of All Immersive City Events

1. GamerFest eSports Tournament
2. United Natives Inspiration Award Gala
3. Immersive City STEAM DAY for College students
4. Women in Sports Luncheon
5. VIP Reception with Dorian Thompson-Robinson (Cleveland Browns QB)
6. Tech & Sports Excellence Series
7. Behind the Scenes: Hip Hop Cultural Odyssey

Sponsorship Benefits include:

- **Premium logo signage** at ALL events
- **Premium logo placement** on event registration desks, entrance walls, display pillars, and VIP rooms.
- **Logo recognition** on event printed material (event tickets, step & repeats, T-shirts, swag bags, and banners)
- **Logo recognition** in ALL digital and social media marketing (national press releases, TV/radio, newspaper, magazine, blogs, media websites, and on Immersive City's Instagram, Tik Tok, LinkedIn, Twitter/X, and YouTube channel)
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos, event promotional videos, and interactive segments
- **Speaking opportunities at events**
- 8 VIP Tickets to all our events during the week with VIP seating
- **VIP Invitations to exclusive NFL Alumni Association Golden Ticket events**
- 4 regular double rooms are provided at the Palms Hotel
- VIP booth space (10x10 or more) and your choice of location in the room which includes tables, premium linen, and chairs.
- Introduction to the media during the events for interviews
- Professional athlete & celebrity photos and introductions, during meet and greets and select events



10 | IC EXPERIENCE EVENT SPONSORSHIP

Touchdown Sponsor \$50,000

SPONSOR: VIP ACCESS - Full Week of All Immersive City Events

1. GamerFest eSports Tournament
2. United Natives Inspiration Award Gala
3. Immersive City STEAM DAY for College students
4. Women in Sports Luncheon
5. VIP Reception with Dorian Thompson-Robinson (Cleveland Browns QB)
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Sponsorship Benefits include:

- **Logo signage** at ALL events
- **Logo placement** on event registration desks, entrance walls, and display pillars
- **Logo recognition** on event printed material (event tickets, step & repeats, T-shirts, swag bags, and banners)
- **Logo recognition** in ALL digital and social media marketing (national press releases, TV/radio, newspaper, magazine, blogs, media websites, and on Immersive City's Instagram, Tik Tok, LinkedIn, Twitter/X, and YouTube channel)
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos, event promotional videos, and interactive segments
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- 2 regular double rooms are provided at the Palms Hotel
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The United Natives Inspiration Award Gala

The United Natives Inspiration Award Gala

Tuesday, February 6, 2024 - The United Native Inspiration Award Gala is an annual award ceremony to honor outstanding Native American & Indigenous pioneers, professional athletes, and community leaders. The purpose of the gala is to recognize and celebrate achievements made by these individuals globally. Gala sponsorship will also support programs and community engagement initiatives in these communities.



TURQUOISE \$20,000

- 8 Tickets/Full Table & VIP Seating
- **Premium logo placement** on event registration desks, entrance walls, podium, display pillars, and VIP rooms
- **Premium logo recognition** on event programs, event tickets, step & repeats, swag bags, and banners
- **Co-host award presentation**
- **Logo recognition** in digital and social media marketing (national press releases, TV/radio, newspaper, magazine, blogs, media websites, and social media)
- Logo recognition on event promotional videos, and highlight videos
- Introduction to the media during the events for interviews

SILVER \$15,000

- 6 Tickets/Full Table & VIP Seating
- **Logo placement** on event registration desks, entrance walls, and display pillars
- **Logo recognition** on event programs, step & repeats, swag bags, and banners
- **Co-host award presentation**
- **Logo recognition** in digital and social media marketing (national press releases, newspaper, magazine, blogs, media websites, and social media)
- Logo recognition on event promotional videos, and highlight videos
- Introduction to the media during the events for interviews
- Souvenir Photos with Honorees, Celebrities & Athletes

CORAL \$10,000

- 4 Tickets/Half Table
- **Logo recognition** on event programs, swag bags, and step & repeats
- **Logo recognition** in social media marketing
- Logo recognition on event promotional videos, and highlight videos
- Souvenir Photos with Honorees, Celebrities & Athletes

ONYX \$5,000

- 2 Tickets
- **Logo recognition** on event programs and step & repeats
- **Logo recognition** in social media marketing and highlight videos
- Souvenir Photos with Honorees, Celebrities & Athletes



GamerFest eSports Tournament

HyperX eSports Arena @ Luxor

14 | IC EXPERIENCE eSports Tournament & Recruitment Fair

GamerFest eSports Tournament

Sunday, February 4, 2024 GamerFest is a national eSports tournament open to high school and college students. The tournament will include Nevada, Georgia, and California high school students, collegiate eSports teams from HBCUs, celebrity/professional athlete players, and professional eSports teams and gamers. GamerFest will be live streamed on TWITCH. Additionally, GamerFest will have a college recruitment fair for colleges and universities that have eSports and STEAM programs.



PREMIER SPONSOR \$20,000

- **Premium Logo placement** on registration desk, screen wall banners, arena doors, floor decals, display pillars, podiums, stage hexagon covers, and VIP rooms
- **Premium Logo recognition** on event printed material (event tickets, step & repeats, T-shirts, and swag bags)
- VIP 20 Event tickets
- Activation in a 20ft x20ft space
- **Co-host award presentation**
- **Logo recognition** in ALL national press releases, and on ALL event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, highlight videos, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews
- Souvenir Photos with Celebrities & Athletes



EVENT ACTIVATION \$15,000

- Activation in a 20ft x20ft space
- VIP 15 Event tickets
- **Premium Logo placement** on registration desk, screen wall banners, arena doors, floor decals, display pillars, podiums
- **Premium Logo recognition** on event printed material (event tickets, step & repeats, T-shirts, and swag bags)
- **Co-host award presentation**
- **Logo recognition** in ALL national press releases, and on ALL event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, highlight videos, event promotional videos, and interactive segments
- Souvenir Photos with Celebrities & Athletes



COMPETITION SPONSOR \$10,000

- 10 Event tickets
- **Logo placement** on banners, arena doors, and display pillars
- **Logo recognition** on event printed material (step & repeats, T-shirts and swag bags)
- **Logo recognition** in event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, highlight videos, event promotional videos, and interactive segments
- Souvenir Photos with Celebrities & Athletes



RECRUITMENT FAIR SPONSOR \$5,000

- 6 Event tickets
- **Logo placement** on banners
- **Logo recognition** on event printed material (step & repeats)
- **Logo recognition** in event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, highlight videos, event promotional videos, and interactive segments
- Souvenir Photos with Celebrities & Athletes



Immersive City

16 | IC EXPERIENCE Immersive City

About Immersive City

Immersive City will allow students K to college to **“See the Future”**. We will feature state-of the art emerging technology demonstrations, hands-on interactive S.T.E.A.M. (science, technology, engineering, arts, and mathematics) presentations and workshops, and fun one-of-a kind experiences for kids and adults. STEAM programs show students real-world applications for technology, incorporates hands-on learning, promotes equality in education, fosters creativity, develops critical thinking skills, and teaches teamwork.

Our Mission

- Helping students go from classrooms to careers
- Helping to **“Bridge the Digital Divide”**
- Helping prepare students for the workforce of tomorrow
- Show students how technology can be used to improve the world

Immersive City offers students:

- STEAM Day events
- Annual STEAM programs & workshops
- Soft Skill workshops
- Mentorship, internships, STEM/STEAM Scholarships

Immersive City will features:

Virtual/Augmented Reality

Artificial Intelligence

Aerospace

Cybersecurity & IT

Sports technology

eSports

Filmmaking

Robotics

3D printing

Nanotechnology

Renewable Energy

Healthcare/Biotech

Music production

Digital fashions

Drones

Engineering

IoT

Digital Twin

Gaming

Animation

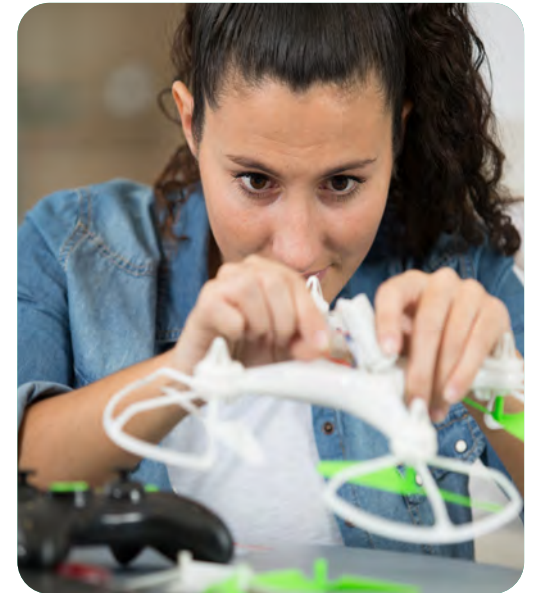
Digital Art

Annual STEAM programing

Immersive City also offers annual STEAM educational programs for robotics, drones, videogame design, music production, art, and eSports.

Programming for Adults

Immersive City also offers events for adults that focus on career and entrepreneurship in the tech and entertainment industries.





Immersive City STEAM Day @ College of Southern Nevada

College STEAM Day

Wednesday February 7th Immersive City will host a STEAM Day at the **College of Southern Nevada (CSN)**. CSN has an undergraduate and graduate enrollment of **59,884 students** and they offer students a variety of certificates and degrees in STEAM fields. This event will feature the innovative technologies that will **“Shape the Future”**. It will have hands-on interactive STEAM presentations and workshops, VR experiences, and panel discussions with technology and entertainment industry pioneers. The event will also have a **“Technology of Tomorrow”** area that will feature state-of-the-art emerging technology, and it will literally allow students to step into the future. The goal of this event is to help students go from classrooms to careers and **“Bridge the Digital Divide”**.



PREMIER SPONSOR \$20,000

- **Speaking opportunities** at event
- Activation in a 20ft x 20ft space
- **Premium logo placement** on event registration desks, entrance walls, display pillars, and VIP rooms
- **Premium logo recognition** on event printed material (step & repeats, T-shirts, swag bags, and banners)
- **Logo recognition** in ALL national press releases, and on ALL event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews
- Souvenir Photos with Celebrities & Athletes



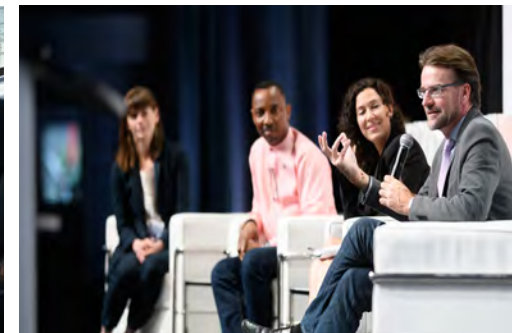
MONARCH SPONSOR \$15,000

- **Speaking opportunities** at event
- Activation in a 10ft x 10ft space
- **Logo placement** on event registration desks, and display pillars
- **Logo recognition** on event printed material (step & repeats, T-shirts, swag bags, and banners)
- **Logo recognition** in event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews



TECH SPONSOR \$10,000

- **Speaking opportunities** at event
- **Logo recognition** on event printed material (step & repeats, T-shirts, swag bags, and banners)
- **Logo recognition** in event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos, event promotional videos, and interactive segments
- Souvenir Photos with Celebrities & Athletes



PANEL SPONSOR \$5,000

- **Premium logo signage** at event
- Speaking opportunities at event
- **Logo recognition** on event printed material (step & repeats, and banners)
- **Logo recognition** in event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos, event promotional videos, and interactive segments
- Souvenir Photos with Celebrities & Athletes

Tech & Sports Excellence Panel Series

Monday February 5th, Immersive City will host the **Tech Excellence panel Series**. The event is geared towards college students and adults and will feature panel discussions and meet & greets with technology industry pioneers. Also, on **Wednesday February 7th**, Immersive City will host the **Sports Excellence Series**, and this event will feature panel discussions, and meet & greets with professional sports and eSports players. The panels will cover topics such as women in technology and sports, and how artificial intelligence and emerging technologies will shape the future.



PREMIER SPONSOR \$20,000

- **Premium logo signage** at event
- **Speaking opportunities** at event
- **Premium logo placement** on event registration desks, entrance walls, display pillars, and VIP rooms
- **Premium logo recognition** on event printed material (step & repeats, swag bags, and banners)
- **Logo recognition** in ALL national press releases, and on ALL event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews
- Souvenir Photos with Celebrities & Athletes



MONARCH SPONSOR \$15,000

- **Logo signage** at event
- **Speaking opportunities** at event
- **Logo placement** on event registration desks, and display pillars
- **Logo recognition** on event printed material (step & repeats, swag bags, and banners)
- **Logo recognition** in event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews
- Souvenir Photos with Celebrities & Athletes



TECH SPONSOR \$10,000

- **Logo signage** at event
- **Speaking opportunities** at event
- **Logo recognition** on event printed material (step & repeats, swag bags, and banners)
- **Logo recognition** in event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos event promotional videos, and interactive segments
- Souvenir Photos with Celebrities & Athletes



SPORTS SPONSOR \$10,000

- **Logo signage** at event
- **Speaking opportunities** at event
- **Logo recognition** on event printed material (step & repeats, swag bags, and banners)
- **Logo recognition** in event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, panel discussions, highlight videos, event promotional videos, and interactive segments
- Souvenir Photos with Celebrities & Athletes

20 | IC EXPERIENCE WOMEN IN SPORTS LUNCHEON

About Women in Sports Luncheon

Tuesday, February 6, 2024 - This networking opportunity allows you to support stand-out women that have made a difference in sports today. We honor Women in Sports with this luncheon to talk about and meet trail blazing, history making and impactful women that are paving the way for young ladies of today.

TURQUOISE SPONSOR \$20,000

- **Premium logo signage** at event
- **8 VIP Drink Tickets** with open bar and premium selections
- **Premium logo placement** on event registration desks, entrance walls, and display pillars
- **Premium Logo recognition** on event printed material (event tickets, podium, step & repeats, swag bags, and banners)
- **Logo recognition** in ALL national press releases, and on ALL event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, highlight videos, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews
- Souvenir Photos with Celebrities & Athletes

SILVER SPONSOR \$10,000

- **Logo signage** at event
- **4 VIP Drink Tickets** with open bar and premium selections
- **Logo placement** on event entrance walls, and display pillars
- Logo recognition on event printed material (event tickets, step & repeats, Swag bags, and banners)
- **Logo recognition** in national press releases, and on event digital and social media marketing
- **Logo recognition** on event professional athlete and celebrity interviews, highlight videos, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews
- Souvenir Photos with Celebrities & Athletes



21 | IC EXPERIENCE

VIP Dorian Thompson-Robinson Reception

About the VIP Reception for QB Dorian Thompson-Robinson

Tuesday, February 6, 2024 - Cocktail Reception with NFL QB Dorian Thompson-Robinson, his Teammates and NFL Friends right before the Gala. Photo opportunities and storytelling for all to enjoy.

TURQUOISE SPONSOR \$20,000

- **Premium logo signage** at event
- **8 VIP Drink Tickets** with open bar and premium selections
- **4 regular double rooms are provided at the Palms Hotel**
- **Premium logo placement** on event registration desks, entrance walls, podium, and display pillars
- **Premium Logo recognition** on event printed material (event tickets, step & repeats, swag bags, and banners)
- **Logo recognition** in ALL national press releases, and on ALL event digital and social media marketing
- **Logo recognition** on event Professional athlete and celebrity interviews, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews
- Souvenir Photos with Celebrities & Athletes

SILVER SPONSOR \$10,000

- **Logo signage** at event
- **4 VIP Drink Tickets** with open bar and premium selections
- **2 regular double rooms are provided at the Palms Hotel**
- **Premium logo placement** on event registration desks, entrance walls, podium, and display pillars
- **Premium Logo recognition** on event printed material (event tickets, step & repeats, swag bags, and banners)
- **Logo recognition** in national press releases, and on event digital and social media marketing
- **Logo recognition** on event Professional athlete and celebrity interviews, event promotional videos, and interactive segments
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A DJ wearing a black and yellow baseball cap and a dark hoodie is performing at a school event. The background is filled with vibrant purple and blue stage lights, creating a dynamic atmosphere. A microphone on a stand is visible on the left side of the frame. The DJ's hands are positioned over a turntable and mixer in the foreground.

Behind the Scenes: Hip Hop Cultural Odyssey @Historic Westside School

23 | IC EXPERIENCE

Behind the Scenes: Hip Hop Cultural Odyssey

About the Behind the Scenes: Hip Hop Cultural Odessey

Friday & Saturday, February 9 & 10, 2024 - The **Hip Hop Odyssey Art Exhibit and More** is a transformative and multifaceted program aimed at addressing the limited job placement opportunities for youth, specifically those engaged with the [City of Las Vegas My Brother's Keeper Alliance \(CLVMBKA\)](#), [United Natives](#), [The Las Vegas Indian Center](#), and the [Strong Future Youth Employment Program \(SFYEP\)](#).

This initiative combines art, music, technology, culture, and community engagement to provide a comprehensive solution to the challenges faced by these programs. With a primary focus on social justice, the Hip Hop Odyssey event leverages the power of the Super Bowl 2024 weekend to create lasting, positive change in Las Vegas. Our event is an official sanctioned event by the [NFL Alumni Association Las Vegas Chapter](#).

ICON SPONSOR \$15,000 for 2 days

- Premium logo signage at event
- **4 VIP Drink Tickets** with open bar and premium selections
- **4 regular double rooms are provided at the Palms Hotel**
- Premium logo placement on event registration desks, entrance walls, and display pillars
- **Premium Logo recognition** on event printed material (event tickets, step & repeats, swag bags, and banners)
- **Logo recognition** in ALL national press releases, and on ALL event digital and social media marketing
- **Logo recognition** on event Behind-the-scenes footage, professional athlete and celebrity interviews, highlight videos, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews
- Souvenir Photos with Celebrities & Athletes



24 | HIP HOP ODYSSEY: BRIDGING CULTURE, TECH, AND COMMUNITY

GOLDEN MIC SPONSOR \$10,000 for 1 day

- Logo signage at event
- 2 VIP Drink Tickets with open bar and premium selections
- 2 regular double rooms are provided at the Palms Hotel
- Logo placement on event registration desks, entrance walls, banners, and display pillars
- Logo recognition on event printed material (step & repeats, swag bags, and banners)
- Logo recognition in national press releases, and on event digital and social media marketing
- Logo recognition on event Behind-the-scenes footage, professional athlete and celebrity interviews, highlight videos, event promotional videos, and interactive segments
- Introduction to the media during the events for interviews
- Souvenir Photos with Celebrities & Athletes

ACTIVATION SPONSOR \$10,000

- Activation in a 10ft x 10ft space
- 2 VIP Drink Tickets with open bar
- 1 regular double room at the Palms Casino & Resort
- Logo placement on event registration desks, entrance walls, banners, and display pillars
- Logo recognition on event printed material (step & repeats, swag bags, and banners)
- Logo recognition on event digital and social media marketing
- Logo recognition on event professional athlete and celebrity interviews, event promotional videos, and highlight videos
- Souvenir Photos with Celebrities & Athletes

MC SPONSOR \$5,000

- 1 VIP Drink Tickets with open bar
- 1 regular double room at the Palms Casino & Resort
- Logo recognition on step & repeats
- Logo recognition on event social media marketing
- Souvenir Photos with Celebrities & Athletes



25 | IC EXPERIENCE

United Natives Super Bowl Documentary

About the Documentary

This “Behind the Scenes” documentary will follow Dr. Crystal Lee and her team as they organize and implement phenomenal events that will be held in Las Vegas Nevada during the week leading up to the Super Bowl. The documentary will integrate interviews with a variety of community members, that will include Native athletes and tribal leaders. The documentary will highlight why organizations like United Natives that combat disparities by bringing opportunities to indigenous communities are needed.

Dr. Lee will also interview high profile athletes that are passionate about the issues that indigenous communities face, as well as athletes that are making a difference, like Cleveland Browns quarterback Dorian Thompson-Robinson, who hosted a free football camp for Native youth in Summer 2022.

The documentary will also cover the first annual United Natives Inspiration Award Gala that will honor outstanding Native American pioneers, prominent professionals, and indigenous community leaders. This documentary will be groundbreaking and give viewers a whole new insight into indigenous communities.

TURQUOISE SPONSOR \$50,000

- Logo featured before and after the documentary
- Special Thank you Recognition in documentary’s credits
- Logo recognition in national press releases, and on event digital and social media marketing
- 8 VIP invitations to ALL documentary premieres and engagements
- 4 regular double rooms are provided at the Palms Hotel

SILVER SPONSOR \$25,000

- Logo featured before and after the documentary
- Special Thank you Recognition in documentary’s credits
- Logo recognition in national press releases, and on event digital and social media marketing
- 4 VIP invitations to ALL documentary premieres and engagements
- 2 regular double rooms are provided at the Palms Hotel



Immersive City

Super Week Las Vegas Experience 2024

"A Celebration of Innovative Technology, Sports & Culture"



CONTACT

Greta Russo | Events, Marketing & PR
Grusso@supcreativeGroup.com

- Sponsorship, All Events, Marketing & PR
- Speaking Opportunities
- Hotel Accommodations
- Payment Forms & Collecting Payments
- Single Event Tickets
- General Questions

Dr. Crystal Lee | United Natives
drcrystal@unitednatives.org

- Native American Engagement
- The United Natives Inspiration Award Gala
- Dorian Thompson-Robinson VIP Reception
- Women in Sports Luncheon
- United Natives Super Bowl Documentary
- General Questions

Edward Well-Thompson | Director
ethompson@lasvegasnevada.gov

- Behind the Scenes:
 - Hip Hop Cultural Odyssey
- Hip Hop Cultural Odyssey Sponsorship
- Hip Hop Cultural Odyssey Activations
- Hip Hop Cultural Odyssey Vendor Questions
- Event Speaking Opportunities
- Hip Hop Cultural Odyssey Event Questions

Vince Jones | Immersive City Director
info@immersivecity.live

- Immersive City Sponsorship
- Immersive City Activations
- Immersive City Marketing & PR
- Immersive City Vendor Questions
- Speaking Opportunities
- General Questions