

RAP AGAINST RIKERS

SEPTEMBER 6, 2026 | 12P-6P
NAUMBURG BANDSHELL, CENTRAL PARK, NYC

CLOSE RIKERS NOW!

THE MAYOR MADE
A PROMISE.

A FREE CONCERT. A POWERFUL MESSAGE. A MOVEMENT FOR JUSTICE.

THE MISSION

Use diverse music—Rock, R&B, and Hip Hop—and collective voices to demand the closure of Rikers Island, while celebrating the resilience of families, artists, and advocates.



WHO WE'RE SEEKING



PERFORMERS

All genres, spoken word, R&B and more



SPEAKERS

Formerly incarcerated individuals, attorneys, youth advocates



VENDORS

Locally, regionally, and missionally-aligned businesses (center reform orgs, family relatives)



SPONSORS

Legal aid, bail funds, mental health services, etc.

SPONSORSHIP OPPORTUNITIES



EVENT
HEADLINE
SPONSOR
\$7,500



STAGE
SPONSOR
\$3,500



COMMUNITY
BOOSTER
\$1,000



NON-PROFIT
RATE
\$150

Details on next slide →

EVENT HIGHLIGHTS

- ✓ Powerful performances & speakers
- ✓ Family-friendly & community focused
- ✓ Local vendors & resources
- ✓ Media coverage & digital reach
- ✓ Advocacy through music & unity



MEDIA & PROMOTION



PIXOLPICK CARD 2.0
Live event coverage
& post-event recap



RELEVANCE
MAGAZINE
Distribution in NYC
(print & digital)



EMAIL BLAST
MOSTTEN
To 10,000+
subscribers



SMB6 & PROMO
OPPORTUNITIES
On-site & digital
visibility

NEXT STEPS

- 1 Select a sponsorship package.
- 2 Sign by August 1, 2026 to lock in early-bird vendor bonuses.
- 3 Send logo + payments.
- 4 Let's build a future without Rikers—together.



CONTACT

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LEARN MORE

www.rapagainstrikers.org
@RAPAGAINSTRIKERS

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THE MAYOR MADE A PROMISE.
LET'S MAKE SURE IT'S KEPT.

