

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

ALFONSO TODD
Event Manager / Coordinator
463.534.7288
djayozzo@gmail.com

LEARN MORE

www.rapagainstrikers.org
@RAPAGAINSTRIKERS

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Dear Potential Sponsor/Vendor/Performer,

We invite you to join Rap Against Rikers — a family-friendly, community-led event on September 6, 2026 at Central Park's Naumburg Bandshell. (12p-6p).

Our mission: Use diverse music, such as Rock, R&B, and Hip Hop, with collective voices to demand the closure of Rikers Island, while celebrating the resilience of families, artists, and advocates.

BRAND VISIBILITY:

- ✓ Logo on event flyer, social media, and merch (t-shirts, tote bags)
- ✓ Verbal recognition from stage
- ✓ Space for table/tent at event
- ✓ Our logo in designated for t-shirts and merchandise — clean, bold, and impactful.

WHY SPONSOR?

- ✓ Central Park footprint — A landmark NYC event with media appeal.
- ✓ Captive, loyal audience — families, activists, local vendors.
- ✓ Media value included — Every package gets Prolifick Radio (live event coverage & drops) + Relevance Magazine (print/digital)
- ✓ Cause alignment — Bail reform, prison abolition, and community healing.

REGULAR VENDORS (MERCH/RETAIL)

Price: \$300 per 10x10 spot

EARLY BIRD: \$200
(if paid by August 1)

FOOD VENDORS

Price: \$500 per location

EARLY BIRD: \$400
(if paid by August 1)

Must provide your own fire extinguisher, NYC Temporary Food Permit.

NON-PROFIT RATE **\$150**

(Bail funds and legal aid organizations; healthcare, housing, mental, children groups, etc)

EVENT HEADLINE SPONSOR **\$7,500**

- ✓ Logo on event flyer, poster, and event sign (including Central Park stage banners)
- ✓ Full-page advertisement in Relevance Magazine (print + digital flipbook)
- ✓ Live shout-out from the stage (30 seconds)

BONUS (if signed by August 1, 2026):

- 2 dedicated episodes on Prolifick Radio
- Full-page RELEVANCE magazine interview feature
- Children's Space Sponsor naming (your brand featured on Kids' Korner)

STAGE SPONSOR **\$3,500**

- ✓ Business banner in prominent location on the stage
- ✓ 1 vendor space (10x10) to sell merchandise or raise information
- ✓ 1/2 page advertisement in RELEVANCE magazine
- ✓ Mention on Prolifick 2.0 Radio drops/mentions
- ✓ Stage naming rights: "Rap Against Rikers" presented by [Your Brand]"
- ✓ Live shout-out from the stage (15 seconds)

BONUS (if signed by August 1, 2026):

- 1 dedicated episodes on Prolifick Radio
- Half-page RELEVANCE magazine interview feature

COMMUNITY BOOSTER **\$1,000**

Perfect for local businesses and nonprofits.

- ✓ Social media shoutout on Prolifick 2.0
- ✓ Logo on event flyer (digital version shared to 10,000+ emails)
- ✓ 1 vendor space (10x10) to sell merchandise or share information

BONUS (if signed by August 1, 2026):

- 1-day Instagram account takeover on Prolifick Radio 2.0
- Mention on Prolifick 2.0 Radio drops/mentions.
- 1/4-page advertisement in RELEVANCE Magazine

MEDIA ASSETS INCLUDED (NO EXTRA COST):



PROLIFICK RADIO 2.0
LIVE event coverage,
post-event recap episode



RELEVANCE MAGAZINE
Distribution in NYC
locations + digital edition



EMAIL BLAST MENTION
to 10,000+ subscribers
(2x before event)



SWAG BAG
OPPORTUNITIES
Given to public and will
include your promotional
or marketing items

NEXT STEPS:

- 1 Select a package (Headline \$7,500 / Stage \$3,500 / Booster \$1,000)
- 2 Sign by August 1, 2026 to lock in early-bird Vendor bonuses
- 3 Send logo + payment
- 4 Let's build a future without Rikers — together.

CONTACT:

ALFONSO TODD

Event Manager / Coordinator

📞 484-554-7258

✉️ djayazno@gmail.com

WWW.RAPAGAINSTRIKERS.ORG

"We don't just put your logo on a banner.
We put your brand in a movement."



@RAPAGAINSTRIKERS

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PERFORMERS
All pro-justice
artists and
DJs and more.



SPEAKERS
Formerly incarcerated
leaders,
advocates, &
public officials.



VENDORS
Local orgs,
merch, resources,
and community
information.



SPONSORS
Legal aid, bail
funds, and
justice-driven
partners.

MUSIC. UNITY. JUSTICE. TOGETHER WE CAN CLOSE RIKERS.

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**EVENT
HELD IN SUPPORT**
\$7,500



**STAGE
SPONSOR**
\$3,500



**COMMUNITY
BOOSTER**
\$1,000



**NON-PROFIT
RATE**
\$150

PERFORMANCES • SPEAKERS • VENDORS • SPONSORS • COMMUNITY

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PERFORMERS
All pro-justice
artists and more.



SPEAKERS
Formerly incarcerated
leaders, advocates,
and public officials.



VENDORS
Local orgs, merch,
and resources for
the community.



SPONSORS
Legal aid, bail funds,
and justice-driven
partners.

MUSIC. FOR. CHANGE. UNITY FOR JUSTICE.

RAP AGAINST RIKERS

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SPEAKERS
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VENDORS
Local orgs,
merch, resources,
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SPONSORS
Legal aid, bail
funds, and
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★ ★ TOGETHER, WE CAN KEEP THE PROMISE. ★ ★ ★

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★ EVENT HEADLINE SPONSOR **\$7,500**
🎤 STAGE SPONSOR **\$3,500**
👥 COMMUNITY BOOSTER **\$1,000**
❤️ NON-PROFIT RATE **\$150**

PERFORMERS • SPEAKERS • VENDORS • SPONSORS • COMMUNITY

MUSIC. UNITY. JUSTICE. TOGETHER WE CAN CLOSE RIKERS.