

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.

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

CLOSE RIKERS NOW! THE MAYOR MADE A PROMISE.

LET'S MAKE SURE IT'S KEPT.