****

**PROPOSAL FOR K EMPIRE HIP HOP EVENING**

**ENTITLED**

***<<La Nuit Du Grand Chelem>>***

1. INTRO

The goal of this proposal is to bring to life the only truly hippest and hottest hip-hop event in Yaoundé. The Hip Hop culture has grown to a full “adult” today with a massive audience particularly the upper-class personalities. We entitled the even*t* ***“La Nuit du Grand Chelem”*** (Tennis Slam) because of the strong ties trap music has with sport. This document would be organized as follows;

* Target Audience and Communication media
* Dress code
* Musical chronology
* Event Promoters
* Organizing budget

1. **Target Audience and Communication Media**

It’s obvious the target audience would be Hip-Hop lovers of all age groups with the older age group loving the mid 90s and 2000s hip-hop music. We would concentrate our communication efforts in the following neighborhoods of Yaoundé;

* Bastos
* Odza
* Biyem-Assi
* Santa Barbara
* Awae

The “mouth to ear” method is the best means of communication for this event, we would meet with event promoters being the pivot communicators. We would equally use social media to promote the event.

1. **Dress Code**

Our dress code for the event would be tennis wear as shown in the image below.



This attire would be the main attire for ladies attending the event and men in basketball tops. The waitresses would be in their normal K EMPIRE t-shirts and tennis skirts as well.

1. **Musical Chronology**

* **START (6-9PM) – American and French classics (mid 90s and 2000s)**
* **EVENT PEAK (9PM – 11PM) – Hip Naija and New USA MIX**
* **11PM -1AM – French RAP, Hip hop IVIOR MIX**
* **1AM – SUNRISE – MISC MIX**

1. **Event Promoters**

* **CHIVAS CONCEPTS – La Cave Yaoundé**
* **DOUDOU BUSINESS (La « Patrouille » founder and Event promoter at GASMONKEY club YAOUNDE)**
* **ERIC DJ – EMPRESARIO AT BOUN’S CAFÉ YAOUNDÉ**
* **DUAGARO Concepts – Communication and Events Promoter SANZA nightclub YAOUNDÉ.**
* **Pappy Mvogo alias la grosse Bringue – Event promoter KATIOS NIGHT CLUB YAOUNDÉ**
* **DJ ZACHARI – GUEST DJ (KATIOS NIGHT CLUB YAOUNDÉ)**

1. **Operating Cost**

* Flyers = 10 000 FRS
* Transport miscellaneous (get contacts) = 40 000 FRS
* Calls and Social Media = 20 000 FRS

**Total = 70 000 FRS**

**(NB: This cost equally includes organization of the Sunday Veterans evening)**

Proposal of promotional offers

* **A free bottle of beer offered to the first ten entrants.**
* **10 000 frs Offered to the best lady dressed in tennis attire**
* **…**