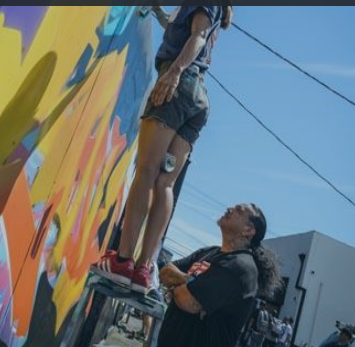


NOEASYPROPSPRESENTS  
**B-BOY  
SUMMIT**





## Overview

The B-boy Summit continues to be a major trendsetter in Hip-Hop street dance, art and music culture.

Established in 1994, The Summit presented innovative ideas in Hip-Hop culture, offering a conference forum complete with competitions, performances, panels, workshops, and a marketplace for consumer friendly products marketed toward the Hip-Hop community. Never content with success, The B-boy Summit continues its mission to bring the hottest street dance, art, and music above ground to the masses. The B-boy Summit has grown into an internationally acclaimed 3 day festival incorporating all aspects of Hip-Hop in different plateaus, including the most intense battles, rawest circles, theater performances, a DJ/MC Talent Showcase and live aerosol art painting.

The B-boy Summit was created in 1994 out of the need for a community orientated Hip-Hop event that encompassed knowledge of the history of Hip-Hop culture and the skills of B-boying and B-girling. At that point in time B-boys and B-girls didn't have a platform in which to come together, dance and pay homage to the traditional dance of Hip-Hop. Each year the event has expanded to encompass B-boys, B-girls, MCs, Aerosol Artists, and DJs from across the globe, steadily building into what is now the foremost Hip-Hop cultural event in the world. More recently, The Summit has become one of the most important events for Lockers, Poppers, Freestyle and House Dancers to take part in during The Summit's Funk Fest. The global impact of The Summit is insurmountable, most importantly contributing the transmission of B-boy B-girl style of dance, as well as street dance in general to a new generation. Without understanding the roots and culture of Hip-Hop, the youth of today wouldn't be able to expand on it further, developing the styles into the trends of tomorrow.



***"The B-Boy Summit is the ultimate platform for B-Boys to show their skills."***

– The Source Magazine

#### > Past performances

Xzibit, Black Eyed Peas, Dilated Peoples, Afu-Ra, Phil da Agony, Defari, Planet Asia, Ugly Ducklings, freestyle Fellowship, Kurtis Blow, Afrika Islam, Grandmaster Caz, D.X.T, Swollen Members, Sir Jinx, Medusa, Mystic, Jean Grae, Supernatural, Rahzel, Large Professor, Jay-O Felony, Freddie Foxxx, Rascoe, Qbert, Mixmaster Mike, Cut Chemist, Z-Trip, Rob Swift, Honda, Slynkee, JRocc, Mr. Choc, Icey Ice, Dusk, Ron-G, Leacy, Vice, Argyle, Grandmaster Caz, D.X.T, Lord Finesse, Breakbeat Lou, Souls of Mischief, Breakestra, Pioneers: DJ Hollywood, Dancin Doug of the Herculooids

#### > Pioneers

Crazy Legs, Lee, Futura, Doze, Dash, West, Doc, Ken Swift, Mr. Freeze, Electric Boogaloos, Storm, Afrika Islam, Kurtis Blow, Prince Whipper Whip, Frosty Freeze, Melle Mel

## Reputation

The B-boy Summit continues to be a major trendsetter in Hip-Hop street dance, art and music culture.

#### > Magazine Reviews

The Source, Urb, Rap Pages, Dance Delight, Radikal, Rhime, Jointz, YRB, While You Were Sleeping, Elemental, DUB, Vibe, Paper, Mugshot, Mass Appeal, Vapors

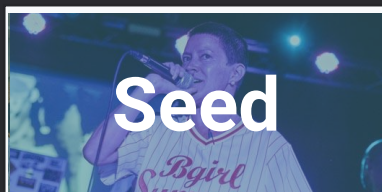


***"The most important B-Boy event."***

– XXL Magazine

# Sponsorship Levels

For sponsorship information, please contact Event Director Asia Yu at [asia1nep@mac.com](mailto:asia1nep@mac.com), (310)402-4519.



## Seed

**\$1,000**

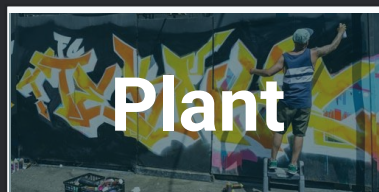
- Logo placement on Flyers/Website



## Root

**\$2,000**

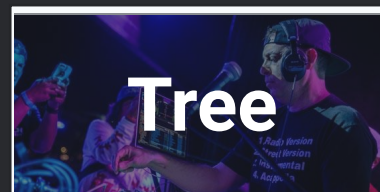
- Logo placement on Flyers/Website
- A Booth & Banner at Events



## Plant

**\$3,000**

- Logo placement on Flyers/Website
- A Booth & Banner at Events
- Promo Giveaways All Weekend



## Tree

**\$5,000**

- Logo placement on Flyers/Website
- A Booth & Banner at Events
- Promo Giveaways All Weekend
- Presented by Top Billing
- Logo on Booth & Banner at Events

# Branding Opportunities

The B-boy Summit continues to be a major trendsetter in Hip-Hop street dance, art and music culture.

## 01. Dance Competitions/Battles

- Bonnie & Clyde Male/Female Breakin' 2 v 2
- Dance Competitions/Battles
- Poppin Solo
- Breakin Crew Battle
- Breakin Bboy Solo
- Breakin Bgirl Solo
- Breakin Kids Solo

## 03. Concert Showcase

- *No Easy Props Music Showcase* featuring the hottest underground talent that make music for dancers!
- *Summit Theatre Experience* Think ABDC was good? See where they got it. Top dance crews with over the top theatrics in one unforgettable show.

## 05. Workshops

- Dance Workshops - Breakin and Popping

## 02. Community Outreach

- *Hip-Hop 101 School/After School Program* - Community in action, dance workshops for youth taught by masters of street dance.

## 04. Panel

- *United Hip-Hop Vanguard Panel/Workshop* Collaborative community discussion & partnerships in local areas nationwide to enhance programs and education about Hip-Hop culture for community benefit & proactive youth development.



## Past Sponsors

Through the years the B-boy Summit has seen support from some of the biggest brands in hip-hop lifestyle & culture.

Play Station, Armani Exchange, Xbox, Wake Up Show, Scion, Carhartt, Montana, Nike, Red Bull, Diesel, Monster, G-Star, Tylenol, Puma, Ecco Unltd., Adidas, Reebok, C1rca, Nikita, Priority Records, Tommy Boy, Gee Street, Mixwell, Wharehouse Shoe Sale, Mecca, Joker, DVS, Sensimedia, Volcom, Dickies Girl, Tribal, Tools of war, Truth, Ruen, Matix, Four Square, Laka, Nesta, Forum Snowboards, Drunkmunky, FJ560, Avirex, Kappa, Rawkus, New Breed Girl, Delicious Vinyl Records, Brand Jordan, Hansen's, Hint Water, Bloc Talent Agency

# Research

Largest Annual Hip-Hop street dance lifestyle events in the world:

## 01. Battle of the Year (BOTY)

- Germany, annually since 1989.
- Draws 25,000 people per year.
- Sponsored by Sony PlayStation.
- Big show, top 4 crews battle.

## 03. R16

- Seoul Korea, annually funded by the government.
- A huge event, draws 25,000 people per year.
- Dancers treated as celebs, multi-million dollar budget.

## 05. Red Bull BC One

- Singles B-boy competition, primarily used as a promotional marketing tool, free to get in.
- Draws several thousands.

## 02. B-Boy Summit

- Established in 1994, the largest in the United States.
- Draws 7,000 annually.
- DVD sales 50,000 DVD's are sold per year.

## 04. Freestyle Session

- Franchised in countries around the world.
- 100,000 DVDs are sold per year.

## 06. Juste Debout

- Largest Hip-Hop street dance event in France.
- Draws 13,000 people.
- Focus is on just "up top" dancing, no floorwork.



## ROI

The B-boy Summit offers a solid return on your investment.

### Why should I care about exposure to this community?

The street dance community is spread globally, constantly expanding, and rapidly developing in economic strongholds like China. Even so, street dance remains extremely close knit. The market is one that is under saturated with product endorsements, and is very lucrative. Bboying and street dance has evolved into a hybrid blend of entertainment action sports complete with an ever-growing supportive lifestyle scene that rivals that of skateboarding and snowboarding combined. Companies like iPod, Gap, Nike, Pepsi, Coca-Cola, Toyota, Tylenol, Scion, Jolly Rancher, and Red Bull are all currently using the Bboy dance and lifestyle image to promote their product in commercials and marketing campaigns. Popular TV shows such as *America's Best*

*Dance Crew*, *So You Think You Can Dance?*, *World of Dance* and *Dancing With The Stars* all feature B-boying and street dance. MGM Grand Hotel in Las Vegas' latest show is the Jabawackeez, stars of *America's Best Dance Crew*. Popular movies such as *Step UP 3D*, *You Got Served*, *Saved the Last Dance*, and *Dance Flick* have all done outstanding numbers at the box office.

### Do these individuals buy your products?

The B-boy lifestyle scene is very concerned with fashionable appearances and high profile products from electronics to beverages and snacks to footwear and clothing

## Contact

For more information about B-Boy Summit or to discuss sponsorship opportunities, please contact Asia Yu.



Asia One

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