

miccheck:vol..two

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FRIDAY, SEPTEMBER 23RD, 2005

MEDGAR EVERS COLLEGE | 1650 BEDFORD AVE | BROOKLYN, NY

DOORS OPEN @ 6PM | SHOW: 7-10PM

CONTACT:

MIC CHECK VOL. TWO | THE SHOW

c/o CONSCIOUS HIPHOP, INC & DA GHETTO TYMZ MAGAZINE

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DA GHETTO TYMZ
magazine

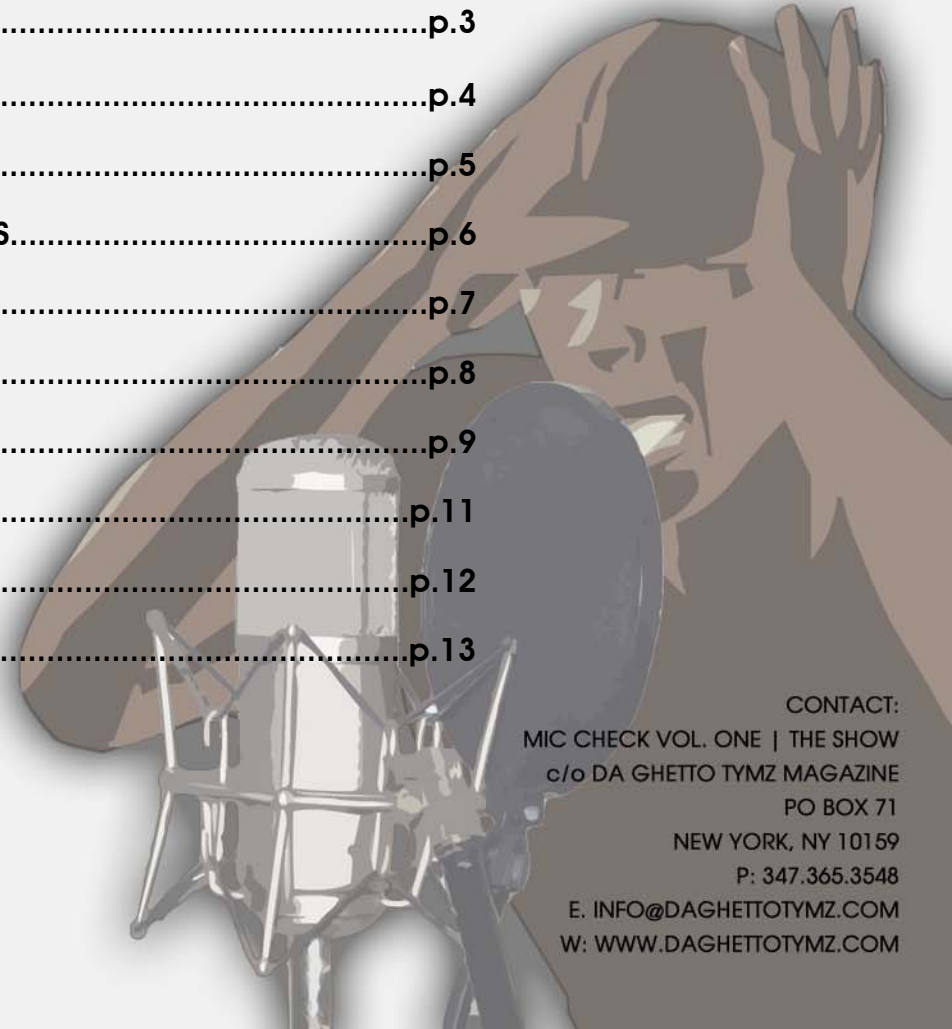
KNOWLEDGE OF SELF CAN ONLY BE FOUND UNDERGROUND

DESIGN BY DGT D'ZYNZ 347.365.3548 / DESIGN@DAGHETTOTYMZ.COM / WWW.DAGHETTOTYMZ.COM

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MicCHECK: THE SERIES

From music to fashion, Planet Brooklyn has long been the place where trends are set. In the spirit of that trend, MicCheck: The Series is a show like no other. In fact, it's more than just a show! Where else can you see a hot show complete with dedicated musicians, wordsmiths, comedians, vending by young African-American entrepreneurs, networking and have all this go down in New York City's only Historical Black College and University (HBCU) — Medgar Evers College, all for \$10?

MicCheck: The Series creates an experience where an audience receives entertainment, entrepreneurship and community awareness in one package, in one show. MicCheck is more than just a show, we are creating an experience!!

April of this year, we launched the series with Volume One held at Akbar Hall in Bed-Stuy, Brooklyn, NY. The event far exceeded everyone's expectations — except ours. Hosted by comedian Radha Blank, *MicCheck Volume One* featured well-seasoned poet and author, Tehut-Nine (*Mental Eyeroglyphics*); South African musician, Masauko Chipembere, Soulful songstress, Isa Starr; and Hiphop extraordinaires, Jahmed and Faro-Z. All of this wrapped around a fashion show (*Distinctive Darlings by PJ*) and a veritable bazaar of vendors selling wares that ranged from tantalizing dishes to exclusive African finds for your home.

In response to the overwhelming success of *MicCheck Volume One*, ConsciousHiphop.com and Da Ghetto Tymz magazine are announcing *MicCheck Volume Two* which will be held at Medgar Evers College in the heart of Crown Heights, Brooklyn, New York.

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MicCheck Volume Two is here! On Friday, September 23rd all roads lead to Medgar Evers College for a cultural head bang that will most definitely set the tone for a new type of Hiphop experience!

The first 300 attendants will receive the **MicCheck Volume One Interactive CD Project**, which includes an assortment of music/spoken word tracks in MP3 format and mini-websites of the performer's of **MicCheck Volume One** complete with order forms, Da Ghetto Tymz magazine's 12th Anniversary Issue along with 8 classic back issues and Animated Movie and Business Trailers of our Vendor and Sponsor's of the event — a \$30 CD, **FREE!**

WHY YOU SHOULD SPONSOR*

MicCheck Volume Two presents a unique opportunity for local and national business alliances. What we can guarantee is a venue filled to its 489 person capacity with a youthful, open minded, forward moving audience. The type of person who attends an event like this one is a savvy consumer who is looking to support businesses that support them.

As a sponsor of this event you are singling your business out as one that cares about the strength and development of our community, therefore creating a customer connection that will be sustained through future good will and partnering. Becoming a sponsor is not just 'a nice thing to do'; it's smart business! There are only a few opportunities available at each level so **ACT NOW!**

***Final sponsorship registration ends Friday, September 16, 2005!**

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SPONSORSHIP PACKAGES	red	black	green	vendor
Volume Two DVD, Inclusion in Trailer	✓			
Premium signage & display placement	✓	✓		
*Animated trailer in Volume Two Interactive CD	✓	✓		
Full page ad in <i>Da Ghetto Tymz</i> magazine	✓			
Half page ad in <i>Da Ghetto Tymz</i> magazine		✓		
Quarter page ad in <i>Da Ghetto Tymz</i> magazine			✓	
Listing & web link on Vol. Two Interactive CD	✓	✓		
Vendor space	✓	✓	✓	✓
SPONSORSHIP RATES				
*Sponsorship registration rates (ends september 16th)	\$500	\$300	\$175	\$50

***ALL FINAL PAYMENTS DUE SEPTEMBER 16th made payable to: Da Ghetto Tymz**

*The design team at *DGT DZynz Studios* will customize an animated flash trailer to be included in the Interactive CD distributed to the first 300 guests to arrive at the event. This trailer will be played on any computer whenever the CD is viewed and will continue to create residual benefits to the companies who have their contact information in place.

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WHO WILL PARTICIPATE | ARTIST'S/FASHION DESIGNERS

While creativity and talent in the African community is infinite, *MicCheck Volume Two* is only a three hour program. And on a night as spectacular as this one will be, there is an opportunity to showcase just a handful of creative minds. Artists selected to participate in this showcase will represent the best of the best in independent talent.

The audience at *MicCheck Volume Two* will be seasoned with a variety of industry professionals who, while enjoying the show's offerings, will also be interested in maximizing artist exposure. By providing them the *MicCheck Volume One Interactive CD*, highlighting the work of artists involved in this project, I hope to assist in the evolution of your work.

By agreeing to perform at our event you will be featured in our next Interactive CD project *MicCheck Volume Two Interactive CD*, designed by our own DGT D'Zynz Studios. In addition, artists will receive:

- 1) A mini-web site which includes photo, bio, contact information and music samples in mp3 file format.
- 2) The Interactive CD format will also allow the end user to print out a custom order form that can be used to place orders with the artist directly as well as access to your own website.
- 3) *Each artist will be allowed to sell their own music at the show, keeping all the profits.
- 4) *Designers will receive mini-website with catalog of collection along with order form.

This package, valued at over \$1200.00, will be offered FREE* to each artist. In addition we will provide each selected artist with a travel expense of \$100.00*

*pertains to artists only | *pertains to designers only

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MicCHECK VOLUME TWO INTERACTIVE CD PROJECT*

We celebrate our 12th Year of Da Ghetto Tymz, 4th Year of ConsciousHiphop.com & kick-off our MicCheck series with our Interactive CD Project. This is not just a music CD, it's interactive, meaning, the CD is made exclusively with your computer in mind. Formatted for both PC and Mac, this CD compilation is unlike any you've ever seen. The *MicCheck Interactive CD Project* is threefold:

1) DGT 12th ANNIVERSARY ISSUE

The entire issue will be on this CD. All you'll need is a computer to view. Also included are several of our best-selling back issues of DGT from the past 12 years!

2) Animated Movie Trailer Ads

Designed by DGT D'Zynz Studios, a collection of animated ads featuring business vendors and sponsors. With the use of sound, pictures and moving text these trailers give the business owner a new approach to business marketing.

3) MP3's

With each Interactive CD Project on MicCheck, we will showcase some of New York's hottest independent talent. We also include musical tracks from these artists that can be played on any mp3 player. As a bonus, you're able to learn more about each artist with their very own mini-website which entails additional information such as their bio as well as product order forms enabling the viewer to purchase merchandise sold by the artist.

****After each event the CD will be sold in stores ensuring continued exposure.***



Each Interactive CD Project of *MicCheck: The Series* features back issues of Da Ghetto Tymz magazine, Animated Movie Trailer Ads, and mini-websites plus music from artist's who performing at each MicCheck show.

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MicCHECK VOLUME ONE – DVD AND GLOBAL WEBCAST

DGT D'Zynz Studios is currently producing the live taping of *MicCheck Volume One* to be released on DVD.

The DVD will showcase each performance and fashion show segment as well as an interactive menu complete with interviews from each artist and designer as well as animated movie trailers.

Television viewed through the internet is the next level viewers will be able to watch their favorite shows, so in addition to the DVD release, *MicCheck Volume One* will be aired via the internet on our sister sites DAGHETTOTYMZ.com and CONSCIOUSHIPHOP.com.

This DVD is slated for release Fall 2005. The webcast, Winter 2006.



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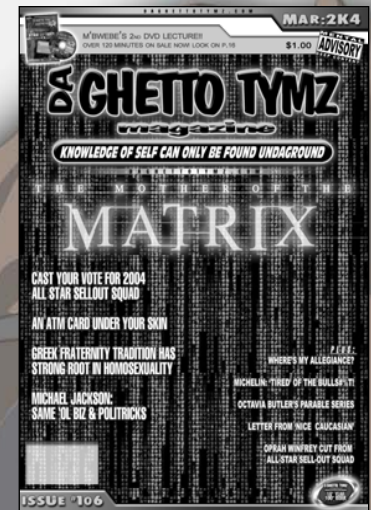
CO-SPONSOR: DA GHETTO TYMZ MAGAZINE

Step into the realm of edutainment. The cipher began April 10th, 1993. Originally a newsletter, Da Ghetto Tymz magazine quickly became the source for African history, coupled with current events, from a young African perspective infused with the intellect Hiphop culture creates. Using ebonically laced lingo as its writing style has enabled DGT to keep its finger on the pulse of the resurrected vibe of African liberation. The primary founding of DGT is to bond the ever-widening gap between our Elders and the youth.

Da Ghetto Tymz magazine promotes African knowledge of self by way of informing the global children of Africa of our infamous past, present and developing future – again, with a Hiphop twist.

This publication reaches thousands of readers extending from New York to California, and abroad including Africa, Canada, Asia, Europe and the Caribbean. In addition, our website www.daghattotymz.com has a monthly traffic of over 2 million viewers!

WEBSITE: www.DAGHETTOTYMZ.com



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CO-SPONSOR: CONSCIOUSHIPHOP.COM

Established in 2002, ConsciousHiphop.com is a website that calls for the balance in one of Black peoples greatest creation, Hiphop. We at Conscioushiphop, Inc. acknowledge the immense power it possess' as well as the direction it has taken. We realize this craft has fallen into the wrong hands sending out an unbalanced message that affects African communities around the world.

Our intention is to be one of the vanguards of Conscious Hiphop, emulating the role African Griot's played. After all, "*It's About Takin' Responsibility, yo!*"

Website: www.CONSCIOUSHIPHOP.com



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CONTACTS

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