



# WELCOME

2025 OFFICIAL SPONSORSHIP PACKET



Glasses  
Dark  
after

CREATING  
THE WAY  
OUT

# EXECUTIVE SUMMARY

Joy A. Booker-Thornton, CEO of C2 Productions which stands for (Creating.The.Way.Out), was founded C2P in 2010 with the belief that providing participating individuals with an exceptional event experience, one that immerses them in a world of class, fantasy, and impeccable customer service, would not only exceed their expectations and influence continued support, but will ignite a perspective that could very well, change the trajectory of their lives.

Her keen sense for marketing strategies and designing concepts has positioned her to work with some of the industry's most influential companies, such as, The Right Productions, a production company that houses annual celebrity concerts at The Aretha Amphitheater in Detroit, MI. She also received accolades for producing formal Piston's Player, Andre Drummonds, 21<sup>st</sup> Birthday Celebration on The Detroit Princess Boat. Since her youth, her strong passion for outreach has been recognized by the City of Detroit. Her dedication and contribution to her community has resulted in her being honored with four Spirit of Detroit Awards.

She and her mentor and business partner, Paul Glantz, now prepare for their joint ventures which will create a plethora of benefits, such as,

- Increasing the awareness and profitability for celebrities by gaining the attraction of established record labels, sponsors and promoters.
- Increasing the diversity and revenue for participating business associates through our unique strategies which are designed to appeal to the buying power of our target demographic.
- Depositing impactful and thought-provoking messages to our consumers through our interactive and unique presentations.
- Strengthening political and business relationships both regionally and nationally.
- Reinstating the standard business models that emphasizes the integrity and respect that are essential when welcoming and serving celebrities, patrons, and business associates.

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C2 Productions (Creating.The.Way.Out), is a concept developmental production company that's designed to create concepts and strategies for the outcome to uniquely increase revenue for Celebrities, shareholders and sponsors, by providing competitive pricing for luxurious, themed concerts and events with rare celebrity features and collaborations. We also provide impactful feature opportunities to local and national business owners that have an interest in participating in Celebrity Events. With the number of uncanny circumstances that has abruptly produced a severe emotional impact within our nation, affecting the liberty of socialization and physical interactions amongst consumers, C2 Productions deems it an essential commitment to present a series of positive and sensational entertainment through the platform of concerts, events, and celebrity interviews. These platforms are strategically designed to create a plethora of benefits, such as, increasing the awareness and revenue for participating sponsors and businesses, gaining the attention and interest of established record labels and A-list celebrities, strengthen political relationships within the community, providing rare opportunities to local and regional businesses, entrepreneurs, and entertainers, igniting a participation urgency to prospect ticket buyers, impart a strong sense of desire to support the featured celebrities and sponsors, and provide preferred shares for shareholders.

JOY A. BOOKER-THORNTON

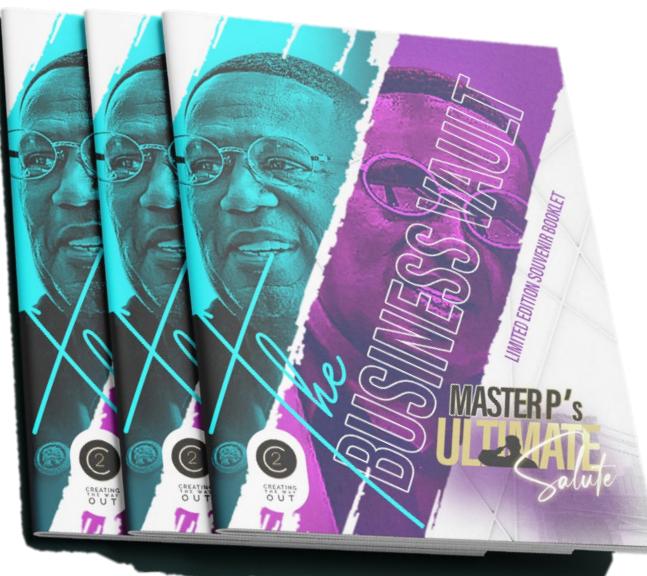


Glasses  
after  
Dark

Your advertisement is welcomed, important, and valued!

Your business has been strategically chosen as a reflection of the values and standards represented at this extraordinary celebrity event.

We sincerely appreciate your interest and are committed to giving your brand the same highlight and involvement as our featured celebrities.



You are **NOW** invited to submit your brand or promotional items to be included in



# THE BUSINESS VAULT

X

## MASTER P's ULTIMATE SALUTE

LIMITED EDITION SOUVENIR BOOKLET



 **FRIDAY, JULY 4TH – SUNDAY, JULY 6TH, 2025**

 **CAESARS SILVERDOME**  
**NEW ORLEANS, LOUISIANA**

 **Your RARE opportunity:**

Promote your business directly to **8,000+ attendees** at one of the biggest cultural festivals in the U.S.

We are preparing a **major success** for your brand with sponsorship features and marketing tools designed to deliver a **powerful ROI** — all tailored to your business goals and revenue objectives.



**MASTER P's**  
**ULTIMATE**  
*Salute*



# OUR FOCUS

## PURPOSE

C2P is on a mission to rise as a **trusted, go-to powerhouse** in the entertainment industry — and this proposal lays the foundation. By fusing the **latest technology, deep market research, and targeted marketing tools**, we're crafting a bold strategy designed to help C2P stand out, scale fast, and secure high-value opportunities. This isn't just about visibility — it's about **influence and longevity**.

We'll tap into proven systems and exclusive intel from **vetted promoters, entertainers, and industry leaders** to build a powerful project management plan that will:

- Drive **higher profits**
- Eliminate **inefficiencies and outdated practices**
- Solve **staffing challenges**
- Set a new standard for **operational excellence**

Best of all, this plan supports the kind of **strategic networking and long-term partnerships** that other businesses only dream about. C2P isn't just building a brand — we're building a movement.

## OUR VALUE PROPOSITION

At C2P, we don't just produce events — we **create unforgettable moments** where **celebrities, sponsors, and consumers** come together in meaningful ways.

We understand what each group wants — connection, exposure, excitement — and we deliver it with precision, passion, and professionalism. By focusing on real needs and authentic engagement, we're building something more than an event... we're building a **movement** that sets a new industry standard. Our approach is simple, but powerful:

- ⭐ The event concept attracts top-tier sponsors
- ⭐ The celebrities bring the spotlight
- ⭐ The experience draws in excited, loyal consumers

When these three worlds collide, **magic happens** — and that's what makes C2P the link that brings it all together.



# GET MORE CLIENTS DIRECTLY!

They've seen you on social media — NOW, let them experience your brand in a trusted environment where everything CONNECTS!

In a time when good customer service is declining and AI is rising as the new standard of engagement; consumers are now seeking credible businesses to support and patronize. **Based on our extensive research — we believe that business is YOU!**

YES! We'll be distributing 8,000 VIP Souvenir Booklets titled **THE BUSINESS VAULT X MASTER P's ULTIMATE SALUTE Limited Edition Souvenir Booklet**

to the attendees at **ESSENCE FEST 2025!**

That's **8,000** potential NEW clients!

Even if just 10% of them engage with your business, that's a powerful **800** NEW Clients! If only 1% contacted you, that's **80** NEW CUSTOMERS!

*This demographic is known to be dedicated and eager to support businesses like yours.*

## BENEFITS & FEATURES

- **Category Limit: Only 15 Businesses Per Category Will Be Accepted!**  
Examples: (15 Barbers, 15 Boutiques, 15 Home Goods, 15 Restaurants, etc.)

- ✓ **Guaranteed Placement in 8,000 Printed Souvenir Booklets**
  - Distributed to 8,000 attendees at ESSENCE FEST 2025
  - Every celebrity guest will receive a copy — giving your business VIP exposure

- ✓ **Product Samples/Presentation Access**
  - Opportunity to present product samples directly to celebrity guests

- ✓ **(2) Printed Copies of the Souvenir Booklet**
  - Shipped directly to you for your records or display
- ✓ **Custom Business Flyer Design**
  - Professionally designed to ensure **your business is well presented**
- ✓ **Personalized QR Code**
  - Featured on your flyer, directing consumers to your **website or social media pages**
- ✓ **60-Day Feature on C2P Website**
  - Your business will be promoted on [www.C2ProWins.com](http://www.C2ProWins.com) for **60 days**

If you would like to provide merchandise, products etc. to Celebrities, Please Email:  
[WeWin@C2ProWins.Com](mailto:WeWin@C2ProWins.Com)

# 3 BOOKLET FEATURES

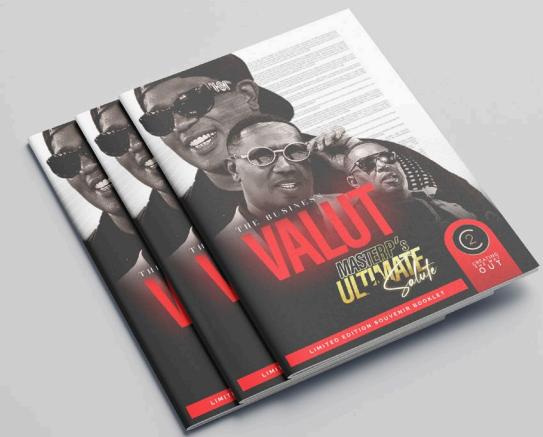
THE BUSINESS VAULT & MASTER P's ULTIMATE SALUTE



BUSINESS & SPORTS



BUSINESS & SPORTS



Participation is Welcome to Businesses  
NATIONWIDE!

### ENTERTAINMENT CATEGORY

- Apparel (Men)
- Apparel (Women)
- Art & Furniture
- Car Repair & Rentals
- Chefs
- Cleaning Supplies
- Cosmetics & Fragrances
- Children's Corner
- Credit Repair
- Dentist
- Estheticians
- Event Spaces & Air BnB
- Grant Writers & Consultants
- Hair Care (Men)
- Hair Care (Women)
- Hair Extensions & Beauty Supplies

### SPORTS CATEGORY

- Accessories
- Athletic Organizations
- Authors
- Barbers
- Beverages
- Electronics
- Event Planners &
- Décor
- Footwear (Men)
- Footwear (Women)
- Health And Wellness
- Jewelry (Men)
- Jewelry (Women)
- Massages & Spas
- Marketing Agencies
- Physicians
- Realtors
- Seasonings & Cookware
- Travel Agencies
- Home Improvement
- Restaurants
- Upcoming Events



THE  
BUSINESS  
VAULT

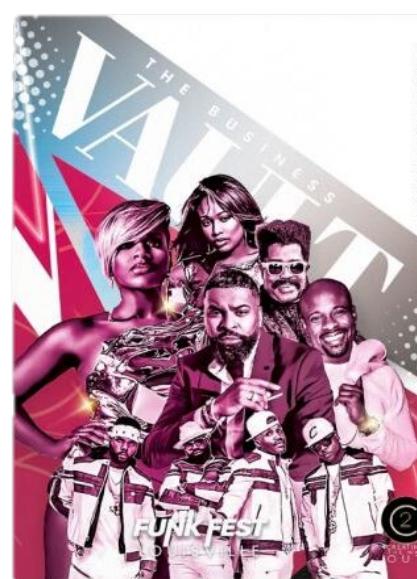
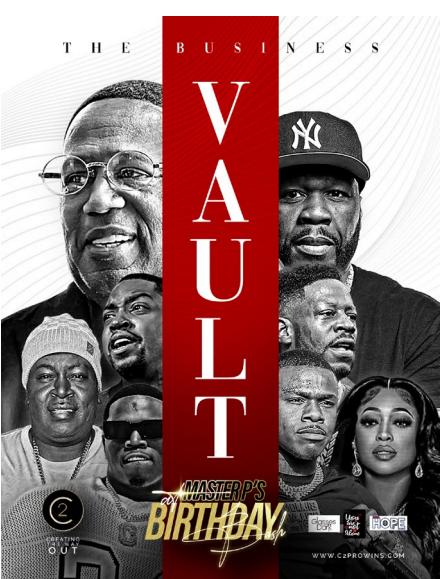
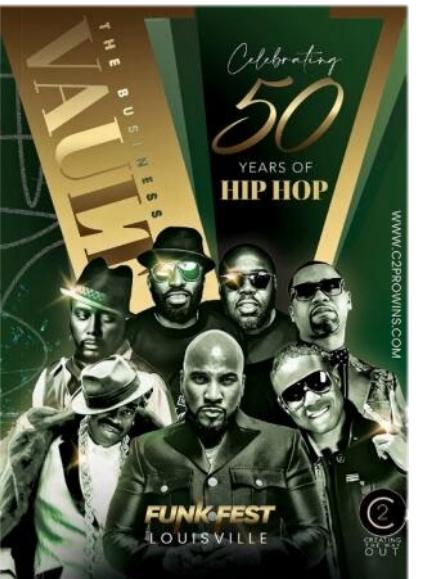


CREATING  
THE WAY  
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MASTER P's  
**ULTIMATE**  
*Salute*

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## THE C2 BUSINESS VAULT COVER DESIGNS



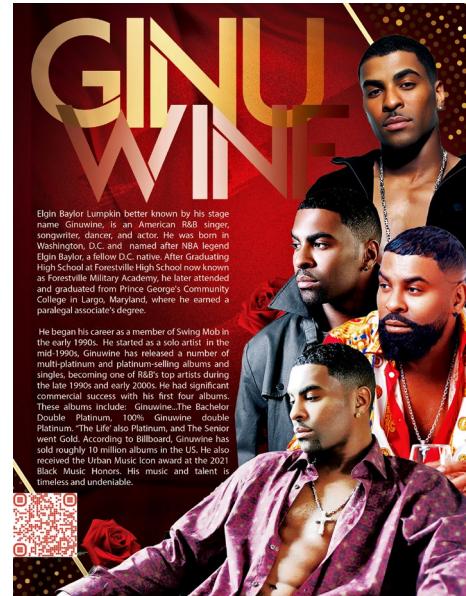
## THE C2 BUSINESS VAULT COVER DESIGNS

## QUICK PREVIEW

### PREVIOUS SOUVENIR BOOKLETS



### C2 FLYER DESIGNS



"When it comes to Jeezy, he has one of the most important mixtapes and albums in not just southern rap, but in music history. 'Rezurexxion' and 'Thug Motivation' and those are classics that are going to be heralded as top 10 or top 20 albums when we discuss hip-hop culture."

Georgia native Young Jeezy, whose real name is Jay Jenkins, moved to Atlanta at a young age and has represented the city well, says National Radio Personality Incognito.

Jeezy first signed to Def Jam back in 2004. Since then, he's released 10 studio albums, including 'Rezurexxion' and 'Thug Motivation'. He's had a number of successful singles with other artists, including 'Kanye West and Christina Aguilera's 'Run It' and 'The Game's 'The Way I Am'. The Guardian, he — along with T.I. and Gucci Mane — brought trap music into the mainstream.

Jeezy has had a successful career in the rap industry and for his impactful albums. He has made a substantial net worth because of his excellent performance in the music industry and has expanded his empire into other ventures in Real Estate.

This book is dedicated to the staggering millions of children who suffered from unimaginable trauma at the hands of Mental illness. I represent these children. Enjoy the Read, you will be blessed.

WWW.BEYONDHERPAST.COM

# Announcement Flyer

We're excited to celebrate your participation in one of the most AMAZING opportunities for Black-Owned Businesses!

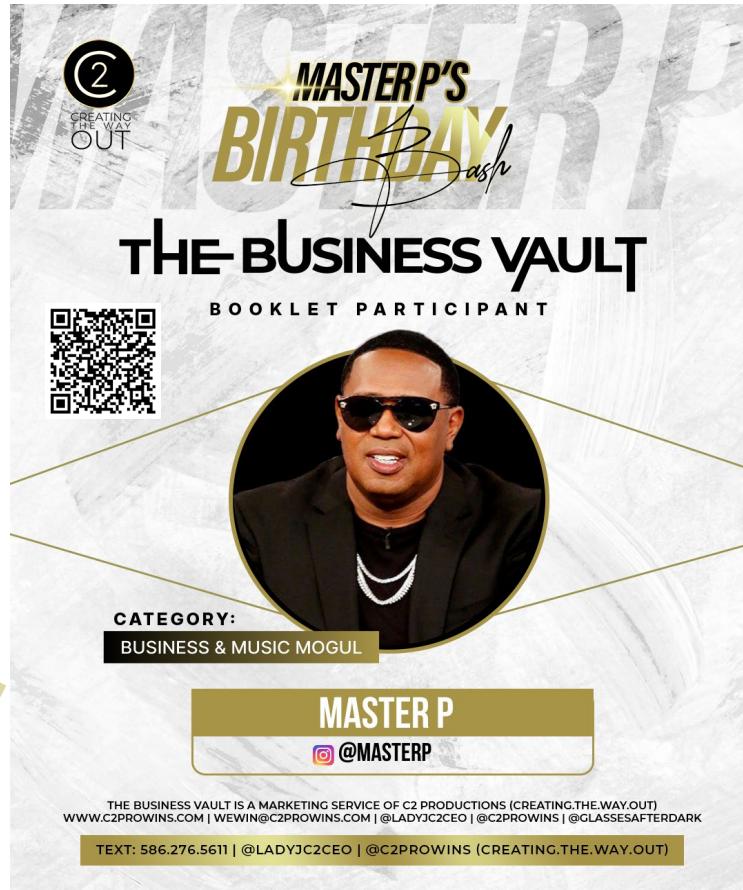
🎉 Along with your **Full-Page Ad Feature**, you'll also receive a **customized promotional flyer** to proudly share on your social media platforms.

⬇ This flyer will be delivered to you **within 24 hours** of signing up — all we need is your **logo or best photo**, and we'll handle the rest!



QR Code

Business Services



Booklet Name



4x5 SQUARE FLYER

Best Photo of Product

Social Media Name

# \$1500 THE BUSINESS VAULT x MASTER P'S ULTIMATE SALUTE

Business & Entertainment Edition Souvenir Booklet Package

## (1) Full-Page Ad Feature

In *The Business Vault x Master P's Ultimate Salute* Souvenir Booklet —Business & Sport Edition

complimentary copies distributed to:

•8,000 attendees at ESSENCE FEST 2025

•All celebrity performers & VIP guests

## (1) 8.5x11 Custom Ad Design

We'll professionally design your full-page ad to ensure quality and engagement.

## (1) 4x5 Custom Business Announcement Flyer

Tailored for your social media pages to announce your feature and participation.

## Business Spotlight on Event Page

Your announcement will be featured on our official event social media:

 [@MasterPUltimateSalute](https://twitter.com/@MasterPUltimateSalute)

## Product or Item Submission

Opportunity to send in promotional items to be presented to **Master P** and other celebrity guests.

## Personalized QR Code

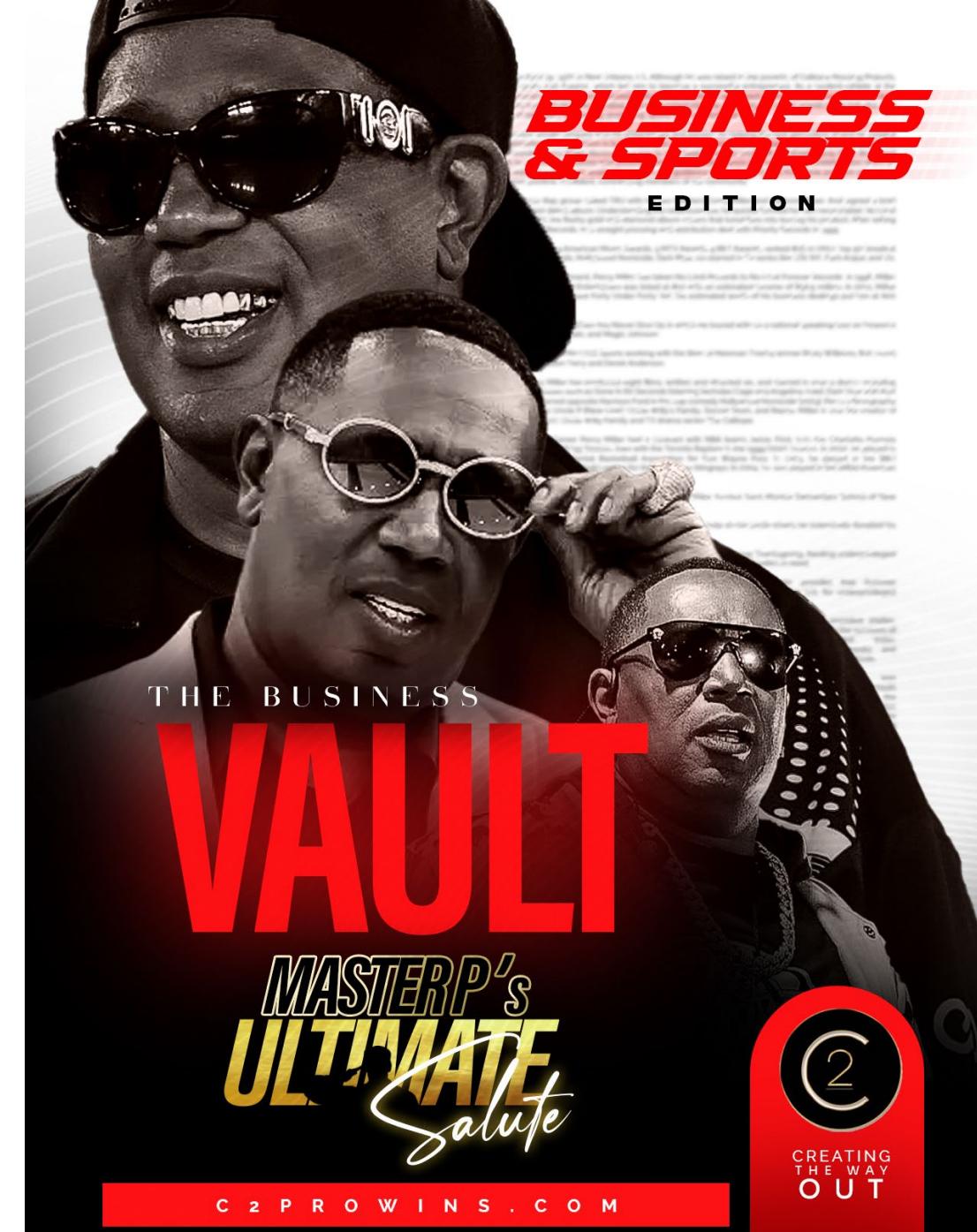
Your unique QR code will link to the **event website**, spotlighting your business and linking directly to your website, social media, or online store.

## Exclusive Discount Code Integration

Include a **25% off (or greater)** promo code in your full-page ad to drive engagement.

## 5 Complimentary Copies

Receive **5 printed copies** of the souvenir booklet shipped directly to you.



# \$1500 THE BUSINESS VAULT x MASTER P'S ULTIMATE SALUTE

## Business & Entertainment Edition Souvenir Booklet Package

### (1) Full-Page Ad Feature

In *The Business Vault x Master P's Ultimate Salute* Souvenir Booklet —Business & Entertainment Edition

complimentary copies distributed to:

- 8,000 attendees at ESSENCE FEST 2025
- All celebrity performers & VIP guests

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### 5 Complimentary Copies

Receive **5 printed copies** of the souvenir booklet shipped directly to you.



# \$2500 THE BUSINESS VAULT x MASTER P'S ULTIMATE SALUTE

Limited Edition x Sports or Entertainment Edition Souvenir Booklet Package

## (2) Full-Page Ad Features

- One Feature in the Limited Edition Business Booklet

- One in the Sports or Entertainment Edition

*Both will be professionally designed for maximum impact and brand engagement.*

## Distributed to 16,000 People Total!

- 8,000 copies of each booklet will be complimentarily distributed at ESSENCE FEST 2025

- All copies provided to celebrity performers, influencers, and VIPs

## (2) 8.5x11 Custom Ad Designs

- Eye-catching full-page ads designed for you, ensuring top-quality presentation.

## (2) 4x5 Custom Business Announcement Flyers

- Perfect for sharing across your social media platforms

## Featured Promotion on Event Social Media

- Your business flyers will be shared via the official event account:

 [@MasterPUltimateSalute](https://twitter.com/MasterPUltimateSalute)

## Business QR Code Generated

- Directs traffic to the event website with a personalized section highlighting your business, plus links to your website and socials

## Engagement-Boosting Discount Code

- Must provide a 25% or greater discount code — included in your ad to drive customer action

## 10 Printed Copies of the Souvenir Booklets

- You'll receive 5 copies of each booklet edition, shipped directly to you



**\$1500** SOUVENIR BOOKLET

BUSINESS & SPORTS EDITION

- Full Page Ad Feature
- Flyer Design Included
- Business Ad In 8,000 Booklets
- \$5k Giveaway Entry
- Celebrity Receives Booklet
- QR Code For Business
- 60 Day Feature On C2p Website
- Feature In Event Recap Video

**\$1500** SOUVENIR BOOKLET

BUSINESS & ENTERTAINMENT EDITION

- Full Page Ad Feature
- Flyer Design Included
- Business Ad In 8,000 Booklets
- \$5k Giveaway Entry
- Celebrity Receives Booklet
- QR Code For Business
- 60 Day Feature On C2p Website
- Feature In Event Recap Video

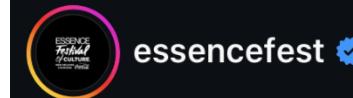
PAYMENT PLANS ARE AVAILABLE

# THE BUSINESS VAULT

**\$2500** (2) SOUVENIR BOOKLET FEATURE

LIMITED EDITION + SPORTS OR ENTERTAINMENT

- Full Page Ad Feature in 2 Souvenir Booklets
- Flyer Designs Included
- Business Ad In 16,000 Booklets
- \$5k Giveaway Entry
- Celebrity Receives Booklets
- QR Code For Business
- 60 DAY Feature On C2p Website
- Feature In Event Recap Video



*Sunday, July 6th*

# BOYZ II MEN MASTER P

FEATURING

THE NO LIMIT SOLDIERS. MIA X. SILK THE SHOKKER.  
DRU HILL. KERI HILSON & MORE

# NAS DOUG E FRESH "ESSENCE FLOWERS" JERMAINE DUPRI

A QUINCY JONES TRIBUTE FEATURING

TYRESE. ROBIN THICKE. AL B SURE. XSCAPE. MC LYTE.  
THE PHARCYDE. MOBB DEEP. & SWV.

SPECIAL SUPER LOUNGE PERFORMANCE BY

## MUNI LONG

ESSENCE **Festival** OF CULTURE  
NEW ORLEANS • LOUISIANA  
PRESENTED BY **Coca-Cola**

...





**THE BUSINESS VAULT**  
BOOKLET PARTICIPANT:

**FOR US BY US**  
**FUBU**  
**NETWORK**

CATEGORY:  
MEDIA AND SHOWS

BUSINESS NAME

**FOR US BY US NETWORK**

The image is a promotional graphic for 'Master P's Birthday' booklet participant 'THE BUSINESS VAULT'. It features a large, stylized 'BIRTHDAY' text with a signature. Below it, the text 'THE BUSINESS VAULT' is displayed in a bold, sans-serif font. Underneath that, 'BOOKLET PARTICIPANT' is written. At the bottom, there are images of Sutton's Seasoning products: a yellow bag of 'Chicken Fry', a blue bag of 'Fish Fry', and a yellow bag of 'Seasoning'. The Sutton's logo, which includes a rooster, is visible on the bags. The background is a light grey with a subtle 'BIRTHDAY' watermark.

# Master P Birthday Bash Recap With C2 Productions (Creating.The.Way.Out)

# The Business Vault Details

- Due to limited entries, Deposits are welcomed, but not required.
- Payments Plans Available:
  - Deposit Due: 50% Due Upon Sign-Up Non-Refundable (Transferable only)

**Registration Deadline - 6/20/2025**

(Unless business category slots are filled prior to date)

**SIGN UP HERE:** [SIGN UP SHEET | C2 PRODUCTIONS LLC \(C2PROWINS.COM\)](#)

For Questions and/or Comments:

Instagram: @LadyJC2Ceo | @MasterPUltimateSalute | @C2Prowins

Email:WeWin@C2ProWins.Com | Phone: 586.276.5611



CREATING  
THE WAY  
OUT