

WELCOME



Official Sponsor Overview | 2026

A C2 Productions Presentation

C2 PRODUCTIONS

CREATING THE WAY OUT

Event Concept Development and Marketing/Strategy Company



JOY A. BOOKER-THORNTON

FOUNDER



This contents of this presentation is the property of C2 Productions (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, 21st 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

OUR FOCUS

C2 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, **blessings happens** — and that's what makes C2P the link that brings it all together.





OFFICIAL OVERVIEW



C2 Productions Presents

SPLIFFSTAR'S LIVE LIFE

Birthday Gala

BY C2 PRODUCTIONS
(CREATING.THE.WAY.OUT)

WELCOME

C2 Productions is honored to invite you to attend “*SPLIFF STAR’S LIVE LIFE Birthday Gala*”—an elegant Black-Tie birthday celebration dedicated to giving flowers to Spliff Star for his remarkable legacy and years of being a pillar to Busta Rhymes, while simultaneously spotlighting the unique products, exceptional quality, and premier services of businesses across the corporate, entertainment, and sports industries.

This exclusive evening will unite celebrity culture with elite brand exposure, creating a powerful platform where influence, excellence, and innovation meet in one unforgettable experience.

With a targeted audience of ages 30–65 and a record-breaking capacity of 4,000 attendees, your investment will not only elevate your brand’s visibility but position you alongside high-level celebrity partnerships, premium networking opportunities, and meaningful engagement with a sophisticated and influential audience.

We look forward to partnering with you in this iconic celebration of legacy, excellence, and elevated lifestyle.



AGENDA

- EVENT INTRODUCTION
- TICKET LEVELS & FEATURES
- PURPOSE
- CELEBRITY GUEST LINE UP
- SPONSOR FEATURES
- CONTACT





C2 Productions Presents
**SPLIFF STAR'S
LIVE LIFE BIRTHDAY GALA**

Wednesday, April 22nd, 2026 | 7pm - 2am | Doors 6pm | 30 & Up

INDUSTRY CITY

521 2nd Ave, Brooklyn, NY 11232

Tentative Performances & Hosting By

BUSTA RHYMES | BUN B | ONYX | BOBBY SHMURDA
TWEET MARC | NELSON TARAL HICKS | LANCE GROSS | SCRAPPY
DOUG E. FRESH | DAVID BANNER | VANESSA SIMMONS
DREW SIDORA | SHAWNNA | LAWRENCE ROBINSON
BRIAN HOOKS | TRISTIAN FAZEKAS | TYLER LEPLLEY
WOODY MCCLAIN



Spliff Star's Confirmed Guest



**BUSTA
RHYMES**

PERFORMER



PERFORMER
BUN B



PERFORMER
**DOUG E.
FRESH**



PERFORMER
**STICKY
FINGAAZ**



**FREDRO
STARR**
PERFORMER

Spliff Star's Confirmed Guest



PERFORMANCE
SCRAPPY



TWEET
PERFORMER



PERFORMER
BOBBY SHMURDA



SHAWNNA
PERFORMER



TYLER LEPLEY
HOST

Spliff Star's Confirmed Guest



HOST

**LAWRENCE
ROBINSON**



**VANESSA
SIMMONS**

HOST



HOST

WOODY MCCLAIN



DREW SIDORA

HOST



HOST

**LANCE
GROSS**

Spliff Star's Confirmed Guest



HOST

**BRIAN
HOOKS**



**MARC
NELSON**
PERFORMER



**TARAL
HICKS**
HOST

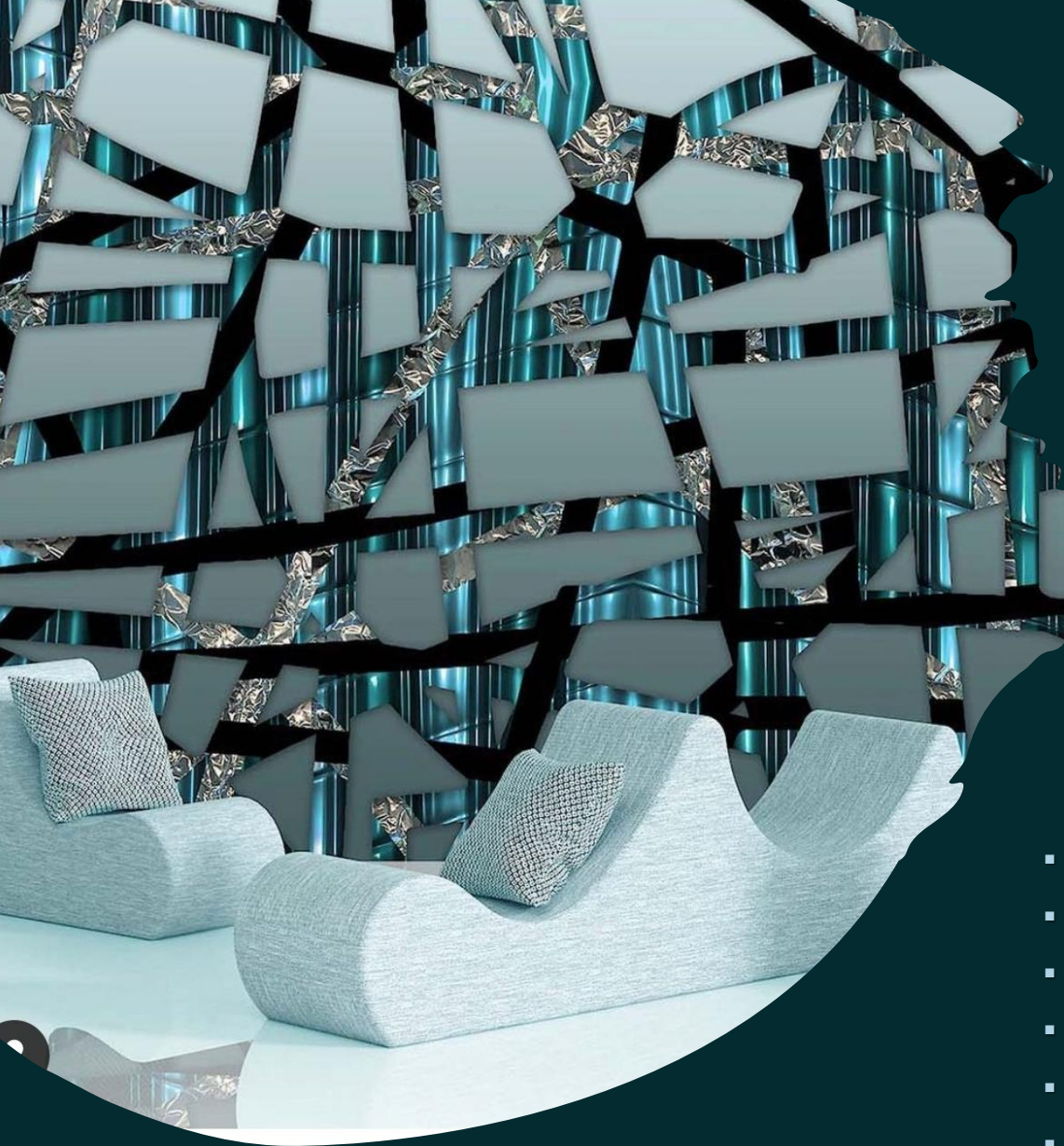


DJ SELF

HOST



HOST **TRISTAN
FAZEKAS**



EVENT FEATURES

- CELEBRITY HOSTING
- CELEBRITY PERFORMANCES
- ILLUMINATING DÉCOR SETUPS
- GOLD CARPET MEDIA INTERVIEWS
- MODEL SHOWCASING
- BLACK OWNED VENDORS
- VIP HIS & HER GIFT BAGS
- VALET PARKING & SHUTTLE SERVICES
- MEET & GREET
- DETROIT PERFORMANCES
- C2 CHRISTMAS RAFFLE
- LIVE DANCERS
- EXQUISITE CATERING & FOOD VENDORS
- C2 BUSINESS VAULT
- CONCIERGE SERVICES



CREATING
THE WAY
OUT

EMAG/NE
THE MAGIC OF MOVIES & MORE

Actual Venue (Outdoor Space)

X

Customized Vendor & Celeb Booths



PARTICIPATION FEATURES

- Feature in The Business Vault Souvenir Booklet
- Business Features in the hands of up to 4000 attendees and Celebrities.
- Custom 8.5x11 Flyer Design for Booklet
- 4x5 Participation Announcement Flyer
- QR Code feature for desired Business Link

PAYMENT PLANS ARE AVAILABLE

- QR Code feature for desired Business Link
- Announcement Feature on all Event Pages
- 60 DAY Feature On C2p Website
- Feature In Event Recap Video
- 2 Complimentary VIP Tickets

THE BUSINESS VAULT SOUVENIR BOOKLET

CELEBRITY CULINARY ACCESS PACKAGE

VENDING (PRODUCTS & APPAREL)

VENDING & GRATITUDE PRESENTATIONS

GRATITUDE PRESENTATIONS

RETRACTABLE & TIE UP BANNER FEATURE

DIGITAL SCREEN FEATURE

THE ULTIMATE PACKAGE

PREMIUM CULINARY VENDOR

EVENT CULINARY & CELEBRITY PRESENTATIONS

*Gift Bag
Feature*



In-Kind Gift Bag Feature

Showcase your brand directly in the hands of up to 4,000 select attendees through exclusive swag bag placement. Your products or promotional materials will be distributed at the conclusion of the evening to VIP ticket holders, celebrity guests, and event staff — ensuring your brand reaches high-value recipients. Swag bags will feature tangible highlights from participating businesses and artists, including (but not limited to):

- Product samples
- Vouchers & gift certificates
- Hair & beauty products
- Beverage Samples
- Apparel
- Electronics

MUST PROVIDE 100 ITEMS (not beverages) minimum and Receive:

- Samples Provided in Celebrity Guests Gift Bags
- Full Page Ad Feature in The Business Vault Souvenir Booklet (\$1500 Value)
- (1) 8.5x11 Custom Ad Design
- (1) 4x5 Custom Business Announcement Flyer
- Exclusive Discount Code Integration
- 5 Complimentary Copies



THE BUSINESS VAULT FEATURE IS INCLUDED IN ALL PACKAGES.

UNLIMITED CATEGORIES

- 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
- Credit Repair
- Dentist
- Estheticians
- Event Spaces & Air BnB
- Grant Writers & Consultants
- Hair Care (Men)
- Hair Care (Women)
- Hair Extensions & Beauty Supplies
- Physicians
- Realtors
- Seasonings & Cookware
- Travel Agencies
- Home Improvement
- Restaurants
- Upcoming Events
- Hair Salons & Stylist
- Nail Technicians
- Skin Care (Men)
- Skin Care (Women)
- Upcoming Events

THE BUSINESS VAULT

X

SPLIFF STAR
Birthday
G A L A



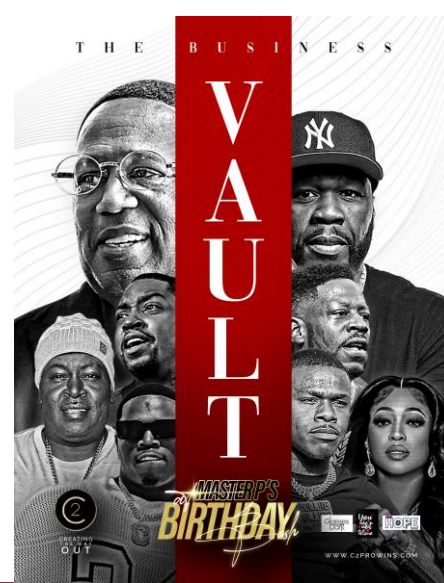
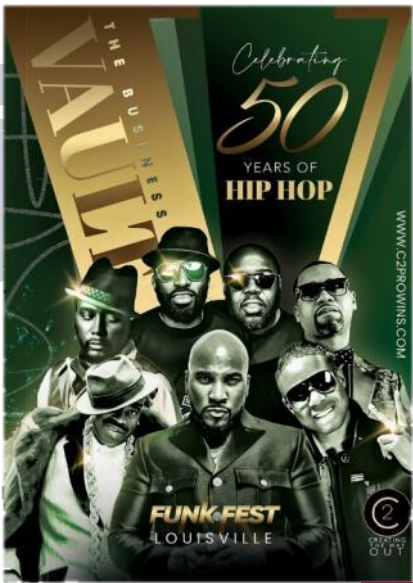
Glasses
after
Dark







THE C2 BUSINESS VAULT COVER DESIGNS



THE C2 BUSINESS VAULT COVER DESIGNS

PREVIOUS SOUVENIR BOOKLETS

QUICK PREVIEW

C2 FLYER DESIGNS

GOODNESS Collection
By Y. Dre
25% OFF ENTIRE PURCHASE
 PROMO CODE: FUNKFEST23

PLANT-BASED HAIR CARE
 CREATED FOR ALL HAIR TYPES & TEXTURES

@GOODNESSCOLLECTION9 GOODNESSCOLLECTION9.COM
 SUPPORT@GOODNESSCOLLECTION9.COM

dro.

Platinum-selling artist, Grammy-nominated rapper, actor, entrepreneur, community advocate, and philanthropist — is a multifaceted force whose influence extends far beyond music. Bursting onto the scene with the 2001 smash hit "Shoulder Lean," Young Dro quickly cemented his place as a cornerstone of Southern hip-hop. As a longtime collaborator with T.I. and Gucci Mane, Dro brought a charismatic blend of lyrical wit and Atlanta swagger that shaped a generation and solidified his legacy in the culture.

Beyond the spotlight, Young Dro is the founder of *It Still Takes a Village* — a nonprofit organization dedicated to uplifting at-risk youth, underserved families, and entire communities through mentorship, educational outreach, and life skills development. With a powerful focus on mental health awareness, violence prevention, and second chances, Dro is using his platform to disrupt cycles and build futures. His mission is clear: real success is measured not by fame or fortune, but by the lives you impact along the way.

From platinum releases to powerful purposes, Young Dro proves that reinvention is possible — and that you can be both a star and a servant to your community.

WWW.BEYONDPAST.COM

BEYOND HER PAST
 SHAUN K. REEVES
 A compelling survival Memoir "Your Health is your Greatest Wealth"

SOLD IN DECORATIVE HARDCOVER AND PAPERBACK

SOLD ON amazon BARNES & NOBLE

Beyond her past, is a true compelling survival memoir. A full transformation from dark to light from sickness to health.

Growing up in a family plagued with Mental illness until God gave her the strength, power, and courage to break the cycle. The devil couldn't win with this child of The Most High.

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.BEYONDPAST.COM

GINU WILU

Elgin Baylor Lumpkin better known by his stage name Ginuwine, is an American R&B singer, songwriter, dancer, and actor. He was born in Washington, D.C. and named after NBA legend Elgin Baylor, a fellow D.C. native. After Graduating High School at Forestville High School now known as Forestville Military Academy, he later attended and graduated from Prince George's Community College in Largo, Maryland, where he earned a paralegal associate's degree.

He began his career as a member of Swing Mob in the early 1990s. He started as a solo artist in the mid-1990s. Ginuwine has released a number of multi-platinum and platinum-selling albums and singles, becoming one of R&B's top artists during the late 1990s and early 2000s. He had significant commercial success with his first four albums. These albums include: Ginuwine: The Bachelor (Double Platinum, 100% Ginuwine), Double Platinum, "The Life" also Platinum, and The Senior Year. Gold. According to Billboard, Ginuwine has sold roughly 10 million albums in the US. He also received the Urban Music Icon award at the 2021 Soul Music Honors. His music and talent is timeless and undeniable.

Jeazy

Close friend and legendary DJ Drama revealed how Jeazy has changed the rap game, popular culture, fashion and changed the direction of hip-hop.

When it comes to Jeazy, he has one of the most important rappers and albums in not just southern rap music, but in hip-hop in general," he said. "We talk about 'Trap or Die' and 'Trap Motivation' and those are classics that are going to be heralded as top 10 rap albums when we discuss hip-hop 20."

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

Jeazy first signed to Def Jam back in 2004. Since then, he's released four studio albums — with the latest being 2021's "The Jeazyman 2." He's had a number of successful singles with other artists, including Akon, Kanye West and Christina Milian. He's a multi-platinum selling artist, and according to The Guardian, he — along with T.I. and Gucci Mane — brought trap music into the mainstream.

Jeazy has made a successful career in the rapping industry and is known for his impactful albums. He has made a substantial net worth because of his excellent performance in the music industry, his partnerships in beverage brands and his recent ventures in Real Estate.

Your Own Participation Flyer

YOUR 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!

THE BUSINESS VAULT

Booklet Name

Best Photo of Product



QR CODE

Social Media Name

Business Services



4x5 SQUARE FLYER

THE BUSINESS VAULT IS A MARKETING SERVICE OF C2 PRODUCTIONS (CREATING.THE.WAY.OUT)
WWW.C2PROWINS.COM | WEWIN@C2PROWINS.COM | @LADYJC2CEO | @C2PROWINS | @GLASSESATERDARK

\$1500 THE BUSINESS VAULT x SPLIFF STAR's LIVE LIFE BIRTHDAY GALA

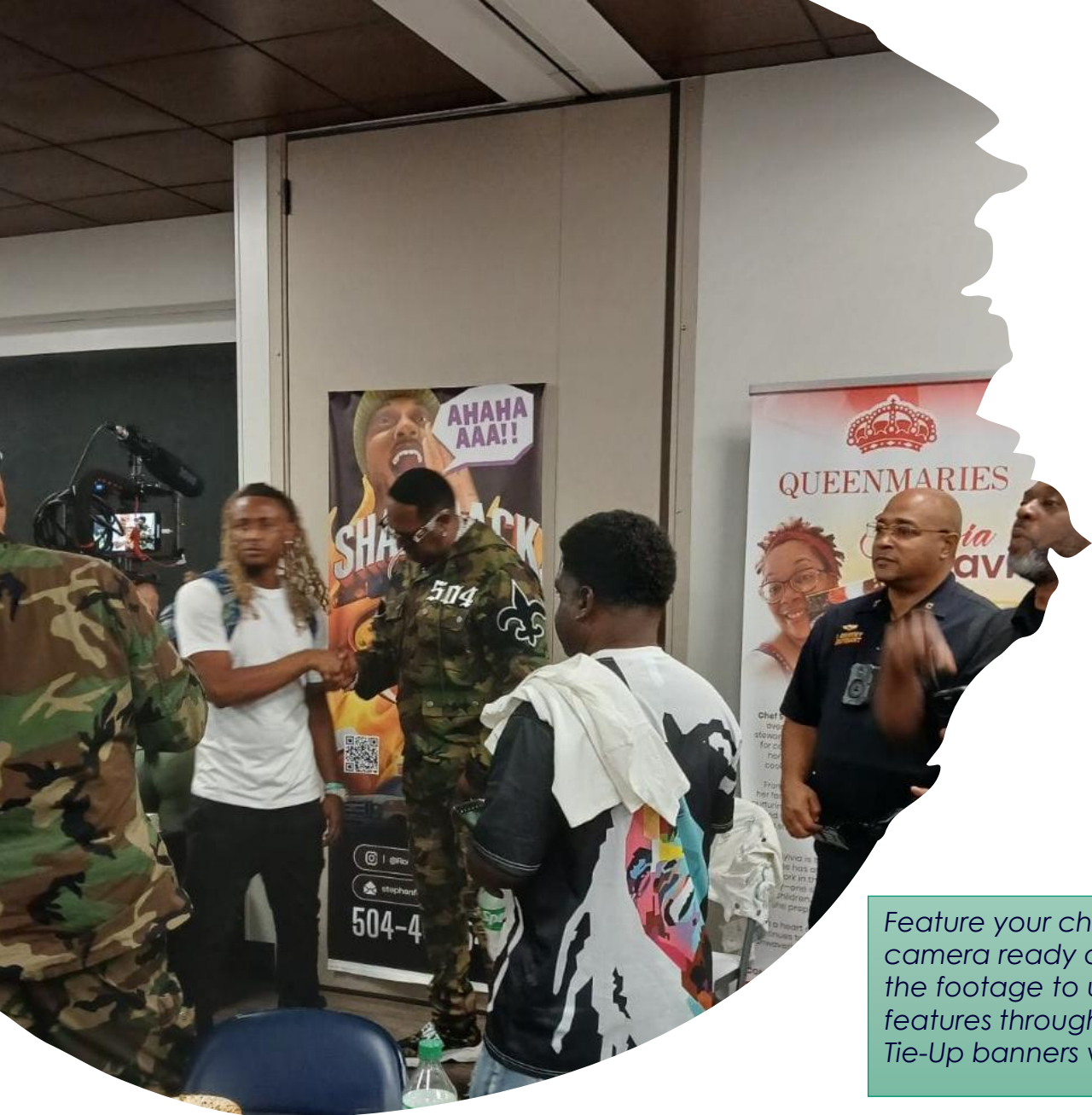
Souvenir Booklet Package

- ✓ (1) Full-Page Ad Feature
The Business Vault x SPLIFF STAR's LIVE LIFE BIRTHDAY GALA Souvenir Booklet
 - Complimentary copies distributed to:
 - Up to 4,000 attendees at SPLIFF STAR's LIVE LIFE BIRTHDAY GALA 2026
 - 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 Participation Announcement Flyer
Tailored for your social media pages to announce your feature and participation.
- ✓ Business Spotlight on Event Page
Your announcement participation flyer will be featured on our official event social media:

 @SPLIFFSTARBIRTHDAYBASH @LADYJC2CEO | @SPLIFFSTAR_MRLEWIS @C2PROWINS

- ✓ Product or Item Submission (Gift Bag Feature)
Opportunity to send in promotional items to gift bags.
- ✓ 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.

Payment Plans Available



Retractable Banner Feature

Feature your choice of A retractable banner or tie up banner for all to see! We will have camera ready attendees pose with your business banner and will provide you with copies of the footage to utilize for your own promotional usage. There will only be a total of 30 banner features throughout the venue, so don't hesitate on this exclusive feature! Both Retractable & Tie-Up banners will be featured in high traffic areas.

\$1350 Retractable Banner Feature

Tie-Up Banner Placement

Custom Tie-up Banners will elegantly trim railings and select wall spaces throughout the venue, ensuring high visibility in key traffic areas.

Retractable Banner Placement

Retractable Banners will be strategically stationed in premier locations, including bar and premium/VIP areas, maximizing brand exposure throughout the evening.

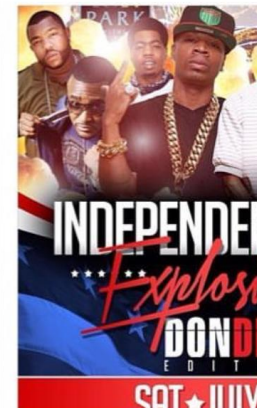
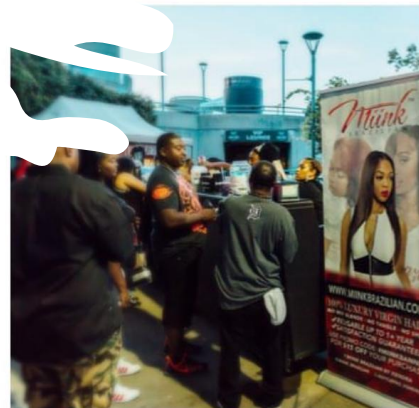
Model Photo Activation

Professional models will engage with attendees and capture branded photos, creating organic visibility and social media moments connected to your brand.

Includes:

- Three (3) Retractable Banner Features - Size 33" x 81"
- 1 Tie Up Banner
- Professional Banner Design & Printing Included
- Full Page Ad Feature in The Business Vault Souvenir Booklet (\$1500 Value)
- Prime Placement - Bar or Premium Areas
- Photo Confirmation - Images emailed post-event
- 4x5 Custom Announcement Flyer Design
- Gift Bag Feature Included
- Two (2) VIP Tickets to Event (\$400 Value)

Payment
Plans
Available



Position your brand everywhere that matters. This elite, full-venue takeover delivers unmatched visibility across every major digital surface—from entrance to main stage—ensuring constant exposure to attendees, celebrities, media, and VIP guests all night long.

*Ultimate Digital
Advertisement*



Payment
Plans
Available

\$1200 ULTIMATE DIGITAL FEATURE PACKAGE

FULL VENUE DIGITAL COVERAGE

- ❖ FEATURED ACROSS 10+ DIGITAL SCREENS
- ❖ VIDEO WALLS & KIOSKS

- ❖ PLACEMENT ON (3) JUMBO VIDEO TRUSS DISPLAYS
- ❖ MAIN STAGE JUMBOTRON FEATURE FOR MAXIMUM IMPACT

❖ VIDEO WALLS & KIOSKS

❖ MAIN STAGE JUMBOTRON FEATURE FOR MAXIMUM IMPACT

HIGH-FREQUENCY AD ROTATION

- 20+ rotations throughout the event
- Continuous visibility across a + hour window
- Strategic placement in **high-traffic & VIP areas**, including the **Gratitude Presentation Room**

PREMIUM VIDEO & CONTENT DISPLAY

- 30-Second Commercial on Main Stage Jumbotron
- 15–30 Second Ads across all digital screens (visual format)
- Custom 30-Second Commercial Production Available

CREATIVE & BRANDING SUPPORT

- (2) Custom Flyers + (1) Logo Design Included
- Professional formatting for all screen placements



CONTENT CAPTURE & POST-EVENT ASSETS

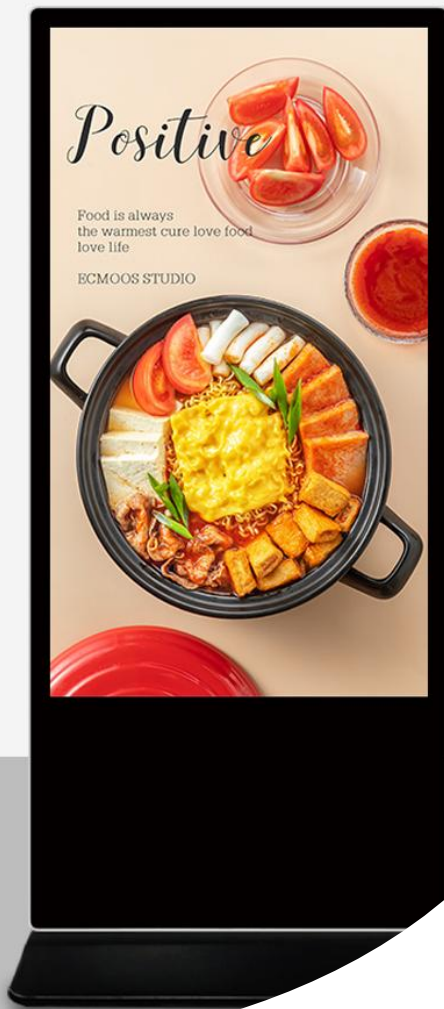
- Professional photos of your ad in action with attendees
- Post-event media delivery for your marketing use
- Jumbotron feature recording delivered within 72 hours

THE BUSINESS VAULT FEATURE

- Full-Page Ad in *The Business Vault Souvenir Booklet*
- Custom 8.5x11 Flyer Design
- 4x5 Participation Announcement Flyer

BONUS INCLUSIONS

- 2 VIP Event Tickets (\$400 Value)
- Gift Bag Feature Inclusion
- Includes Business Vault Visibility Benefits (\$1500 Value)



DIGITAL SCREEN ADVERTISEMENT

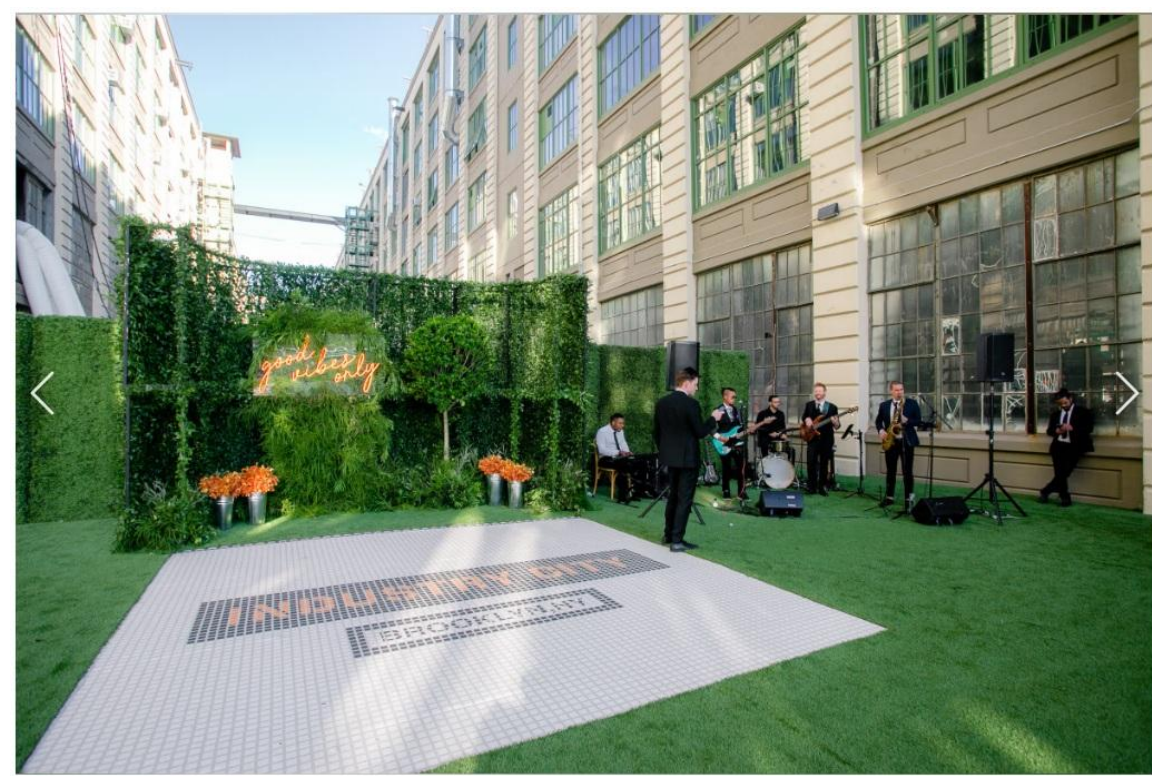
AMPLIFY YOUR BRAND VISIBILITY ACROSS THE ENTIRE VENUE WITH PREMIUM DIGITAL EXPOSURE THROUGHOUT THE EVENING.

DIGITAL SCREEN BENEFITS

- **Flyer & Logo Feature Across 10 Digital Screens Strategically Placed Throughout The Venue**
- **Continuous Display Of Your Flyer And Logo Throughout The Evening**
- **(2) Custom-designed Digital Flyers Optimized For Screen Placement**
- **(1) Professional Logo Design Included**
- **Strategic Screen Positioning In High-traffic Areas, Including The Gratitude Presentation (GP) Area**
- **Ad Rotation +20 Times Throughout The Event**
- **Professional Photos Captured Of Your Ad With Event Attendees**
- **Post-event Photo Confirmation Provided For Brand Documentation And Marketing Use**

Feature your promo flyer on 10+ Digital Screens. Your promo flyer ad will be featured for 20secs and will rotate a minimum of 18x in a 6hr Period. Patrons will take photos with the Screen while featured on your ad and we'll send a copy of the footage that you can use for your own promotional usage. This feature is solely for branding purposes! This feature is to strengthen the momentum relationship with your social media supporters, via Instagram, Website, Twitter Etc.

Payment
Plans
Available



Jumbotron, Video Wall & Stage Advertisement

Amplify your brand visibility with premium placement across to over 10 video walls and video truss displays throughout the venue. Your 15-second promotional commercial (visual only, no audio) will rotate up to 20 times during the evening, ensuring consistent exposure to attendees, celebrities, media, and VIP guests.

Stage Feature (Outdoor Space)

Features

- Feature on (10) Video Walls, (10) Digital Screens & (1) Stage Video Wall
- (1) Customized 30 Sec Commercial of your brand (visual only, No sound)(Sound will be included in Final Version)
- (1) 15-second promotional video (visual only, No sound)
- Rotates more than 20 times throughout the night
- Photo confirmation emailed post-event

MEET & GREET/GP ROOM



\$2500 GRATITUDE PRESENTATIONS

Present Your Apparel, Jewelry, Products and Brand For Direct Presentations To Celebrity Talent And VIP Guests Through A Curated Gifting And Sales Experience Within The Event.

Package Includes:

- Customized Table Setup for gifting and selling products directly to celebrity guests and VIP attendees
- Branded Cloth Design, including custom-designed Cloth
- Shelving & Display Accommodations provided as needed
- Celebrity Access & Engagement
- Two (2) Gratitude Presentation (GP) Passes
- Two (2) VIP Tickets (\$400 Value)

Operational Support:

- High-Speed Internet Access
- Two (2) Seating Chairs
- Disposal Container
- Seven (7) Hours of Vendor Access

Brand Extension

- The Business Vault Feature (\$1500 Value)
- Two (2) VIP Gift Bags for our appreciation for you.

Payment
Plans
Available





Vendor Booths

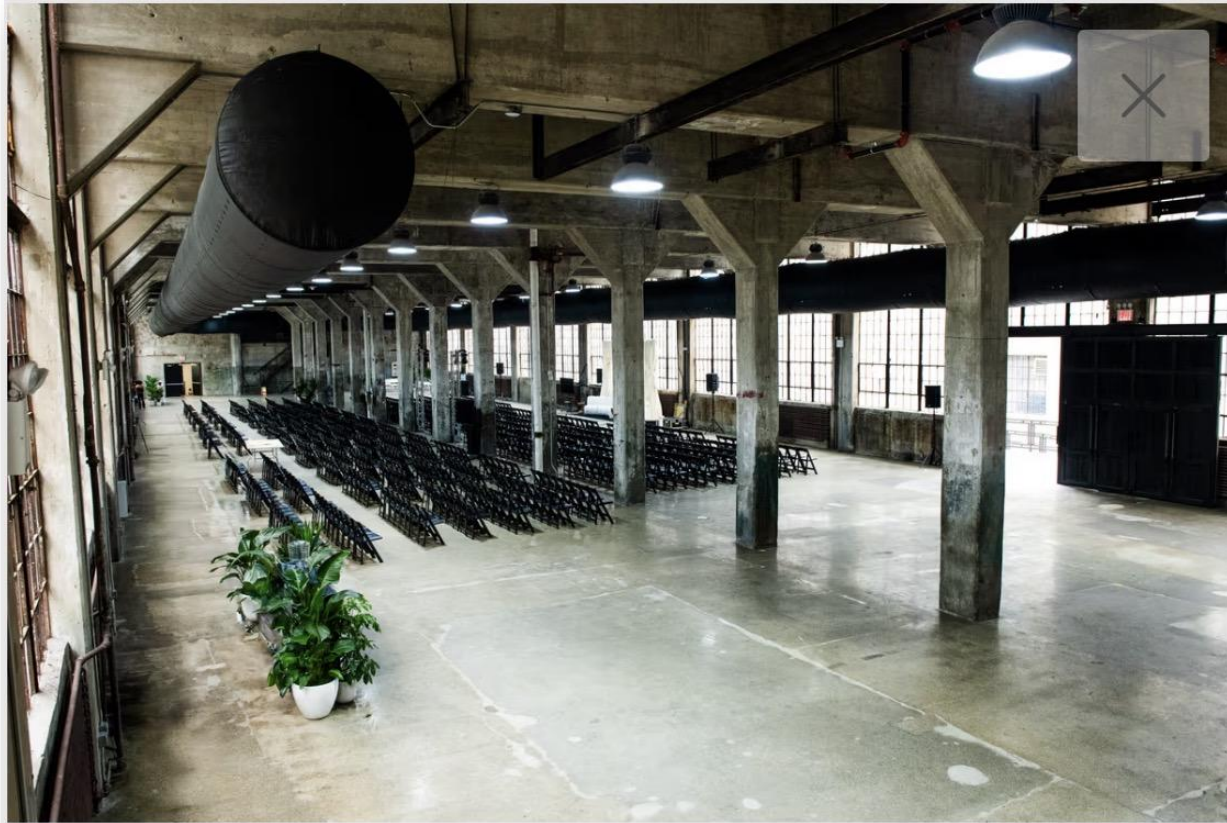
LIMITED AVAILABILITY

PHOTO OF EXACT VENUE

Actual Venue (Indoor Space)

X

Customized Vendor Space Sneak Peak



\$3500 Vending Feature

1. (1) Customized Built 20 x10 Vendor Booth
2. Sell Products, Brand or Apparel to up to 4000+ Attendees.
3. Shelving provided as needed
4. Branded, custom-designed wallpaper displays on booth walls
5. Four (2) Vendor Passes
6. Four (4) VIP Passes (\$800 Value)
7. Assigned Promotional Assistant to Direct Guests to Your Booth
8. Assigned Photographer/Videographer for recap footage
9. High-speed Internet Access
10. Seating Chairs
11. Disposal Container
12. Professional Lighting for optimal presentation
13. Seven (7) Hours of Vendor Access
14. Two (2) VIP Gift Bags
15. The Business Vault Feature (\$1500 Value)
16. Digital Screen Feature (\$1200 Value)

Payment
Plans
Available



\$5000 Vending & GP Feature

1. Ability to Provide items to Celebrity Guest
2. (1) Customized Built 20 x10 Vendor Booth
3. Sell Products, Brand or Apparel to up to 4000+ Attendees.
4. Shelving provided as needed
5. Branded, custom-designed wallpaper displays on booth walls
6. Two (2) Vendor Passes
7. Two (2) Meet & Greet Staff Passes (\$2000 Value)
8. Two (2) Elite Passes (\$600 Value)
9. Assigned Promotional Assistant to Direct Guests to Your Booth
10. Assigned Photographer/Videographer for recap footage
11. High-speed Internet Access
12. Seating Chairs
13. Disposal Container
14. Professional Lighting for optimal presentation
15. Seven (7) Hours of Vendor Access
16. Two (2) Elite Gift Bags for our appreciation of you
17. The Business Vault Feature (\$1500 Value)
18. Digital Screen Feature (\$1200 Value)

Payment
Plans
Available



Vendor Booth Highlights

Exclusivity & Placement

Vendor participation is strictly limited to 30 brands maximum (excluding catering and beverage partners) to ensure optimal visibility, traffic flow, and sales opportunity for each business.

Each business category is capped at four (4) brands, minimizing competition and maximizing individual brand impact

Operational Standards

- Vendors must maintain sufficient inventory to operate seamlessly throughout the full 7-hour event duration
- Additional inventory should be stored discreetly to preserve a clean, elevated presentation
- Vendors are required to extend a minimum 10% guest incentive, with pricing structured accordingly

Vendor Readiness Checklist

- Dressy/Formal Attire aligned with the upscale event environment
- Professional Shopping Bags for customer purchases
- Product Packaging (boxes for hats, footwear, etc., where applicable) Receipt Capability for all transactions
- Ability to accept both cash and card payments
- Hangers for apparel display and organization

VIP CONCIERGE PURCHASE & COLLECTION

To elevate the guest experience, we offer a white-glove concierge service:

- Purchases can be securely held at the time of sale and conveniently retrieved at the conclusion of the evening. This allows guests to enjoy the event hands-free, while their items are professionally managed and safe guarded.
- Our team will provide all necessary support to ensure this process is seamless, secure, and efficient for both vendors and guests.

Private Celebrity Catering Access

- Exclusive opportunity to provide chef or catering services for one (1) celebrity in their hotel suite (first-come, first-served selection)

High-Volume Service Opportunity

- Serve up to 500 event guests, with exclusive access to cater celebrity talent inside the private Gratitude Presentation Room

Premium Vendor Presence & Experience

- 20 x 20 Prime Vendor Space positioned for maximum visibility and guest engagement
- Two (2) Custom-Built Service Booths designed to accommodate both celebrity and attendee interactions
- Fully Branded Booth Design, including custom wallpaper backdrops tailored to your brand
- Shelving & Setup Customization provided as needed

Dedicated Support & Content Creation

- Personal On-Site Assistant assigned to support your activation
- Professional Photographer & Videographer capturing

branded content, celebrity interactions, and customer testimonials for post-event marketing use

ACCESS & NETWORKING PRIVILEGES

- Two (2) Vendor Staff Passes
- Two (4) Meet & Greet Passes for direct access to celebrity and VIP networking opportunities
- Two (2) Elite Tickets (\$600 Value)

Operational & Production Support

- High-Speed Internet Access
- Professional Lighting for enhanced presentation
- Seating, Disposal, and Essential Setup Elements included
- Seven (7) Hours of Full Vendor Access for setup, service, and breakdown

Brand Visibility & Amplification

- Feature in The Business Vault (\$1500 Value)
- Digital Screen Placement throughout the venue (\$1200 Value)
- Two (2) VIP Gift Bags for our appreciation to you.



Elite Culinary & Celebrity Access Vendor Package – In-Kind Sponsorship

\$3500 Premium Culinary Vendor Experience Package

- Full Sales Rights to offer and sell food directly to event guests
- 20 x 10 Premium Vendor Space designed for high visibility and guest flow
- (1) Customized Service Booth to efficiently accommodate both celebrity and general guest experiences
- (2) Custom-Branded Booth Design, including professionally designed wallpaper backdrops
- Shelving & Setup Accommodations provided as needed
- Dedicated On-Site Support, including one assigned assistant to help manage your station
- Professional Photographer & Videographer assigned to capture branded content, guest interactions, and recap footage for your marketing use
- Two (2) Vendor Passes
- High-Speed Internet Access
- Professional Lighting to enhance presentation and brand visibility
- Seating, Waste Disposal, and Essential Setup Elements included
- Seven (7) Hours of Full Vendor Access for setup, service, and breakdown
- Brand Amplification Features:
 - ✓ Inclusion in The Business Vault (\$1500 Value)
 - ✓ Digital Screen Feature throughout the venue (\$1200 Value)
 - ✓ Two (2) VIP Gift Bags for Our Appreciation to you.
 - ✓ Two (2) VIP Tickets to Event (\$400 Value)

Payment
Plans
Available

Note: COI's will be requested on April 9th 2026



\$5000 Celebrity Culinary Access Package

Payment
Plans
Available

Private Celebrity Catering Opportunity

- Exclusive access to provide chef or catering services for one (1) celebrity in their hotel suite (*first-come, first-served selection*)

Elite Guest Catering Access

- Provide catering services exclusively to **10+ celebrities and VIP guests** within the private *Gratitude Presentation Room*

Premium Vendor Presence

- **20 x 10 Premium Vendor Space** strategically positioned for visibility and flow
- **One (1) Customized Service Booth** designed to accommodate both celebrity and attendee engagement
- **Custom-Branded Booth Design**, including professionally designed wallpaper backdrops
- **Shelving & Setup Customization** provided as needed

Support & Content Capture

- **Dedicated On-Site Assistant** assigned to support your activation
- **Professional Photographer & Videographer** capturing branded moments, guest interactions, and recap footage for your marketing use

Access & Networking

- **Two (2) Vendor Staff Passes**
- **Two (2) Meet & Greet Passes** for direct access to celebrity and VIP environments (\$2000 Value)
- **Two (2) Elite Tickets** to event (\$600 Value)

Operational Support

- High-Speed Internet Access
- Professional Lighting for enhanced presentation
- Seating, Disposal, and Essential Setup Elements included
- **Seven (7) Hours of Full Vendor Access** for setup, service, and breakdown

Brand Visibility & Amplification

- Feature in **The Business Vault** (\$1500 Value)
- **Digital Screen Placement** throughout the venue (\$1200 Value)
- Receive **Two (2) Elite Gift Bags** for our appreciation to you.

THE ULTIMATE PACKAGE



\$10,000 Ultimate Package

Position your brand at the center of attention with a custom 10x12 Step & Repeat backdrop, prominently displayed alongside the official C2 Productions branding—creating a high-visibility moment where culture, media, and influence intersect.

Your brand becomes the photo destination of the evening, as celebrities, media, and distinguished guests capture and share moments in front of your backdrop—driving both real-time exposure and lasting digital impressions.

Package Includes:

- Custom 10x12 Branded Step & Repeat Design tailored to your brand identity
- High-Quality Professional Printing for a polished, luxury finish
- Full Setup & Installation handled by our production team
- Red Carpet Experience, featuring an elegant carpet runner
- Celebrity & Media Photo Opportunities directly in front of your branded backdrop
- Also Includes: **Extended Brand Visibility**
- Gratitude Presentations Feature (\$2500 Value)
- Retractable Banner Placement within the venue (\$1350 Value)
- Vendor Feature Integration (\$3500 Value)
- Digital Screen Placement across the event space (\$1200 Value)
- Inclusion in The Business Vault (\$1500 Value)
- Six (6) Elite Gift Bags for our appreciation to you.

Exclusive Access

- **Four (4) Elite Event Tickets** for premium access and networking (\$1200 Value)



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 - 4/16/2026

(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:

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THE BUSINESS VAULT



CREATING
THE WAY
OUT