

December 4-6th, 2026
South Florida

6th
Annual



Celebrating Music, Community, and the Power of Positive Culture.

501(c)3 Nonprofit Organization





WHY THIS MATTERS

The Culture Today

Culture is being **shaped by algorithms**, not intention.
Attention is driven by shock value – **materialism, negativity, and conflict**.
Real stories, real purpose, and real development are getting lost in the noise.
Talent is everywhere.
Opportunity is not.



The Culture We're Building

We're creating a platform where culture has **purpose**.
Where music, sports, and storytelling **empower** instead of exploit.
Where creators are **developed**, not just consumed.
A space built on ownership, identity, and community –
designed to shape leaders, not just entertainers.



Celebrity Basketball Game

Music Talent Search

Live Music Festival

Mental Health Panels

Ignite The Culture Weekend is a multi-day cultural platform taking place **December 4–6** in **Broward County** during Art Basel weekend, featuring a celebrity basketball game, national music talent search, mental health panels, and a live music festival.

Built around a Positive Culture standard, the platform proves that impactful, commercially viable entertainment can **thrive** without negative messaging.



WHAT WE STAND FOR

OUR MISSION

To create experiences that empower youth, elevate purpose-driven artists, and unite communities through entertainment that uplifts, educates, and connects.

OUR VISION

To establish Ignite the Culture as a nationally recognized platform showing how music, sports, and entertainment can inspire communities while promoting positive values.



CELEBRITY BASKETBALL GAME

A high-energy exhibition game bringing together professional athletes, artists, influencers, and community leaders for a night of entertainment and purpose.

As one of the signature moments of Ignite The Culture Weekend, the game blends sports, culture, and philanthropy to drive visibility, energize the audience, and raise awareness for community-based initiatives.

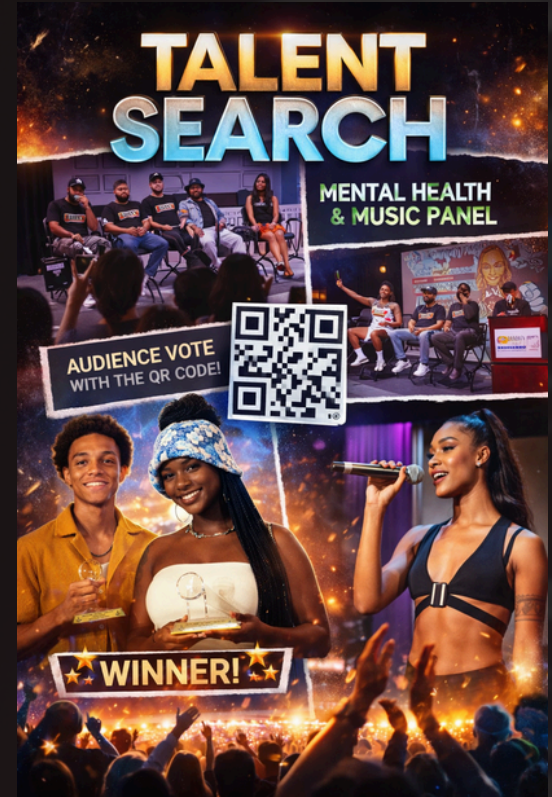




MUSIC TALENT SEARCH

The Ignite the Culture Talent Search is a live music competition spotlighting emerging artists who bring **talent, authenticity, and real-life perspective** to the stage.

By combining live performance, community engagement, celebrity involvement, and audience-driven participation, the Talent Search creates a high-energy platform where culture, creativity, and opportunity meet.





MUSIC FESTIVAL



A free public festival bringing together thousands of attendees for a live music experience centered on artists who inspire through their message and presence.

The festival combines performance, culture, and community programming to create a vibrant atmosphere that reflects the energy of South Florida during Art Basel weekend.

Experience Includes:

- Live music performances
- Large outdoor stage production
- Food vendors and cultural activations
- Sponsor experiences and brand activations

Positive Culture Standard

All performances follow Ignite The Culture's Positive Culture Standard, eliminating profanity, violence, and degrading messaging while proving that great music can still move the crowd.



MENTAL HEALTH & CULTURE PANELS

Thought-provoking conversations featuring artists, athletes, mental health professionals, and community leaders discussing the issues shaping youth, creativity, and culture today.

Topics May Include

- Mental health in music and sports
- Youth empowerment and self-expression
- The influence of culture and media
- Turning creativity into opportunity

A space where culture, conversation, and community come together to promote wellness, education, and empowerment.





PAST GUESTS



**Hall of Fame Player
Terrell Owens**

- Floyd Mayweather Jr
- Terrell Owens
- Tracy McGrady
- Chad Ochocinco
- DJ Khaled
- Tristan Jass
- Snoop Dogg
- London on Da Track
- Lamar Jackson
- Tony Gaskins
- MD Motivator
- Polo G

AND MORE...



Duke Skywalka



SUSTAINABLE DEVELOPMENT GOALS



ITC Weekend aligns with the **United Nations' Sustainable Development Goals** of **(03)** good health and well-being, **(04)** quality education, **(08)** decent work and economic growth, **(10)** reduced inequalities, **(12)** responsible consumption and production, **(16)** peace, justice and strong institutions and **(17)** partnerships for the goals.





Meet the Team

Brawley



Founder, Above .500 Inc. & Ignite the Culture

Brawley is the strategic force behind Above .500 Inc., a 501c3 nonprofit focused on community empowerment through youth mentorship and cultural initiatives.

His work has built bridges between professional sports, mainstream media, and underserved communities, earning recognition from ESPN and other major outlets.

Through Ignite the Culture, he brings the leadership, relationships, and nonprofit foundation needed to grow the platform into a lasting institution with measurable community impact.



Meet the Team

Michael Ommy



TALENT4CHANGE
inspire. unite. empower.

Social Entrepreneur | Talent Strategist

Michael Ommy Caraballo is a social entrepreneur and talent strategist specializing in talent development, youth engagement, and community mobilization.

As founder of the Talent Catalog and Talent4Change, he has created programs connecting culture, creativity, and grassroots empowerment, including work tied to Colin Kaepernick's Know Your Rights Camp and Kenny Stills' Still Growing Summit.

His role within Ignite the Culture helps ensure the platform resonates with authenticity, positive influence, and community value.



Meet the Team

Alexander Star



Emmy-Nominated Impact Artist | Anthem Architect

Alexander Star is an independent recording artist and creative force using music as a vehicle for social impact.

As the official Artist Ambassador for Visit Lauderdale and a Recording Academy voting member, he bridges government, tourism, and grassroots culture through music and storytelling.

Within Ignite the Culture, he serves as a creative anchor, helping shape an intentional experience that turns performance into purpose.



Meet the Team

Dee-1

Artist | Educator | Activist



Dee-1 is a world-renowned "Mission Vision" artist and a pioneer in the "Righteous Rebellion" movement. A former middle school mathematics teacher turned **Billboard-charting rapper**, Dee-1 achieved international acclaim with his **Billboard Top 10 album *Slingshot David*** and has spent his career proving that mainstream success does not require compromising one's message.

As a **Nasir Jones Hip-Hop Fellow** at **Harvard University** and the first-ever **Artist-in-Residence** at **Tufts University's Tisch College of Civic Life**, and as a recipient of the **NAACP Power of Influence Award**, Dee-1 brings a rare level of academic and civic prestige to the ITC stage.

As the Ignite the Culture Music Talent Search Host, Dee-1 brings credibility, inspiration, and a clear connection between culture, education, and real-life growth.



Meet the Team

Wendy Morgan



Founder, Beautiful People Management | Community Liaison

Wendy Morgan is a **Grammy-winning publicist**, community strategist, and experienced leader in artist management, branding, and outreach.

With deep ties across South Florida, she specialized in stakeholder engagement, neighborhood outreach, and ensuring large-scale activations remain connected to the communities they serve.

For Ignite the Culture, she acts as the Primary Liaison, navigating the balance between government relations, vendor management, and community engagement.



Meet the Team

Eugena Anderson, Ph. D

Founder, EAND4 Management | Operation Strategist



Eugena Anderson, is a high-performance operations specialist and the administrative lead for the Ignite the Culture and Above .500 team. Eugena specializes in logistics, vendor management, and internal structure required to execute complex events at a high level.

Through EAND4 Management, she provides the infrastructure needed to align timelines, vendors, budgets, and day-to-day coordination.

At Ignite The Culture, she serves as the operational bridge between big vision and flawless execution.



Meet the Team

Giovanni Sairras

RE-ENTRY ONE

YOUR SOURCE FOR RE-ENTRY NEEDS

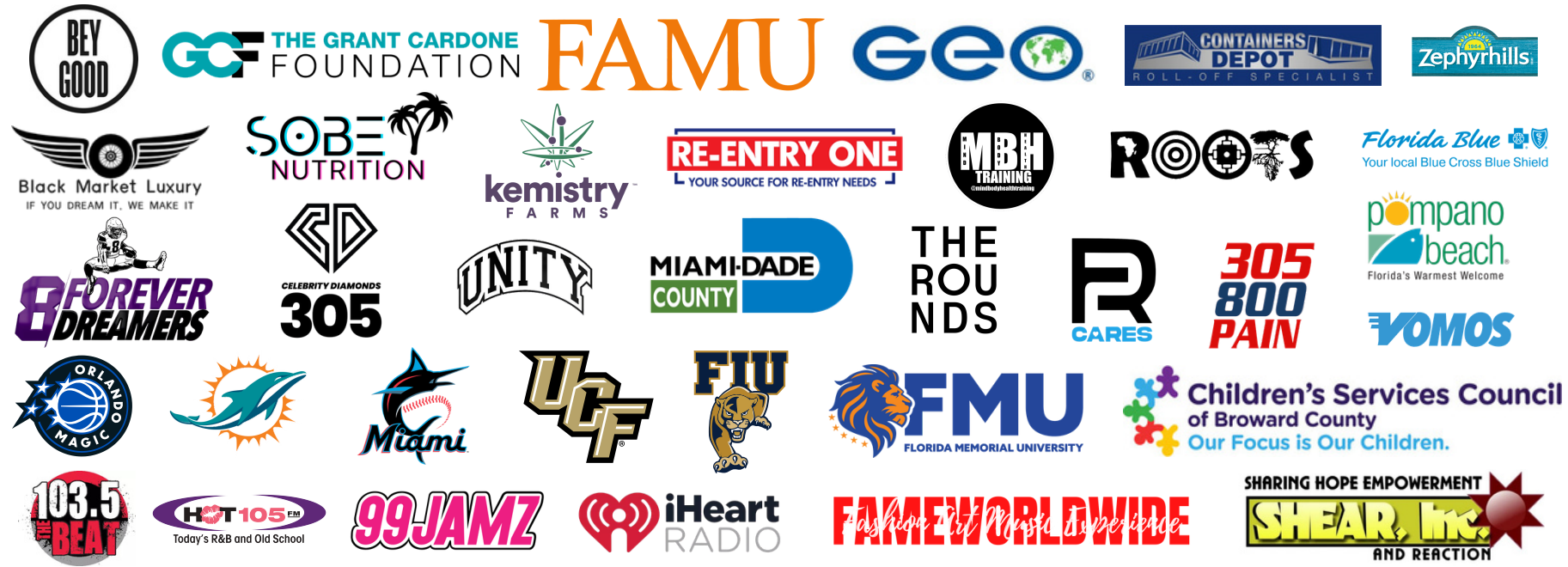
Founder, Re-Entry One Inc. | Reform Advocate

Giovanni Sairras is the founder of Re-Entry One Inc., an organization dedicated to supporting the successful reintegration of formerly incarcerated individuals.

Using lived experience as the foundation for systemic change, he has built strong networks around housing, employment, legal support, and second-chance advocacy.

His involvement adds an important layer of civic responsibility to Ignite the Culture, ensuring the platform creates opportunity not only through inspiration, but through direct community empowerment.

Sponsors & Partners



TITLE SPONSORSHIP

\$150,000

The premier sponsorship of Title Sponsor will be featured as "Presenting" in major press and marketing campaigns with exclusive branding rights.

Community Impact Commitment

- A portion of proceeds will be donated to a charitable foundation of your choice, reinforcing your company's values and social impact.

Exclusive Sponsorship Benefits

- Recognized as the Title Sponsor for all Ignite The Culture 5 events, including the Conscious Music Talent Search and Celebrity Basketball Game.
- Named as official partner/sponsor for one year (across all Above .500 Inc. events).
- Event officially named after your company in press releases, media features, and promotional campaigns.

Brand Visibility & Marketing

- Company logo featured on: basketball jerseys, all marketing materials, website, flyers, step & repeat, and banners at events.
- Custom promotional videos (1x 30-second + 1x 15-second) featuring your brand and notable figures.
- Sponsor mentions in celebrity/influencer promo videos.
- Television & digital ads across major networks (including ESPN, TNT, ETC).

VIP Experiences & Engagement

- Complimentary Game Tickets (100) with VIP red carpet access (25).
- Play in the Game: up to 10 roster spots.
- Courtside seating (10) and VIP Room Access (15).
- Private After Party Access (50) with celebrities, athletes, and influencers.
- Meet & Greet opportunities with NFL, NBA, entertainers, and influencers.
- Company-branded photo opportunities with celebrities.

Additional Perks

- Retractable banner placement (2ft x 5ft).
- 501(c)(3) Tax Deductible Letter & Certificate.



H A L F T I M E

SPONSORSHIP

The elite Halftime Sponsor will be featured as the leading sponsor of our robust halftime activities for both of our charity football and basketball events.

\$100,000

- Halftime Sponsor for both the ITC Celebrity Basketball Game and ITC Talent Search
- Company Logo on all basketball jerseys
- Company logo on all marketing materials, website and flyers
- Company Logo on Step & Repeat*
- Retractable Banner Placement Opportunity (2ft x 5ft)*
- Complimentary Game Tickets (100)
- Play In The Game (5 Roster Spots)
- Company logo in the press release and all materials
- Banner Placement at Event
- Custom Promotional Video (2) 15-second and 30-second
- VIP Red Carpet Entrance (40)
- VIP Room Access (8)
- Court-side Seats (5)
- Private After Party (25)
- 501c3 Tax Deductible Letter & Certificate



(2) M V P

SPONSORSHIP

The select MVP sponsors will be featured throughout the entire 'Ignite The Culture' activation on key marketing and promotional materials through each event.

\$75,000

- Company logo on all marketing materials, website & flyers
- Company Logo on all basketball
- Company Logo on Step & Repeat*
- Retractable Banner Placement Opportunity (2ft x 5ft)*
- Complimentary Game Tickets (50)
- Play In The Game (2 Roster Spots)
- Custom Promotional Video (.15 and .30 sec)
- VIP Red Carpet Entrance (10)
- VIP Room Access (4)
- Courtside Seats (5)
- Private After Party (10)
- VIP Entrance (5)
- Tickets (20)
- Court-side Seats (5)
- 501c3 Tax Deductible Letter & Certificate



(4) A L L - S T A R

SPONSORSHIP

\$50,000

- Company logo on jersey, shirts, backdrop, website and Main Flyer, 2 Banner Placements
- Custom social media post
- VIP Tickets (5)
- 4 General admission
- Play In The Game (1 Roster Spot)
- Product placement booth
- Opportunity to network with celebrities, influencers and entertainers
- Gift bag with custom jersey
- 501c3 Tax Deductible Letter & Certificate



SPONSORSHIP



\$25,000

G O L D

Our Gold Sponsors, will be featured on event merchandise, present in 'Ignite The Culture' media, and seen throughout the entire activation.

- Company logo on Shirts, Backdrop, website, and Main Flyers
- Custom Social Media Post
- Banner Placement(2)
- General Admission Tickets (4)
- Opportunity to network with celebrities, influencers and entertainers.
- Gift bag with custom jersey
- 501c3 Tax Deductible Letter & Certificate



\$10,000

(4) B O O T H

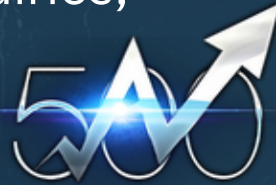
Our Booth Sponsors, will have a focal opportunity to represent their presence and leave their mark on this activation through their own booth setup and placement on "Ignite The Culture" merchandise.

- Product Placement Booth Logo on Shirts, Backdrop
- (4) Tickets
- Company logo on website
- Custom social media post
- 501c3 Tax Deductible Letter & Certificate

CONTACT US



For partnership, sponsorship, and event inquiries,
please contact:



Brawley

305-409-0327

info@above500.org

ignitethecultureweekend@gmail.com

Let's build culture with purpose.

