



Bullying is the most common form of violence. Every 7 minutes a child is bullied. More than 160,000 students stay home from school each day from fear of being bullied.

Don't Bully Me, is a musical stage play that addresses the issue. Delivering an anti-bullying message in a manner that is relatable to middle and high school students.

This seventy-five minute production takes you on a roller coaster ride as characters invite audience participation in song, dance, and story. Our set is three dimensional and uses video technology to create an interactive emotion.



The show makes you laugh, it makes you cry, but most of all...it makes you **Think** before you respond!

Partnerships

We align ourselves with partnerships that help to address the issue. In every city, we garner the support of Stars from the Entertainment Industry, the Chamber of Commerce, civic organizations, and local media partnerships.



Actress, KeKe Palmer and the National "Oath Project" are committed in supporting our efforts.

Event Activities

Students are transported from school to the theatre as a field trip. Teachers are given a curriculum that encourages dialog about their experiences upon their return.

"We draw students into an environment that encourages education and fosters dialog."



Our Recognizable Team

Our star Cedric Pendleton has created a national following through roles in hit features such as *Runaway Jury*, *Summer Catch*, *Diary of a Mad Black Woman*, and *Madea's Family Reunion*. His recurring roles in several hit television shows including *The Fantasia Barino Story*, *The Shield*, *The Guardian*, *One Tree Hill*, *Dawson's Creek*, *Strong Medicine*, *True Blood*, *CSI: NY*, and *Tyler Perry's House of Payne* and *The Have and Have Not*.

With over twenty years of combined acting and producing experience he is one of the producers of the show. His company, Footprint Entertainment, LLC will handle our production needs.





77% of students are bullied mentally, verbally, or physically. 282,000 students were physically attacked in secondary school each month.

Community Outreach Component



This show gives us an opportunity to invest in a solution that answers those, *cries to help*. Dedicated to giving back to the community, cast members will visit Boys and Girls Clubs, classrooms, and other

facilities in an effort to engage in conflict-resolution conversations with youth.

Touring Cities

We are launching a pre-tour in the spring of 2013. These markets were chosen to allow us to control the production in a small environment initially. A national tour will follow in the fall. Initial cities include:

Memphis, Tn. –April 13-14, Buckman Center for the Performing Arts
Atlanta, Ga. –May 8-9th, Clayton County Performing Arts Center

Our Targeted Audience

- Families are encouraged to support
- Schools are given incentives to participate
- We reinforce our supporters and their brands



| Demographics* | Middle and High School Students General Market | |
|---------------------------|---|------------------|
| Target | Women: | 56% |
| | Men: | 44% |
| Marital Status | Single: | 95% |
| | Married: | 5% |
| Parent's Household Income | Primary: | \$35,000 – Under |
| | Secondary: | \$75,000 - Up |
| Age | Primary: 12-24 | 75% |
| | Secondary: 24-54 | 25% |
| Occupation | Student: | 90% |
| | Professional/Manager: | 10% |
| Education | Student or College Grad: | 90% |
| | Graduate Degree: | 10% |
| Real Estate | Rent Residence: | 60% |
| | Own Residence: | 40% |
| Household Size | 2 residence: | 36% |
| | 3 or more residence | 64% |

Also included are

- On site branding opportunities with the event sponsors' logos
- Influence, identify, and strong ROI for sponsors
- Stickers, flash e-cards, flyers and invitations



Marketing Objective Overview

Through a well-developed marketing and public relations campaign, our launch of this event will be attended by participants from surrounding schools.

Media

- Internet 1 month prior to event
- Radio 45 days prior to event
- Interviews 1 month prior to event
- Spots 1 month prior to event
- Outdoor/Ground Promotions 1 month prior to event
- Newspaper & Magazine 1 month prior to event
- Television (Interviews & Spots) 1 month prior to event
- PR Efforts 1 months prior to event

Schedule Start

Public Relations – “We are inspiring the Nation to Step Up!”

We will gain exposure by strategically targeting Consumer and Lifestyle outlets that are woven into the youth oriented crises of bullying. Therefore, gaining news coverage and exposure that we will associate with our corporate partners in our efforts to address this issue. We will leave positive lasting impressions on the lives of others. Outlets will include New Media, TV, Radio, and Print.

Contact Information

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 774-264-DONT (3668)



Event Sponsorship

“Sponsorship Program Matrix Elements”

| ADVERTISING Public Relations & Publicity | GOLD \$10,000 | SILVER \$7,500 | BRONZE \$5,000 |
|--|------------------|-------------------|-------------------|
| Title Sponsorship -Addition \$2500 | | | |
| Sponsor Mention in Press Release | X | X | X |
| Sponsor Rep included in Promotional Events | X | X | |
| Pre-Event: | | | |
| Coupon Book Inclusion | X | X | |
| Brand Name / Logo included on Internet and Web Efforts | X | X | X |
| Brand Name/Logo included in radio & TV interviews | X | X | |
| Brand Name/Logo included on Banners | X | X | |
| Included in Coupon Discounts | X | X | |
| On Site | | | |
| Public Address Announcements | 3 | 2 | 1 |
| Promo (s) (one minute) | 6 | 3 | 1 |
| Signage (provided by sponsor) | 4 | 2 | 1 |
| Sampling | X | X | |
| Promotions | | | |
| Giveaways (Includes sponsor product) | X | X | X |
| Promotional Display Table | X | X | |
| Coupon Distribution & Sampling | X | X | |
| Customized Promotions | X | | |
| Hospitality | | | |
| VIP Passes | 10 | 5 | 2 |
| Reserved Event Seating | 10 | 5 | 2 |
| Sponsor Hospitality Area | X | X | X |
| These Items Can Be Chosen Alacarte | | | |