

The logo for UBS Arena, featuring a stylized snowflake icon to the left of the text "UBS Arena".

UBS Arena

**YOUR BAND
HERE!**

A photograph of three male performers on a stage. The performer on the left is wearing a white baseball cap, glasses, and a white shirt with colorful floral patterns. The performer in the center is wearing a white sequined jacket and is singing into a microphone. The performer on the right is wearing a black t-shirt with the word "Diddy" in pink script, a gold chain, and sunglasses. The background is a large arena with a complex metal ceiling structure and bright, sparkling stage lights.

ROCK AWAY CONCERT 2025 SPONSORSHIP PACKAGE

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Event Overview

The Rock Away Concert is a historic event, bringing together the top three international reggae superstars from Jamaica on one stage for an unforgettable night of music and culture. This landmark concert is a once-in-a-lifetime experience that will attract reggae enthusiasts, cultural influencers, and dedicated fans from across New York and beyond.

- Over 9,000 tickets sold, with another 3,000 expected before showtime.
A powerful audience rooted in Jamaican culture, making this the perfect platform for **you** to connect with a loyal and engaged community.
A high-energy celebration of reggae music and the rich heritage of Jamaica.



BE IN THE FACE OF OVER 12,000 REGGAE MUSIC FANS

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Why Sponsor the Rock Away Concert?

Unparalleled Brand Exposure

- 12,000+ attendees, offering direct access to a passionate audience that aligns with your brand.
- Exclusive opportunity to be part of a historic event that will be talked about for years to come.

Direct Engagement & Sampling

- Provide sample products (where legally permissible) to concertgoers and VIP guests, introducing them to your brand firsthand.
- Educate attendees on the quality and uniqueness of **your** offerings in an authentic, organic setting.

Dominant Visual Presence

Your logo displayed on promotional signage, banners, and on-site branding throughout the venue.

- Feature your brand visuals on the massive main stage screen, ensuring thousands of eyes are on your brand between performances.

VIP Suite & Premium Experience

Private luxury suite for 16 guests, complete with top-tier amenities—ideal for hosting key clients, influencers, and business partners. A prime viewing experience that enhances your connection with VIP guests while immersing them in the energy of the concert.



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Sponsorship Benefits for **CON BUD**

Product Sampling & VIP Engagement

- **Product Sampling Stations:** Showcase your premium products to attendees and VIPs in a controlled, high-visibility environment.
- **Brand Interaction:** Strengthen relationships with a highly receptive audience through direct engagement and on-site activations.

Promotional Signage & Branding

- **Logo Placement:** Your brand featured on banners, promotional materials, and stage-side screens, maximizing visibility.
- **On-Site Presence:** Establish dominance at the event with branded spaces, merchandise, and promotional giveaways.

VIP Suite for 16 Guests

Exclusive Private Suite: Offer a premium hospitality experience to your most valued clients, guests, or partners.

- **Elevated Brand Experience:** Your guests enjoy the concert from one of the best locations in the venue, reinforcing your brand's prestige.

Big-Screen Showcasing

- **Onstage Visuals:** Display your advertisements and promotional content on the massive main stage screen throughout the concert.
- **Brand Story Video:** A chance to showcase your journey, values, and premium product lineup in front of an engaged, captivated audience.



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Additional Marketing Support Product Sampling & VIP Engagement

- **Social Media Promotion:** Your brand featured in event promotions across multiple digital channels, including pre- and post-event coverage.
- **Media & Press Exposure:** A unique opportunity to align **your brand** with one of the most talked-about concerts in the reggae industry.



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Investment & Next Steps

By partnering with the Rock Away Concert, You will position itself as a leading force in your industry, gaining access to a premium, West Indian-rooted audience.

- **Confirm Sponsorship - Secure your spot as an official sponsor.**
- **Submit Branding Assets - Provide your logo, creative materials, and promotional content for event branding.**
- **Plan On-Site Activation - Finalize details for product sampling, suite experience, and visual showcase.**



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Sponsorship Investment: \$20,000

For just \$20,000, You will receive an exclusive, high-impact sponsorship package at one of the most historic reggae concerts in New York. This package provides unparalleled brand exposure, premium VIP access, and direct engagement with a highly targeted audience—all for an unbeatable price.

Unmatched Value: Why This is a Deal You Can't Miss

A VIP Suite alone at this event costs \$16,000, but with this sponsorship, for just \$4,000 more, CON BUD will receive:

- **✓ A VIP Suite for 16 Guests - Premium hospitality experience with top-tier amenities, offering the best viewing experience in the venue. (Value: \$16,000)**
- **✓ Massive Brand Exposure - Logo placement on banners, signage, and event marketing, ensuring thousands of eyes on your brand.**
- **✓ On-Stage Big Screen Advertising - Showcase your brand visuals and advertisements on the venue's massive stage screen, reaching the entire audience.**
- **✓ Product Sampling & VIP Engagement - Provide samples to VIPs and select guests, creating direct brand interaction and customer loyalty.**
- **✓ Social Media Promotion & Press Coverage - Inclusion in digital marketing campaigns, expanding brand reach beyond the concert.**

This is a \$40,000+ value package for just \$20,000!

This is an unprecedented opportunity to align your brand with a major cultural event while maximizing return on investment. Whether you're looking to increase brand awareness, drive customer engagement, or cement your brand's place in New York's cannabis industry, this sponsorship delivers exceptional value at an unbeatable price.

Secure Your Sponsorship Today!

With limited sponsorship spots available, don't miss your chance to lock in this exclusive deal. Contact us now to finalize your sponsorship and take full advantage of this historic opportunity.



ROCK AWAY CONCERT 2025

ONE NIGHT. THREE REGGAE LEGENDS.

A HISTORIC CELEBRATION OF JAMAICAN MUSIC.



About Jammins Events

Jammins Events is the premier concert activation company specializing in high-profile reggae and R&B concerts across the Tri-State area. With a legacy of delivering world-class live music experiences, we have become a driving force in the entertainment industry, bringing legendary artists and unforgettable performances to the stage.

Jammins signature events, including the Sounds of Reggae Concert and the New York Reggae Music Festival, have cemented Jammins Events as a powerhouse in concert production, attracting music lovers from all over. From sold-out arenas to intimate live showcases, we curate experiences that celebrate the rich culture and energy of reggae and R&B music.

At Jammins Events, we go beyond just booking talent—we craft immersive, seamless events that leave lasting impressions. From stage production and promotions to fan engagement and sponsorship integration, we handle every aspect of concert activation with precision, passion, and expertise.

Whether it's a legendary reggae icon or the hottest R&B act, Jammins Events is where music comes to life.

