



***CVA FESTIVAL***  
***SPONSORSHIP***  
***PROPOSAL***

**JUNE 28, 2020 @**  
**HART PLAZA**



CVA  
Festival

The logo features the letters 'CVA' in a large, bold, blue font with a red outline. Below the 'CVA' is the word 'Festival' in a red, cursive script font with a white outline. Two sneakers are integrated into the design: a red sneaker with a white star on the side is positioned behind the 'V', and a blue sneaker with white laces is positioned behind the 'A'.



# INTRODUCTION

CVA is held annually on Sunday, 4th of July weekend. What began as a networking event in 2014 attracting 300 patrons has grown to become an anticipated signature summer event in Detroit with over 8,000 attendees this past year in the heart of downtown Detroit, Hart Plaza.

Cody Phillpotts pitched Chucks vs Adidas to a few other promoters whom he'd built relationships with after throwing the event "Rock Your Chucks" and these men joined together each bringing unique ideas and skillsets to the table. CVA created a social experience to promote relationship building, unity and networking opportunities. Each year CVA has grown and evolved building on the year before. CVA has went from having 1 DJ spinning the entire day party to multiple DJs, live entertainment and vending opportunities.

Local athletic wear storefronts design their store displays to coincide with the event, as the sales of Converse and Adidas attire spike in the weeks leading to the event. Attendees wear a mixture of styles and looks of Converse and/or Adidas attire. During the event, we recognize the creativity of Adidas and Converse best-dressed look allowing attendees to unleash their alter ego of a nostalgic, timeless, and affordable wear for almost 100 years.

The theme event is not only about having a great time, each year a portion of ticket sales goes to a non-profit group supporting Metro Detroit. Juvenile Diabetes, Karmanos Cancer Institute, Veteran Lives Matter, Jackets for Jobs and American Lung Association have all benefited from the event proceeds.

# TEAM MEMBERS

CVA Team consist of 4 men born and raised in Detroit. All coming from various employment backgrounds; veterans, home improvement and auto industry they all have a niche in event planning. Cody Phillpotts assembled a team of promoters, all bringing different skills to the table. This team has transformed a small gym shoe event to a yearly anticipated signature summer event attracting over 7,000 people in 2019.



## CODY PHILLPOTTS

CO-FOUNDER

Cody Phillpotts is a retired/disabled Navy Veteran that proudly served his country. He's also an innovative event promoter who thinks outside the box when it comes to events. Cody threw his first party when he was 13 years old in his parents basement when they went out of town. Over 100 people showed up and there was a line outside. The cost was \$5...\$3 if you had an invite which was given out all over the neighborhood, on hand written index cards. Cody is simply a gatherer of people for mature fun. His motto for his events is "This To Shall Bang!"



## CEDRICK HUBBARD

CO-FOUNDER

Cedrick Hubbard graduated in 1992 from Detroit Redford High and enlisted into the United States Navy within a month. Cedrick achived various awards and metals in his 4 year enlistment as a Telecommunications Tech. In 1996 he returned home to Detroit as was hired by the United States Postal Service. Cedrick was introduced to promotions in 1998 by a great friend and mentor Dale Willis. Since, Cedrick has produced and promoted hundreds of quality events over the years. Over 20 years experience in the game, he is co-founder of Detroit's biggest summer signature events, Chucks vs Adidas. In addition to all the hard work, Cedrick is a husband and father of two. His motto is "I'll Sleep when I Die". Cedrick unique ideas has giving the ability to create some of the best event on the party and entertainment platform



## ANDREW BEAUFORD

CO-FOUNDER

Andrew Beauford graduated from Jared W. Finney in 1996. While in school he had a niche of bringing laughter and smiles to everyone he came in contact with, a true people person. Andrew wanted to make a living working for himself, he took a leap of faith and started D & A Total Home Improvements in 2014, employing young men and people in the community the just needed an opportunity. He took the skills his grandfather taught him along with others he perfected along the way to transform people homes into something you would see in a HGTV magazine. Andrew was introduced to promoting from his brother, Cody Phillpotts, in 2010 and Silky C Johnson aka Silk emerged . With 10 years in the game, Silk has made a name for himself working with multiple promoters in the city putting on numerous events that has been very successful. Silk is co-founder of one of the city's largest outdoor events, Chucks vs Adidas (CVA) which is a signature event each year.



## DEREK WEST

PROMOTER

Derek West is the CEO of "Big West Entertainment." Beginning his event planning endeavors with tailgating parties he hosted for friends, this soon evolved into one of the biggest Lion's tailgating parties across Chicago and Dallas. After realizing his talents for hosting and party planning in 2005 Derek, known as Big West, began officially planning parties and hosting events. With a little over 15 years in the business Big West feels like his formula to success is to put guest first, and make sure that each event is an event that connects with the guest on a personal level and that each individual guest has a great time! Derek has been a part of the Chuck vs Adidas movement for the last three years and proud to say each year it gets better!

**SUN JUL 13**  
4P TIL 9P

THE SUMMER SET  
DAY PARTY COLLECTION  
PRESENTS

# ADIDAS CHUCKS

@TV  
2548 GRAND RIVER

COVER \$10 HOSTED BY: CEDAIDSO/SILKY JOHNSON/JUSTCODY  
MUSICAL GUESTS: 913 THE LIVE EXPERIENCE AND FM 98'S DJ FINGERS



THE SUMMERSET DAY PARTY PRESENTS

# #CVA3 the RUBBER MATCH

CONVERSE VS. ADIDAS

**SUNDAY JULY 3RD**

@CHENE PARK | 4PM-10PM  
2600 ATWATER ST. DETROIT, MI

PARTY MIX PRODUCED BY  
JOHN ARNOLD & 105.9 DJ. FINGERS  
HOSTED BY  
DJ GURT

THIS IS A 30 AND UP EVENT!!! THE MATURE PARTY PEOPLE!!! WE GROWN!!!

TICKETS: \$20 FOR MORE INFO CONTACT: CODY (313) 415-0004 SILK (313) 574-4202 CED (313) 655-3449



# Chucks Adidas

KEY CLUB  
1440 FRANKLIN

SUNDAY JUL 5  
4-9p | \$10 ENTRY

HOSTED BY:  
JUSTCODY

ENERGY PROVIDED BY  
FM 98'S DJ FINGERS AND DJ GURT



THE SUMMERSET DAY PARTY PRESENTS

# #CVA4 the RUBBER MATCH

CONVERSE VS. ADIDAS

**SUNDAY JULY 2ND**

@CHENE PARK | 4PM-10PM  
2600 ATWATER ST. DETROIT, MI

PARTY MIX PRODUCED BY  
105.9 DJ. FINGERS HOSTED BY  
DJ GURT

THIS IS A 30 AND UP EVENT!!! THE MATURE PARTY PEOPLE!!! WE GROWN!!!

TICKETS: \$20 FOR MORE INFO CONTACT  
CODY (313) 415-0004 SILK (313) 574-4202 CED (313) 655-3449 AT (313) 720-8991

JustCody Silky C. Johnson Big West CEDAIDSO  
PRESENT

# CVA5

CHUCKS VS. ADIDAS  
REDEMPTION

**SUNDAY, JULY 1ST**

CHENE PARK | 4PM - 10PM  
2600 ATWATER ST. DETROIT, MI

SOUNDS BY: HOSTED BY:  
DJ FINGERS DJ GURT

SILK: (313) 574-4202 | CODY: (313) 415-0004  
BIG WEST: (313) 220-5102 | CED: (313) 655-3449

THIS IS A 30 AND UP EVENT!!! THE MATURE PARTY PEOPLE!!! WE GROWN!!!

THE ORIGINAL SUMMERSET DAY PARTY COLLECTION PRESENTS

# CVA6

CHUCKS VS. ADIDAS

**SUN JUN 30 · 4P-10P**

HART PLAZA

SOUNDTRACK PROVIDED BY DETROIT'S HOTTEST DIS

HOSTED BY DOUG E. FRESH ANCHORED BY  
DJ FINGERS

VIP (LIMITED) \$50  
UMBRELLA TABLE \$150 (6 SEATS)  
TENT W/TABLE \$200 (8 SEATS)  
TENT W/TABLE + PREMIUM BOTTLE +4 TIX \$500 (8 SEATS)

THIS IS A 30 AND UP EVENT!!! THE MATURE PARTY PEOPLE!!!  
WE HAVE RIGHT TO REFUSE ADMITTANCE!!!

FOR INFO:  
CODY (313) 415-0004 SILK (313) 574-4202  
CED (313) 655-3449 WEST (313) 220-5102

# EVENT FORECAST

CVA's main event will showcase a DJ with a celebrity host (2019 host was legendary emcee Doug E. Fresh). CVA is currently in negotiations for 2020 host(s). CVA will have local DJs, artists and vendors showcasing their talents and merchandise throughout the day. For the second year it will be hosted at Hart Plaza, Detroit's premiere summer event and festival destination. A nonprofit supporting at risk youth will benefit from a portion of the proceeds.

FootCount  
**20,000**

Men:Women  
**1:1**

Avg Age  
**35-55yrs**

Avg.Income  
**\$55000**

Facebook  
**25,500**

Instagram  
**6,000**

Twitter  
**6,000**

Temperature  
**80°F-90°F**

Staff  
**250**

# COST BREAKDOWN

The breakdown below is estimated from CVA's 2019 actual cost.

## 1. Marketing

Radio	\$5000
Printed Flyers and Posters	\$2000
Website	\$350
Commercial	\$1000

## 2. EVENT ARRANGEMENTS

Celebrity Host	\$20,000
Celebrity Host Flight Arrangements	\$1200
Celebrity Host Hotel Arrangements	\$450
Celebrity Host Ground Transportation	\$350
Celebrity Host Rider	\$350

## 3. Miscellaneous

Sound, Lights and Staging	\$10,000
Security	\$2000
Emergency Medical	\$2500
Porta Potties	\$1000
Hart Plaza Rental w/ Security Deposit (\$3000)	\$6,600
City Fees	\$1200
Miscellaneous	\$1000

**TOTAL : \$55,000\***

\* Costs are just a rough estimated. Actual cost may vary at any time.

# SPONSORSHIP PACKAGES

## Gold Sponsor \$10,000

- ✓ Company provided signage on Main Stage
- ✓ Company provided signage on fencing facing Jefferson
- ✓ Full-page feature in 5x7 CVA Booklet
- ✓ Mention on Flyers, Radio, Website and social media outlets
- ✓ 10x10 Festival Booth Space
- ✓ 10 Passes

## Silver Sponsor \$5,000

- ✓ Company provided signage on fencing facing Jefferson
- ✓ 1/2 page feature in 5x7 CVA Booklet
- ✓ Mention on Flyers, Radio, Website and social media outlets
- ✓ 10x10 Festival Booth Space
- ✓ 5 Passes

## Bronze Sponsor \$2,500

- ✓ Company provided signage on fencing facing Jefferson
- ✓ 1/4 page feature in 5x7 CVA Booklet
- ✓ Mention on Flyers, Radio, Website and social media outlets
- ✓ 2 Passes

### Need a Custom Sponsorship Package?

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. If you have any questions, please feel free to contact me at 313-717-9879.

Why  
Sponsor  
Us?

1.

## Marketing Forum

Businesses searching for creative and interactive ways to reach new, loyal and active customer are invited to partner with CVA. By partnering with CVA you can increase your business's exposure within the mature Metro Detroit customer base. The crossmarketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

2.

## Humanitarian Responsibility

CVA mission is not only to give mature adults a safe enjoyable event but to "give back". Each year CVA host a back to school rally the Sunday Labor Day weekend passing out bookbags and supplies to approximately 250 kids. Also a portion of CVA proceeds go to a nonprofit organization. This year CVA will partner with an organization assisting at risk inner city youth.

3.

## Socializing Opportunity

CVA is a social experience promoting unity, networking, mingling, feasting and dancing. CVA patrons will have the opportunity to network while supporting some of Metro Detroit's finest vendors. Attendees will be entertained by local and national artist and DJs. There is no racial, cultural or genre barriers, everyone will have a great time.

4.

## Detroit Built

CVA is a beacon for Detroit. CVA believes there is no place like Detroit and will always have it's signature event in the D while expanding to other cities while still promoting the D.

# CONTACT US



313-717-9879 or 313-415-0004



chucksvsadidas@gmail.com



www.chucksvsadidas.com

CVA Festival  
Donisha Burt  
22473 Melrose Court  
Eastpointe, MI 48021



