

SPONSORSHIP GUIDE  
(2024)



POWERED BY  
OURSPACE FOUNDATION



2024 residency

# A NIGHT AT THE SOUL LOUNGE

SPONSORSHIP GUIDE

JANUARY - MAY 2024

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# OURSPACE

## MISSION OF OS (517)

To establish and promote Lansing corridors as a premier tourist destinations where people experience quality interactive education, culturally enriching events/activities, and diverse entertainment opportunities by utilizing community venues as classrooms, highlighting local artist/art, and cultivating robust entrepreneurial districts.



## ABOUT OS (517)

OURSPACE is Mid-Michigan's source for **culture** and **wellness**, hosting a range of festivals, concerts, conferences, seminars, and curating educational opportunities that center equity and access. Ourspace activates the Downtown Lansing, REO Town, S. MLK, and East Side corridors with free events throughout the year.

Ourspace is a two-armed entity, operating as the Ourspace Foundation, which hosts and curates community engagement opportunities and programs (like the 517 Juneteenth Festival, Hispanic Heritage Festival, and the 517 Health & Wellness Series), while the for-profit entity, Ourspace (517), works as a creative consulting firm, specializing in video production, strategic marketing, event planning and coordination, strategy development, and consulting. This allows Ourspace to create valuable and effective marketing and advertising campaigns for sponsors when partnering on events like A Night at the Soul Lounge.

## A NIGHT AT THE SOUL LOUNGE (INTRO)

A Night at the Soul Lounge was first introduced to the Lansing region in 2019, selling out a 700-person capacity venue. When Ourspace settled on activating corridors and hosting free culture festivals throughout the summers in Lansing, the team decided to pair the summer series with a monthly residency that promotes culture and creates entertainment opportunities while building anticipation for the summer series. It is for that reason the Soul Lounge takes place twice a month at the Avenue Cafe from January - May, for a total of nine events.

# 2023 OVERVIEW

## THE TURNOUT

OVER 3000 ATTENDEES

REACHED CAPACITY/SOLD OUT SIX TIMES

RECORD BREAKING SALES FOR VENUE

## THE STRUCTURE

ALL EVENTS ARE FREE // NAME YOUR PRICE

ALL EVENTS FEATURE A PERFORMANCE, LIVE BAND, AND DUELING DJ SETS

ALL EVENTS ARE THEMED, FROM SOUL TRAIN, TO 90'S R&B, AND HOUSE MUSIC

## THE ATMOSPHERE

DANCING, SINGING, AND BEST THEMED OUTFIT CONTEST

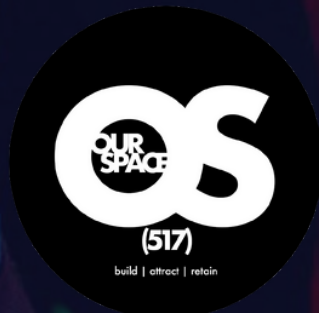
ARCADE GAMES, FOOD, DRINKS, AND GIVEAWAYS

LOCAL BUSINESS VENDOR STATION

OURSPACE517.COM

SIX SOLD OUT EVENTS  
**OVER 3,000 ATTENDEES**  
MID-MICHIGAN'S LARGEST MUSICAL RESIDENCY

ANTICIPATING OVER 5,000 ATTENDEES ON 2024



# OUR IMPRINT

## THE SOUL LOUNGE - THE BRAND

Capital Region residents, Soul Lounge participants joining from surrounding cities and states, and frequent patrons of the Soul Lounge all rave that the Soul Lounge series has provided Lansing with an unmatched sense of culture, diversity, and entertainment, all while contributing to Lansing's Things-To-Do scene in an inclusive and accessible way.

By hosting programs that are 'Name Your Price' and providing the highest quality of entertainment, this series bridges high-quality entertainment and accessibility.

When attending the Soul Lounge, people expect to experience DJ sets that fuse soul, R&B, and hip-hop, live bands, and live performances paired with dancing, singing, arcade games, food, drinks, costume contests, and vendors.

A Night at the Soul Lounge has become the premier event in Mid-Michigan, as well as the region's largest musical residency event.

### A 9-PART RESIDENCY

**The Soul Lounge** takes place on the East Side Corridor at the Avenue Cafe on the first and third Saturdays of the month. The bi-weekly event goes from January - May and features our resident DJ, DJ Kaely Kellz (Detroit), our House Band, The Soucial Club, new guest artists every month, and over 500 individuals that contribute to a high-energy and fun environment.



**OURSPLACE** also hosts the 517 Juneteenth Festival weekend in the REO Town corridor and the 517 Hispanic Heritage Festival weekend in Downtown Lansing. The two events take place in June and September and are the climax of a year of arts, culture, and entertainment, attracting a combined total of over 6,500 attendees throughout those two weekends. The Soul Lounge residency is a vehicle used to drive anticipation for the summer festivals, as well as a fundraising tool for the festivals' production. Businesses and corporations that support the Night at the Soul Lounge residency will also receive festival marketing inclusion for the two events, extending their marketing campaigns an additional four months.

# 2024 SCHEDULE

THEME: NEO-SOUL

JANUARY 2024

JAN 6TH, 2024

WSG: MIKEYAUSTIN  
& THE SOULCIAL CLUB  
DJ KAELY KELLZ, DJ RUCKUS

JAN 20TH, 2024

DJ KAELY KELLZ  
DJ SKY JETTA, DJ RUCKUS

THEME: 90'S

FEBRUARY 2024

FEB 3RD, 2024

WSG: bLack pArty  
& THE SOULCIAL CLUB  
DJ KAELY KELLZ, OZAY MOORE

FEB 17TH, 2024

DJ KAELY KELLZ  
DJ BERTO, OZAY MOORE

THEME: 2000'S

MARCH 2024

MAR 2ND, 2024

WSG: TOPAZ JONES  
& THE SOULCIAL CLUB  
DJ KAELY KELLZ, DJ CUTTNIce

MAR 16TH, 2024

DJ KAELY KELLZ  
DJ VENUS FLY TRAP, DJ CUTTNIce

THEME: HOUSE

APRIL 2024

APR 6TH, 2024

WSG: SANGO  
& THE SOULCIAL CLUB  
DJ KAELY KELLZ, MASQUENADA & J (HOUSE PARTY DETROIT)

APR 20TH, 2024

DJ KAELY KELLZ  
DJ ETTA, DJ RUCKUS

THEME: CARIBBEAN NIGHT

MAY 2024

MAY 4TH, 2024

WSG: TBA  
DJ KAELY KELLZ, DJ PRESSURE  
DJ K DIRTY



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# 2023 SPONSORS

A NIGHT AT THE SOUL LOUNGE



# ASCEND CANNABIS

**Sm**  
STRANGE MATTER  
COFFEE



# Red Bull





# EXCLUSIVE BRANDING OPPORTUNITIES

## PRESENTING SPONSOR - EXCLUSIVE DRINK OF THE SOUL LOUNGE (ALCOHOLIC BEVERAGE)

**OURSPLACE** is seeking an alcoholic beverage company to be the Presenting Sponsor of the Soul Lounge series. This company will receive 30+ branding/recognition benefits over the course of its 9-month marketing campaign.

The Presenting Sponsor receives the deepest integration opportunities, receiving seamless promotional exposure by aligning their brand with Ourspace as a top promotional partner across all events and channels.

This beverage will be the exclusive featured drink of the Soul Lounge residency, will be used for a range of craft cocktails, and positioned as the premier lifestyle drink of the Capital Region. In addition to the 30+ digital and physical branding opportunities each month, this company will also have its own exclusive bar on the venue's balcony throughout the series.

## PREMIER SPONSOR - EXCLUSIVE DRINK OF THE SOUL LOUNGE (NON-ALCOHOLIC BEVERAGE // SOFT DRINK OR ENERGY DRINK)

**OURSPLACE** is seeking one soft drink company OR energy drink company to be the Premier Sponsor of the Soul Lounge series. Position your brand to have maximum exposure and engagement opportunities throughout the 9-month campaign.

Paired as the perfect compliment to the exclusive alcoholic beverage, an alternative option for non-drinkers and those underaged, or as the perfect beverage for mixing. This beverage company will receive 20+ digital and physical branding opportunities each month and will be positioned as the premier soft drink of the region.

## CATEGORY SPONSOR - EXCLUSIVE (CATEGORY) THE SOUL LOUNGE (CATEGORIES: DISPENSARY, CAFE/COFFEE, AND RESTAURANT)

**OURSPLACE** is seeking a pioneering Cannabis Dispensary, a charming Coffee Shop/Cafe, and an exquisite Restaurant to be a category-exclusive sponsor for the Soul Lounge residency. One sponsorship opportunity is available for each category, and businesses will receive a 9-month marketing campaign, including the 5-month Soul Lounge residency and the summer Culture Series, which includes the 517 Juneteenth Weekend and the 517 Hispanic Heritage Weekend.

These category-exclusive sponsors will be positioned as the region's choice dispensary, cafe/coffee shop, and restaurant, receiving 15+ digital and physical branding opportunities each month, including video commercials, exclusive resident vendor/informational booths at each event, and much more.

# EXCLUSIVE SPONSORS

**PRESENTING SPONSOR - EXCLUSIVE DRINK OF THE SOUL LOUNGE  
(ALCOHOLIC BEVERAGE)**

**\$50,000**

**BENEFITS:**

- 5 MONTH MARKETING CAMPAIGN (JAN 2024 - MAY 2024) FOR SOUL LOUNGE SERIES
- 2 RECAP VIDEOS (PRESENTED BY YOUR BUSINESS) PER MONTH // TOTAL OF 9 VIDEOS
- 3 CUSTOM ACTIVATIONS THROUGHOUT CAMPAIGN
- BRANDED AS THE EVENT PRESENTER ON CHANNEL 6 (WLNS) COMMERCIAL SPOT FROM JAN - MAR. COMMERCIALS AIR 5 TIMES/DAY, TOTALING 450 TIMES THE AD WILL BE RAN FEATURING ALCOHOLIC BEVERAGE COMPANY
- ALL PERFORMING ARTISTS ARE "PRESENTED BY" YOUR ORGANIZATION, BOTH ONLINE AND AT THE EVENTS
- ALL BANDS ARE "PRESENTED BY" YOUR ORGANIZATION, BOTH ONLINE AND AT THE EVENTS
- BALCONY BAR STOCKED EXCLUSIVELY WITH YOUR ALCOHOLIC BEVERAGE. BRANDED BAR STATION FOR ALL 9 EVENTS
- LOGO ON ALL PLASTIC CUPS AT THE AVENUE CAFE FOR 5 MONTHS
- UP TO 7 LIVE READS/SHOUTOUTS EACH EVENT
- UP TO 20 PHOTOS PER MONTH (FOR 5 MONTHS) WITH PEOPLE DRINKING AND POSING WITH YOUR ALCOHOLIC BEVERAGE
- INCLUSION IN THE "OURSTORIES" VIDEO CAMPAIGN. ONE COMPLIMENTARY 90 SECOND COMMERCIAL
- DIGITAL: SOCIAL MEDIA INCLUSION, NEWSLETTER INCLUSION, WEBSITE INCLUSION FOR 5 MONTHS
- PHYSICAL: T-SHIRTS, HANDBILLS, POSTERS, VENUE BANNERS, VENUE FLAGS, VENUE PROJECTOR INCLUSION FOR 5 MONTHS
- PREMIER SPONSOR INCLUSION AT THE 517 JUNETEENTH WEEKEND AND THE 517 HISPANIC HERITAGE WEEKEND - 4 MONTH CAMPAIGN / 2 FESTIVAL EVENTS

**PREMIER SPONSOR - EXCLUSIVE DRINK OF THE SOUL LOUNGE  
(NON-ALCOHOLIC BEVERAGE // SOFT DRINK OR ENERGY DRINK)**

**\$25,000**

**BENEFITS:**

- 5 MONTH MARKETING CAMPAIGN (JAN 2024 - MAY 2024)
- 1 PROMO VIDEO (PRESENTED BY YOUR BUSINESS) PER MONTH // TOTAL OF 5 VIDEOS
- 2 CUSTOM ACTIVATIONS THROUGHOUT CAMPAIGN
- BRANDED AS THE PREMIER SPONSOR ON CHANNEL 6 (WLNS) COMMERCIAL SPOT FROM APR - MAY. COMMERCIALS AIR 5 TIMES/DAY, TOTALING 300 TIMES THE AD WILL BE RAN
- ALL DJs ARE "PRESENTED BY" YOUR ORGANIZATION
- HYDRATION STATION STOCKED WITH YOUR BEVERAGE
- UP TO 5 LIVE READS/SHOUTOUTS EACH EVENT
- UP TO 10 PHOTOS PER MONTH (FOR 5 MONTHS) WITH PEOPLE DRINKING AND POSING WITH YOUR SOFT BEVERAGE/ENERGY DRINK
- INCLUSION IN THE "OURSTORIES" VIDEO CAMPAIGN. ONE COMPLIMENTARY 90 SECOND COMMERCIAL
- DIGITAL: SOCIAL MEDIA, NEWSLETTER, WEBSITE INCLUSION FOR 5 MONTHS
- PHYSICAL: T-SHIRTS, HANDBILLS, POSTERS, VENUE BANNERS, VENUE FLAGS, VENUE PROJECTOR INCLUSION FOR 5 MONTHS
- BRONZE SPONSOR INCLUSION AT THE 517 JUNETEENTH WEEKEND AND THE 517 HISPANIC HERITAGE WEEKEND - 4 MONTH CAMPAIGN / 2 FESTIVAL EVENTS

**CATEGORY SPONSOR - EXCLUSIVE (CATEGORY) THE SOUL LOUNGE  
(CATEGORIES: DISPENSARY, CAFE/COFFEE, AND RESTAURANT**

**\$10,000**

**BENEFITS:**

- 5 MONTH MARKETING CAMPAIGN (JAN 2024 - MAY 2024)
- PRESENTER OF 1 PROMO VIDEO EACH
- 1 CUSTOM ACTIVATIONS TO BE USED DURING THE SOUL LOUNGE RESIDENCY
- BRANDED AS THE "OFFICIAL <\_INSERT YOUR CATEGORY\_> OF THE SOUL LOUNGE FOR 5 MONTHS
- ALL VENDORS ARE "PRESENTED BY" YOUR ORGANIZATION, BOTH ONLINE AND AT THE EVENTS
- 1 CUSTOM ACTIVATIONS THROUGHOUT CAMPAIGN
- LOGO ON ALL PLASTIC CUPS AT THE AVENUE CAFE FOR 5 MONTHS
- VENDOR/INFORMATIONAL BOOTH AVAILABLE FOR ALL EVENTS
- INCLUSION IN THE "OURSTORIES" VIDEO CAMPAIGN. ONE COMPLIMENTARY 90 SECOND COMMERCIAL
- DIGITAL: SOCIAL MEDIA INCLUSION, NEWSLETTER INCLUSION, WEBSITE INCLUSION FOR 5 MONTHS
- PHYSICAL: T-SHIRTS, HANDBILLS, POSTERS, VENUE BANNERS, VENUE FLAGS, VENUE PROJECTOR INCLUSION FOR 5 MONTHS
- SPONSOR INCLUSION AT THE 517 JUNETEENTH WEEKEND AND THE 517 HISPANIC HERITAGE WEEKEND - 4 MONTH CAMPAIGN / 2 FESTIVAL EVENTS

**COMMUNITY SPONSOR -**

**\$5,000**

**BENEFITS:**

- 5 MONTH MARKETING CAMPAIGN (JAN 2024 - MAY 2024) - 9 EVENTS
- INCLUSION IN THE "OURSTORIES" VIDEO CAMPAIGN. ONE COMPLIMENTARY 90 SECOND COMMERCIAL
- SOCIAL MEDIA INCLUSION
- NEWSLETTER INCLUSION
- WEBSITE INCLUSION
- T-SHIRT INCLUSION
- HANDBILL INCLUSION
- VENUE BANNER INCLUSION
- 12FT PROJECTOR INCLUSION AT EACH EVENT
- 3 LIVE READS AT EACH EVENT
- VENDOR/INFORMATIONAL BOOTH AVAILABLE FOR ONE MONTH
- SPONSOR INCLUSION AT THE 517 JUNETEENTH WEEKEND AND THE 517 HISPANIC HERITAGE WEEKEND - 4 MONTH CAMPAIGN / 2 FESTIVAL EVENTS

**MONTHLY SPONSOR -**

**\$1,000**

**BENEFITS:**

- MARKETING INCLUSION FOR 2 SOUL LOUNGE EVENTS - 1 month
- SOCIAL MEDIA INCLUSION
- NEWSLETTER INCLUSION
- WEBSITE INCLUSION
- T-SHIRT INCLUSION
- HANDBILL INCLUSION
- VENUE BANNER INCLUSION
- 12FT PROJECTOR INCLUSION AT EACH EVENT
- 2 LIVE READS AT EACH EVENT
- VENDOR/INFORMATIONAL BOOTH AVAILABLE FOR ONE MONTH

# NAME YOUR PRICE

AT OURSPACE, WE BELIEVE THAT SPONSORSHIPS SHOULD BE INCLUSIVE AND ACCESSIBLE TO ALL BUSINESSES, REGARDLESS OF THEIR SIZE OR BUDGET. THAT'S WHY WE OFFER NAME YOUR PRICE SPONSORSHIP OPPORTUNITIES, WHERE WE WORK CLOSELY WITH COMPANIES TO CREATE CUSTOM SPONSORSHIP PACKAGES BASED ON WHAT THEY ARE ABLE TO DONATE. WE'RE COMMITTED TO FOSTERING A SENSE OF COMMUNITY AND COLLABORATION, ENSURING THAT EVERY COMPANY CAN PARTICIPATE AND BENEFIT FROM MEANINGFUL PARTNERSHIPS WITH US.

**NAME YOUR PRICE TODAY!**

**"A NIGHT AT THE SOUL LOUNGE PROVIDES THE KIND OF CULTURE LANSING HAS BEEN MISSING.**

participant that attended the soul lounge, March 2023.

ourspace517.com

# A NIGHT AT THE SOUL LOUNGE

RESIDENCY (JAN - MAY)

"IT WAS BEAUTIFUL, SOULFUL, SAFE, AND SEXY. THESE ARE THE MOMENTS WE ALL NEED IN LANSING"

participant that attended jan 2023's soul lounge

## CONTACT

FOR MORE INFORMATION, EMAIL US AT  
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