

PREPARED BY

PYRAMIDAL PRODUCTIONS Menkhu Ara Maat Gregory Doby Phone: 608.335.2566

E-mail: pyramidalproductions2@gmail.com

www. pyramidalproductions.com

LEAD BETWEEN THE RHYMES DOCUMENTARY SERIES 2023 SPONSORSHIP PACKET



ABOUT US





Pyramidal Productions, a dynamic and innovative film production company co-founded by partners Menkhu Ara Maat and Greg Doby Jr. Together, they are bringing forth a groundbreaking documentary titled "Lead Between the Rhymes," which explores the untold story of Madison Hip-Hop and the remarkable musical accomplishments of artists in Wisconsin. As passionate filmmakers, Menkhu Ara Maat and Doby Jr. have united their talents and shared vision to shed light on the rich and vibrant Hip-Hop culture thriving in Wisconsin. With their extensive experience and profound understanding of the music industry, they are determined to uncover the hidden narratives and celebrate the immense talent within the local Hip-Hop scene.

EXECUTIVE Team



DIRECTOR: Menkhu Ara Maat

Menkhu Ara's dedication and expertise in the field have garnered recognition, making him the recipient of the prestigious Outstanding Program Achievement Award. His profound impact on Hip-Hop education has been felt throughout the Madison school district, where he has organized transformative youth programs in the majority of its fifty-two schools. Armed with a master's degree in Entertainment and Media Business. Menkhu Ara Maat brings a wealth of knowledge and a deep passion for youth empowerment to the project.



PRODUCER: Greg Doby Jr.

Doby's talents have been sought after by independent and major record companies, including Universal Music Group, G-Unit/Interscope Records, Sony, Warner-Timberlane, Kedar Entertainment, and iMG Recordings. His creative prowess extends beyond music production as he has also owned a successful media and marketing company called Unidec Media. Through Unidec Media, Doby has masterfully crafted visual-media content and executed impactful marketing campaigns for both corporate and local business clients.

DOCUMENTARY OVERVIEW

Wisconsin is a state known for its Dairy Farming, Cheese curds, Breweries and Monotony Culture. However, there is a part of its culture that often goes unnoticed – the thriving hip-hop community that has been making waves in the music industry for decades. 'Lead Between the Rhymes' is a documentary that explores the untold story of Midwest hip-hop and the incredible accomplishments of the artists who have made their mark in the Wisconsin music scene. From pioneering rap groups to platinum producers, this film delves into the stories of those who have defied the odds and carved out a place for themselves in the competitive world of hip-hop. Join us as we uncover the rich history and unparalleled talent that has made Madison and Wisconsin a force to be reckoned with in the world of music.





- **Celebrate Artists** Achievement: Highlight the talent and accomplishments of Madison's Hip-hop artists, shedding light on their journeys, struggles, and triumphs.
- **Cultural Preservation:** Document and preserve the history and cultural significance of Madison's Hip-hop scene, ensuring its legacy for future generations.

- **Promote Diversity and Inclusion:** Emphasize the diverse voices and perspectives within the local music community, fostering a sense of unity and inclusivity.
- **Inspire and Educate:** Inspire viewers by showcasing the transformative power of music and its ability to transcend boundaries, ignite social change, and foster community connections.

"Lead Between the Rhymes" is a groundbreaking documentary series that will take viewers on an immersive journey into the rich and multifaceted hip-hop culture of Madison and Wisconsin. With an unwavering commitment to authenticity and depth, this series uncovers a tapestry of elements and aspects, shining a spotlight on the talented artists, the infectious music, the electrifying dancers, and the captivating visual arts.

But this docuseries doesn't stop there. It delves deeper, revealing the profound impact that hiphop has had on education, particularly within the esteemed halls of the University of Wisconsin. By shining a spotlight on the collaborations, programs, and initiatives that have sprung from this fusion, the series highlights the transformative power of hip-hop as a force for empowerment, creativity, and social change.

THE PROCESS

In the creation of our groundbreaking documentary series "Lead Between the Rhymes," we are dedicated to capturing the essence and untold stories of Madison Hip-hop in a captivating and authentic way. Our filming process involves a meticulous approach that allows us to delve deep into the vibrant and diverse world of the local hip-hop scene. Here's an overview of the steps we will undertake to bring this project to life:

1	Research and Pre-production
2	Artists' Stories and Interviews
3	Behind-the-Scenes Access:
4	Historical Context and Local Culture
5	Cinematic Storytelling
6	Post-production and Editing

- Research and Pre-production: Our team, led by award-winning youth culture specialist Menkhu Ara Maat and renowned platinum producer Greg Doby Jr., begins with extensive research and interviews. We delve into the history, evolution, and key figures of Wisconsin's hip-hop community. This groundwork helps us identify the influential artists, compelling narratives, and significant events that will shape our documentary.
- Artists' Stories and Interviews: We engage with a diverse range of artists, both established and emerging, to capture their stories and experiences firsthand. Through in-depth interviews, we give artists the platform to share their personal journeys, creative processes, and the impact of their music on the local and global stage. These interviews are conducted in an intimate setting that fosters trust, openness, and authenticity.
- Behind-the-Scenes Access: We believe in providing an immersive experience for our audience, allowing them to go behind the scenes and witness the creative process of artists. Our cameras will be there during studio sessions, rehearsals, and collaborations, capturing the magic as it unfolds. This exclusive access gives viewers a deeper understanding of the dedication, talent, and collaboration that go into the creation of Madison's hip-hop music.
- **Historical Context and Local Culture:** To provide a comprehensive understanding of Wisconsin's hip-hop scene, we explore its roots and the socio-cultural context that shaped it. Through interviews with key community figures, music historians, and experts, we weave together a narrative that celebrates the fusion of art, activism, and cultural identity. This broader perspective helps viewers appreciate the significance of Madison's hip-hop within the larger social landscape.
- Cinematic Storytelling: Our skilled production team utilizes a range of cinematic techniques, including visually stunning cinematography, compelling editing, and immersive sound design. We aim to create a visually captivating and emotionally engaging documentary that resonates with viewers on multiple levels. Our goal is to transport the audience into the world of Wisconsin Hip-hop, evoking emotions and fostering a deep connection with the music and its makers.
- Post-production and Editing: After capturing an extensive array of footage, we meticulously sift through the material to craft a cohesive and impactful narrative. Our talented editing team weaves together interviews, performances, and storytelling elements, incorporating visual and auditory elements that enhance the overall experience. We pay meticulous attention to detail, ensuring that the final product accurately reflects the essence and significance of Wisconsin hip-hop.

HISTORIC & PIONEERING INTERVIEWS



Hip hop first emerged in Madison, WI in the early 1980s, with the formation of local rap groups and breakdance crews. Over the years, the city's hip-hop scene has grown and evolved, with a wide range of artists and styles emerging from the community.



One of the earliest and most influential figures in Madison hip hop was rap group Fresh Force, who began making tracks in the early 80's and has since influenced some of the biggest names in the industry.



Meet Kali Tribe, the first hip-hop group from Milwaukee to appear on BET and founded by Speech, who launched the group Arrested Development. The rap group consisted of four members: King Kamonzi; Lando Land, Prince Ulami and "The Pharaoh" Twan Mack.



Soul Patrol was a pioneering breakdance crew to emerge from Madison, Wisconsin who quickly became legendary in the early 80's and the go-to group for anyone looking for authentic hip-hop entertainment.



Jarius King known to many as "ManOfGod" or "King Genius/GNS" is a performing artist, professional breakdancer, instructor, and international DJ. Jarius is former UW-Madison student and co-founder for the International Urban Movement breakdance conference.

HIP-HOP AND EDUCATION INFLUENCERS



The University of Wisconsin (UW) has played a significant role in shaping the local community and fostering a deep connection with hip-hop culture. Through its innovative educational programs and initiatives, UW has empowered countless individuals to explore their creative talents and make a lasting impact on the hip-hop scene in the region.



Dr. Gloria Ladson-Billings is a trailblazing scholar and UW professor who has made significant contributions to the field of education, known for her groundbreaking work on culturally relevant pedagogy and her exploration of the intersections between education and hip-hop culture.



Willie Ney is a remarkable social activist and educator who has played a pivotal role in shaping the hip-hop landscape of education in Wisconsin. Founder of the groundbreaking UW First Wave arts initiative, Willie has nurtured a generation of artists who have gone on to make significant contributions to the hip-hop community.



Dr. Roberto Rivera, Ph. D is a prominent artist, public speaker, educator, and community leader who has used hip-hop as a powerful tool for social change, empowering marginalized communities and fostering dialogue on important social issues. He is also Founder of the Hip-hop Revival Festival and Director of the Alliance for the 7th Generation.



UW First Wave is a groundbreaking Hip-hop arts initiative based at the University of Wisconsin-that has revolutionized the way hip-hop is understood and embraced within academia. Founded in 2007, it is the first university program of its kind, offering full scholarships to exceptional young artists who exhibit talent in the realms of spoken word, poetry, rap, dance, and multimedia performance.

HIGHLIGHTED CELEBRITY TRAILBLAZORS

THESE PROPOSED CELEBRITY INTERVEIWIES HAVE MADE EXTRAORDINARY STRIVES AND ACCOMPLISHMENTS WITHIN THE INDUSTRY AND HAVE SET LANDMARKS FOR WISCONSIN.



DJ PAIN 1 **MUSIC PRODUCER**

DJ Pain 1 is known for his



SPEECH MUSIC ARTIST | RAPPER

Speech Thomas a native of



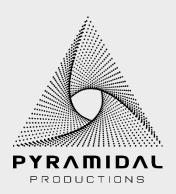
SKYLAR GREY MUSIC ARTISTS | SONGWRITER

Skylar Grey is a singer and



Our film will delve deep into the stories, struggles, and triumphs of these local and celebrity artists who have pushed boundaries, defied stereotypes, and made an indelible impact on the music industry. Other notable artists and celebrities to be featured and mentioned in the documentary series include Rico Love, Jidenne, Eric Benet, Carmen Key, Clyde Stubblefield, Jacob Latimore, DJ Mondo, Coo Coo Cal, Trackstar the DJ, Al Jarreau, Carlton Thompson Jr., Tank, G!Nx-Gbanga, and Members of Arrested Development.

PROJECTBUDGET BREAKDOWN



This budget plan is just a rough estimate, and the actual costs may vary depending on various factors such as the time spand, length and complexity of the docuseries, crew size, and other production-related expenses.

Dro Droduction

Pre-	Production	
1	Research and Development	\$10,000
2	Equipment & Supplies	\$30,000
3	Artists per-diems	\$20,000
4	Personnel (director, producer, writers, camera crew)	\$80,000
		\$140,000
Prod	uction	
1	Equipment & Lighting Rental	\$50,000
2	Transportation and travel accommodations	\$25,000
3	Legal and consulting fees	\$20,000
4	Location Fees and Permits	\$25,000
		\$120,000
Post	Production	
1	Personnel (editor, sound design, graphic effects)	\$80,000
2	Music licensing and composition	\$25,000
3	Publicity and Marketing promotions	\$45,000
4	Digital Distribution & Production	\$20,000
		\$170,000
Misc	ellaneous	
1	Film festival fees	\$10,000
2	Event, Venue Rentals, & Catering	\$20,000
3	Overhead and Administrative Costs	\$20,000
4	Contengency	\$20,000
		\$70,000

Total Project Budet		\$500,000

SPONSOR US

Pyramid Productions is excited to present you with an opportunity to support our "Famous in Madison Media Arts Program". A program empowering young filmmakers and media enthusiasts through media arts education, providing them with valuable skills in video production and filming techniques.



We believe that investing in the potential of these young individuals is an investment in the future of our community.

The Famous in Madison Media Arts Program will play a significant role in nurturing talent, fostering creativity, and empowering the next generation of media professionals. Aspiring young filmmakers and media enthusiasts will have the opportunity to assist with the filming and production of the "Lead Between the Rhymes" documentary and participate in a semester of hands-on workshops, mentorship, and access to state-of-the-art equipment. We believe that the "Famous in Madison Media Program" will have a lasting impact on the lives of participants and contribute to the growth of a vibrant and diverse media industry in our region.

Stewardship, a reputable 501(c)3 non-profit organization, to launch the "Famous in Madison Media Arts Program." This innovative program aims to provide underserved youth in our community with opportunities to learn and explore the multimedia arts. Through hands-on workshops, mentorship, and access to state-ofthe-art equipment, we aim to empower these young individuals and nurture their creative talents. Together, we are dedicated to fostering a supportive and inclusive learning environment, equipping youth with essential skills, and opening doors to exciting career pathways in the multimedia arts.

YOUR CONTRIBUTION:

We are seeking generous sponsors to support a student's tuition for the "Famous in Madison Media Program. By sponsoring a student's tuition of \$2,500, Your company or organization will directly contribute to sudents quality education, mentorship, and state-of-the-art resources. Your contribution will not only empower a deserving student but also foster their personal and professional growth, opening doors to a future filled with creativity and opportunity.

PREMIUM SPONSORSHIP

Pyramidal Productions is seeking your sponsorship for the documentary film series "LEAD BETWEEN THE RHYMES" -The Untold Story of Midwest Hip-hop. As a sponsor your Company or organization will become an essential part of this exciting journey. Your generous support will enable us to cover production costs, including filming equipment, crew, editing, post-production, and distribution. As a sponsor your business or organization will recieve a range of sponsorship and funding options to suit your organization's budget and objectives.

AS A SPONSOR/FUNDING PARTNER, YOUR ORGANIZATION WILL GAIN THE FOLLOWING BENEFITS:

TITLE SPONSOR \$500,000

Title Sponsorship:

- Exclusive Title & Company naming rights incorporated into the film.
- Prominent logo placement in ALL promotional materials, including posters, t-shirst trailers, press releases and website.
- Exclusive VIP access to premiere screenings, Film Festivals, Celebrity Events, Meet-and-greets, & All networking & special events.
- **Exclusive Digital Media** Mentions & Social Media content featuring your brand and its connection to the documentary.

SUPREME SPONSOR

(limited) package starts at a minimum of \$150,000+

Supreme Sponsorship:

- Logo placement in ALL promotional materials, including posters, Tshirts, trailers, press releases and website.
- VIP access to premiere screenings, Film Festivals, Celebrity events, artist Meet-andgreets, and networking events.
- Digital Media Mentions, Commerial branding. social media mentions and recognition in press

PREMIUM SPONSOR

(limited) package starts at a minimum of \$75,000+

Premium Sponsorship:

- Logo placement in promotional materials, T-shirts, including posters, and website.
- VIP access to premiere screenings, Film Festivals, Celebrity events, and networking events.
- Social media mentions and recognition in press releases



CORPORATE SPONSORSHIP

Your contribution is essential to the production and success of the film. Through your Corporate Sponsorship you have the chance to showcase your products, services, or brand while making a valuable impact to the project. Become an integral part of the documentary's journey, by helping to bring the vision to life and ensuring its impact reaches a wider audience.

CORPORATE SPONSOR \$50,000

Brand awareness & media exposure

- Recognition & Logo placement in promotional materials, including posters, and website.
- acknowledgments during promotional events.
- Access to premiere screenings & networking
- Dedicated social media mentions and recognition in press releases.

EXECUTIVE SPONSOR \$20,000

Promotion direct to your product

- Recognition & Logo placement in promotional materials, including posters, and website.
- Acknowledgment during promotional events
- Access to premiere screenings and networking events.

COMMUNITY SPONSOR INKIND

Reconnect with community

Depending on the In-Kind value of your contribution, you will receive prominent recognition throughout the documentary and its associated promotional activities. Your brand or company name has optionst to be featured in the film's credits, on the website, and in marketing materials, highlighting your invaluable support.

- Brand Exposure: As a sponsor, your brand will be prominently featured throughout the film, including opening, and closing credits, on-screen logos, and verbal acknowledgments during promotional events.
- Audience Reach: The documentary will be distributed through various platforms, including film festivals, digital streaming services, and community screenings, ensuring widespread exposure to a diverse audience.
- **Publicity and PR**: Your brand will be included in press releases, media interviews, and marketing materials, maximizing your visibility and generating positive public relations.
- Networking Opportunities: You will have exclusive access to industry professionals, artists, and community leaders through networking events and premiere screenings, fostering valuable connections.
- Social & Community Impact: By supporting this project, you will contribute to the cultural preservation and community empowerment efforts, making a positive difference in the lives of youth educational programs, local artists, and the community.

Please note that these sponsorship levels are customizable, and we are open to discussing tailored opportunities that align with your brand's goals and budget.

In partnership with:







SPECIAL MURAL & EXIBITION SPONSORSHIP

Pyramidal Productions and the Wisconsin Historical Society is proud to announce a captivating "Lead Between the Rhymes" mural and exibit project, a celebration of the 50th anniversary of Hip-hop and Wisconsin's rich hip-hop culture and its remarkable contributions to the artistic landscape. This community-driven initiative aims to honor the founders, local hip-hop contributors, and accomplished artists of Wisconsin while highlighting the vibrant spirit of graffiti arts. The mural serves as a visual testament to the profound impact of hip-hop in our community. Through the collaboration of talented graffiti artists and the support of local organizations, this monumental artwork will transform the facade into a captivating masterpiece, capturing the essence of the dynamic and ever-evolving hip-hop culture.





In addition to the mural, the Wisconsin Histrical Society will showcase an interactive exhibit which will feature engaging displays, multimedia installations, and artifacts from the "Lead Between the Rhymes" documentary. Visitors will have the opportunity to explore the history, impact, and significance of hip-hop within the local context, fostering a deeper understanding and appreciation for this dynamic cultural movement.

YOUR SPONSORSHIP

\$10,000

By sponsoring the Hip-Hop 50th Year Anniversary Mural and Exhibit, your brand will gain significant exposure and recognition among a diverse audience of art enthusiasts, hip-hop lovers, and community members. Your logo will be prominently displayed In the new renivated Wisconsin Historical Society's exhibit space, on promotional materials, and during related events, ensuring widespread visibility and positive brand association.

Furthermore, your sponsorship will directly contribute to the preservation and promotion of Wisconsin's hip-hop legacy, supporting local artists, community engagement, and educational initiatives. Your commitment to this project will not only showcase your dedication to the arts but also demonstrate your company's strong support for cultural heritage and community development.

We invite you to join us as a valued sponsor for this groundbreaking project. Together, we can create an unforgettable experience that celebrates the power of hip-hop, showcases the talent within Wisconsin, and fosters a sense of unity and pride within the community.

Why Sponsor Us

"Lead Between the Rhymes" is uncovering the Untold Story of Wisonsin Hip-Hop, it's an ambitious documentary project that aims to shine a spotlight on the rich tapestry of Madison's hip-hop culture and the remarkable achievements of Wisconsin artists. Through captivating storytelling, powerful visuals, and intimate interviews, this film will take viewers on a journey of discovery, celebrating the history, unique voices and talents that have shaped the Wisconsin music scene and culture.

By becoming a sponsor of "Lead Between the Rhymes," you have the opportunity to align your brand with a project that transcends boundaries and resonates with a diverse audience.

Moreover, your sponsorship will extend beyond mere branding opportunities. By supporting "Lead Between the Rhymes," you will contribute to the cultural preservation of Wisconsin's hip-hop legacy, inspire the next generation of artists, and foster a sense of community pride. Your involvement will empower local talent, promote diversity, and amplify voices that often go unheard.

In addition to the impact your sponsorship provides, you will gain exclusive access to networking events, premiere screenings, and engagement opportunities with industry professionals, artists, and community leaders, further enhancing your brand's visibility and influence within the music and arts community.

IN CONCLUSION

We believe in the power of storytelling and the ability of music to bring people together. By supporting "Lead Between the Rhymes," you become part of a movement to celebrate and amplify the voices our urban music arts community. Together, we can uplift underrepresented stories and foster a more inclusive and diverse artistic landscape. We invite you to join us on this transformative journey that will make a lasting impact on the vibrant Wisconsin hip-hop scene.

Contact us today to discuss sponsorship opportunities tailored to your brand's goals and budget. Join us in weaving together the rhymes that have shaped a community and inspired a generation.

Thank You!

for your consideration and support.



Sponsorship Commitment Sheet

Level of Commitment:

□ In-Kind Sponsorship

-1 0	r communicite.			
	Title Sponsorship (exclusive) package starts at a minimum of \$500,000			
	Supreme Corporate Sponsorship (limited) starts at a minimum of \$250,000			
	Premium Sponsorship (limited) package starts at a minimum of \$100,000			
	Corporate Sponsorship package starts at a minimum of \$50,000			
	Executive Sponsorship package starts at a minimum of \$20,000			
	Exibition Sponsorship package starts at a minimum of \$10,000			
	FIM Program Scholarship (501c tax exempt) package starts at a minimum of \$2,500			

COMPANY	SPONSORSHIP TYPE	DATE	DUE DATE	AMOUNT
CONDITIONS & TERMS:				
			TOTAL	

Description:

As a [Supreme Sponsor] your business will receive:

- * Recognition & Logo placement in promotional materials, including posters, and website.
- acknowledgments during promotional events.
- Access to premiere screenings and networking events.
- Dedicated social media mentions and recognition in press releases.

Method of Payment: [] Check [] Money Order [] Credit Card

Sponsorship Level (selected above):								
Company Name:								
Contact Person:		Phone:						
Address:		E-mail:						
City: State:	ZIP:	Country:						
□ V/SA □ MasterCard □ CONTROL		Total Amount: US\$						
Card No:		Expiration Date:						
Signature:	_ Print Name:							

To pay by check send to: Pyramidal Productions PO BOX 6504 MONONA, WI 53716-3553

On behalf of Pyramidal Productions we would like to extend our sincerest *Thank You*! for your valued sponsorship, participation and contributions to making the film and documentary series "Lead Between the Rhymes," a success. Your partnership not only supports the creation of a remarkable documentary but also contribute to the cultural fabric and creative spirit of the community.