



Insights

*A Marketing & Promotions Company*

**INSIGHTS MARKETING  
SPECIAL EVENTS & PROGRAMS 2011-2012**

For more detailed sponsor and partnership information on any of the events and programs below please call 404.872.9899 or email [kw@insights-mpc.com](mailto:kw@insights-mpc.com)

<b>DATE</b>	<b>EVENT*</b>	<b>MARKET</b>	<b>LOCATION</b>	<b>TIME</b>
January 5-8, 2012	<b>Phi Beta Sigma National Centennial Two Year Countdown</b>	Memphis, TN	<b>LBTA</b>	TBA
Jan. 13-15, 2012	<b>Orlando Hudson (MLB) 5<sup>th</sup> Annual CATCH Foundation Charity Weekend ( 4 events)</b>	Florence & Darlington, SC	<b>CATCH On Reading</b> at Carolina Elementary (Fri)  <b>CATCH Day Festival &amp; Parade</b> on Main Street (Sat)  <b>Strike Out! Autism</b> (Bowling Fundraiser) at Southgate Bowling Center (Sat)  <b>Crossover</b> (Charity Basketball Game) at Darlington High School (Sun)	9:30am-10:30am  12:00m-3:00pm-  7:00pm-10:00pm  3:00pm-5:00pm
January 29, 2012	<b>2012 NFL Pro Bowl</b>	Honolulu, HI	<b>Aloha Stadium</b>	TBA
February 3- 5, 2012	<b>NFL Super Bowl XLVI</b>	Indianapolis, IN	<b>24 Wines Reception (Sat.)</b>  "Players' Paradise" Day party (Sat.) at 6 Lounge	4:00pm-6:30pm  6:30pm-9:00pm
Feb. 24 - 26, 2012	<b>NBA All Star 2012 (3 events)</b>	Orlando, FL	"East Meets West" (Fri.)  "DAY BREAK ESCAPE"(Sat.)  "Players' Paradise" Viewing Party (Sun.)	2:00pm-9:00pm (Per Event)
March 1, 2012	<b>I AM SOUL TOUR</b>	Oakland, CA	<b>Paramount Theatre</b>	TBA
March 2, 2012	<b>I AM SOUL TOUR</b>	Los Angeles, CA	<b>Nokia Theatre Live L.A.</b>	TBA
March 2-3, 2012	<b>CIAA Weekend</b>	Charlotte, NC	<b>CI Reunion: Biz Markie &amp; Doug E Fresh @935</b> (Fri.)  <b>CI Day Escape</b> (Sat.)	12:00Noon-7:00pm (Both Days)
March 3, 2012	<b>I AM SOUL TOUR</b>	Las Vegas, NV	<b>Pearl Concert Theater</b>	TBA
March 3, 2012 (Tent.)	<b>Funk Jazz Kafe Arts &amp; Music Festival</b>	Atlanta, GA	<b>LTBD</b>	TBA
March 4, 2012	<b>I AM SOUL TOUR</b>	Denver, CO	<b>Wells Fargo Theatre</b>	TBA
March 6, 2012	<b>Women Making Moves: A Networking Event</b>	Atlanta, GA	<b>Aja Restaurant &amp; Bar</b>	6:30pm-8:30pm
March 7, 2012	<b>I AM SOUL TOUR</b>	Grand Prairie, TX	<b>Verizon Theatre</b>	
March 8, 2012	<b>I AM SOUL TOUR</b>	New Orleans, LA	<b>Saenger Theatre</b>	TBA
March 9, 2012	<b>I AM SOUL TOUR</b>	Atlanta, GA	<b>Fox Theatre</b>	TBA



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March 10, 2012	<b>I AM SOUL TOUR</b>	Miami, FL	<b>James L. Knight International</b>	TBA
March 11, 2012	<b>I AM SOUL TOUR</b>	Jacksonville, FL	<b>Times-Union Center for the Performing Arts (Jim &amp; Jan Theater)</b>	TBA
March 15, 2012	<b>I AM SOUL TOUR</b>	Richmond, VA	<b>Landmark Theater</b>	TBA
March 16, 2012	<b>I AM SOUL TOUR</b>	Washington, D.C.	<b>DAR Constitution Hall</b>	TBA
March 16-17, 2012	<b>FUNKFEST</b>	St. Petersburg, FL	<b>Vinoy Park</b>	TBA
March 17, 2012	<b>I AM SOUL TOUR</b>	Atlantic City, NJ	<b>Etes Arena</b>	TBA
March 18, 2012	<b>I AM SOUL TOUR</b>	New York City, NY	<b>Radio City Music Hall</b>	TBA
March 22, 2012	<b>I AM SOUL TOUR</b>	Cleveland, OH	<b>State Theatre</b>	TBA
March 23, 2012	<b>I AM SOUL TOUR</b>	Detroit, MI	<b>Fox Theatre</b>	TBA
March 24, 2012	<b>I AM SOUL TOUR</b>	Cleveland, OH	<b>Procter &amp; Gamble Hall</b>	TBA
March 24, 2012	<b>Female Success Factor Seminar: The Digital S.H.E.</b>	Atlanta, GA	<b>LTBA</b>	TBA
March 25, 2012	<b>I AM SOUL TOUR</b>	Louisville, KY	<b>The Louisville Palace</b>	TBA
March 29, 2012	<b>I AM SOUL TOUR</b>	St. Louis, MO	<b>Fox Theatre</b>	TBA
March 30, 2012	<b>I AM SOUL TOUR</b>	Chicago, IL	<b>Arie Crown Theater</b>	TBA
March 30-31, 2012	<b>FUNKFEST</b>	Orlando, FL	<b>Tinker Field</b>	TBA
March 31, 2012	<b>I AM SOUL TOUR</b>	Milwaukee, WI	<b>Milwaukee Theatre</b>	TBA
March 31, 2012	<b>Female Success Factor Seminar: The Digital S.H.E.</b>	Detroit, MI	<b>LTBA</b>	TBA
April 7, 2012	<b>Female Success Factor Seminar: The Digital S.H.E.</b>	New York City, NY	<b>LTBA</b>	TBA
April 7-8, 2012	<b>MS Gulf Coast Spring Break Weekend</b>	Biloxi, MS	<b>MS Gulf Coast Spring Break Weekend of Events</b>	TBA
April 11-13, 2012	<b>Marcus Stroud Foundation Charity Weekend</b>	Atlanta, GA	<b>Ritz-Carlton Downtown</b>	TBA
April 14, 2012	<b>Female Success Factor Seminar: The Digital S.H.E.</b>	Dallas, TX	<b>LTBA</b>	TBA
April 21, 2012	<b>Female Success Factor Seminar: The Digital S.H.E.</b>	Houston, TX	<b>LTBA</b>	TBA
April 28, 2012	<b>Female Success Factor Seminar: The Digital S.H.E.</b>	Chicago, IL	<b>LTBA</b>	TBA
May 4, 2012	<b>Kentucky Derby Grand Gala</b>	Louisville, KY	<b>Good Timers Gala at Gillespie Center (Fri)</b>	10:00pm-4:00am
May 5, 2012	<b>John Abraham's Birthday Celebration</b>	Atlanta, GA	<b>LTBA (Invitation Only)</b>	9:00pm-2:00am
May 11-12, 2012	<b>FUNKFEST</b>	Jacksonville, FL	<b>Metro Park</b>	TBA
May 12, 2012	<b>Sun &amp; Soul Saturday</b>	Atlanta, GA	<b>Aja Restaurant &amp; Bar</b>	5:00pm-12:00am
May 18-19, 2012	<b>FUNKFEST</b>	Atlanta, GA	<b>Wolf Creek Amphitheatre</b>	TBA



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May 26, 2012	<b>Express Yourself Lounge Presented by GMCVB &amp; ABFF</b>	Atlanta, GA	<b>Park Tavern (Invitation only)</b>	TBA
June 5, 2012	<b>Women Making Moves: A Networking Event</b>	Atlanta, GA	<b>Phillips Arena (Atlanta Dream Mixer)</b>	6:30pm-8:30pm
June 9, 2012	<b>Sun &amp; Soul Saturday</b>	Atlanta, GA	<b>Aja Restaurant &amp; Bar</b>	5:00pm-12:00am
June 15-16, 2012	<b>Atlanta Greek Alumni Affair</b>	Atlanta, GA	<b>Ol' School Greek Affair</b> at French American Brasserie (FAB) or Ventanna's(Sat) <b>Farewell to Greeks Brunch</b> at Stats (Sun)	10:30pm-3:00am 3:00pm-7:00pm
June 15-16, 2012	<b>FUNKFEST</b>	Memphis, TN	<b>Tom Lee Park</b>	TBA
June 16-17, 2012	<b>Ryan Cameron's Father Daughter Weekend (Father's Day Weekend)</b>	Atlanta, GA	<b>Father Daughter Reception</b> at Don Shula's Steakhouse (Sat) <b>Father Daughter Dance</b> at Georgia Aquarium (Sun)	Starts at 7:30pm Starts at 6:00pm
June 14-15, 2012	<b>National Association of Black Accountants (NABA)</b>	Phoenix, AZ	<b>Welcome Reception - TBD</b>	TBA
June 20-23, 2012	<b>American Black Film Festival (ABFF)</b>	Miami, FL	<b>Pool Party (Invitation Only)</b>	2:00pm-7:00pm
June 20-24, 2012	<b>National Association of Black Journalists (NABJ)</b>	New Orleans, LA	<b>LTBD</b>	TBA
July 6-8, 2012	<b>18<sup>th</sup> Annual Essence Music Festival Weekend</b>	New Orleans, LA	<b>All White Daytime Affair</b> at The Metropolitan (Sat) <b>Queendom Exclusive Daytime Event</b> at The Metropolitan (Sun)	5:00pm-10:00pm 5:00pm-10:00pm
July 8, 2012	<b>Taste of Soul</b>	New Orleans, LA	<b>Lowe's @ the Piazza</b>	12Noon-3:00pm
July 10, 2012	<b>MLB All-Star Game</b>	Kansas City, KS	<b>Kauffman Stadium</b>	TBA
July 11-15, 2012	<b>Alpha Phi Alpha Southern Regional Convention/Leadership Conference</b>	Miami, FL	<b>TBD</b>	TBA
July 13-15, 2012	<b>51 Ways Weekend Hosted by Takeo Spikes &amp; Carlos Emmons</b>	Atlanta, GA	<b>51 Ways Weekend Hosted by Takeo Spikes &amp; Carlos Emmons</b>	TBA
July 14, 2012	<b>Sun &amp; Soul Saturdays</b>	Atlanta, GA	<b>Aja Restaurant &amp; Bar</b>	5:00pm-12:00am
July 14-19, 2012	<b>87<sup>th</sup> National Bar Association Convention</b>	Las Vegas, NV	<b>LTBD-Caesar's Palace</b>	10:00pm-3:00am
July 19-22, 2012	<b>Zo's Summer Grove (ZSG) Weekend (Various Events)</b>	Miami, FL	<b>ZSG Golf Classic, ZSG Comedy Show, ZSG Benefit Dinner, ZSG Block Party, ZSG All-Star Game</b>	Varies
July 19-21, 2012	<b>NAMAD National Convention</b>	TBD	<b>TBA</b>	Varies
July 24-29, 2012	<b>National Urban League National Convention</b>	New Orleans, LA	<b>LTBD</b>	TBA
July 25-29, 2012	<b>Omega Psi Phi Centennial Conclave</b>	Minneapolis, MN	<b>TBA</b>	Varies
July 28-August 1, 2012	<b>National Medical Association (NMA)</b>	New Orleans, LA	<b>TBA</b>	10:00pm-3:00am



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	<b>Convention</b>			
August 11, 2012	<b>Sun &amp; Soul Saturday</b>	Atlanta, GA	<b>Aja Restaurant &amp; Bar</b>	5:00pm-12:00am
August 17, 2012	<b>MLB Civil Rights Game</b>	Atlanta, GA	<b>ATMT: Civil Rights Edition</b>	1:00pm-3:00pm
August 17, 2012	<b>Women Making Moves: A Networking Event</b>	Atlanta, GA	<b>Turner Field (Atlanta Braves Civil Rights Game Mixer)</b>	6:30pm-8:30pm
August 26, 2012	<b>Brewers' Bowl-A-Thon Hosted by Rickie Weeks</b>	Milwaukee, WI	<b>Bowling Lanes</b>	7:30pm-10:30pm
August 30-September 3, 2012	<b>Black Enterprise Golf &amp; Tennis Challenge</b>	Miami, FL	<b>Doral Golf Resort &amp; Spa</b>	Varies
September 1, 2012	<b>Nation's Classic Howard vs. Morehouse</b>	Washington, DC	<b>"The Reunion" Block Party @ Stadium</b>	1:00pm-6:00pm
September 2, 2012	<b>Taste of Soul (Labor Day Midnight BBQ)</b>	Atlanta, GA	<b>LTBA</b>	10:00am-5:00am
September 8, 2012	<b>Southern Heritage Classic Jackson State University vs. Tennessee State University</b>	Memphis, TN	<b>"The Reunion" Block Party @ Stadium</b>	1:00pm-6:00pm
September 8, 2012	<b>Sun &amp; Soul Saturday</b>	Atlanta, GA	<b>Aja Restaurant &amp; Bar</b>	5:00pm-12:00am
September 17, 2012	<b>Twins &amp; Pins II Bowling Fundraiser</b>	Minneapolis, MN	<b>Brunswick Bowling</b>	7:00pm-10:00pm
September 19-22, 2012	<b>Congressional Black Caucus</b>	Washington, D.C.	<b>LTBD</b>	TBA
September 25-29, 2012	<b>34<sup>th</sup> National Black MBA Association (NBMBA) Conference</b>	Indianapolis, IN	<b>"The Reunion" (Thurs) LTBA</b>  <b>Reminisce (Fri.) LTBA</b>	10:00pm-3:00am  (Both Nights)
September 27-29, 2012	<b>Atlanta Football Classic 17th Annual Alumni Weekend (3 events) FAMU vs. Southern University</b>	Atlanta, GA	<b>Classic Connection at Shout (Thurs.)</b>  <b>Annual Classic Reunion at Aja (Fri.)</b>  <b>"The Reunion" Block Party @ GA Dome (Sat.)</b>	10:00pm-3:00am (Each Night)
October 6, 2012	<b>Taste of Soul</b>	Washington, DC	<b>LTBA</b>	10:00pm-6:00am
October 6, 2012	<b>Circle City Classic Kentucky State vs. Albany State University</b>	Indianapolis, IN	<b>"The Reunion" Block Party @ Stadium</b>	1:00pm-6:00pm
October 7, 2012	<b>Midnight BBQ (Columbus Day Weekend)</b>	Atlanta, GA	<b>Private Location</b>	12:00am-6:00am
October 12-13, 2012	<b>Clark Atlanta University Homecoming</b>	Atlanta, GA	<b>TBD</b>	10:00pm-3:00am
October 13, 2012	<b>Battle of the Bay Classic Norfolk State vs. Hampton</b>	Norfolk, VA	<b>"The Reunion" Block Party @ Stadium</b>	1:00pm-6:00pm
October 19-20, 2012	<b>North Carolina A&amp;T Homecoming</b>	Greensboro, NC	<b>Events Center</b>	9:00pm-3:00am
October 19-20, 2012	<b>Morehouse/Spelman Homecoming</b>	Atlanta, GA	<b>Alumni Kickoff Party at Park Tavern (Fri)</b>  <b>Alumni Tailgate@ Morehouse</b>	10:00pm-3:00am 12 Noon-6:00pm
October 24-28, 2012	<b>Black Entertainment &amp; Sports Lawyers Association (BELSA) Convention</b>	LTBD	<b>LTBA</b>	TBA
October 26-27, 2012	<b>Howard University Homecoming</b>	Washington, D.C.	<b>Park on 14th (Fri)</b>  <b>Alumni Tailgate (Sat)</b>	10:00pm-3:00am 12 Noon-



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				3:00pm
October 27, 2012	<b>Magic City Classic</b> Alabama A&M vs. Alabama State University	Birmingham, AL	<b>“The Reunion” Block Party @ Stadium</b>	1:00pm-6:00pm
October 28-31, 2012	<b>NMSDC Conference</b>	Denver , CO	<b>VoToy Experience (Mon.)</b> <b>ULS “Snowcaps” (Tues.)</b>	9:00pm-2:00am (Both Nights)
October 2012	<b>Florida A&amp;M University (FAMU) Homecoming</b>	Tallahassee, FL	<b>12<sup>th</sup> Annual Homecoming Reception</b> at Parks & Crump Law Firm (Fri.)  <b>11<sup>th</sup> Annual Alumni Tailgate</b> at Bragg Stadium (Sat Day)	6:00 pm-10:00pm  12 noon-6:00pm
November 16, 2012	<b>Capitol City Classic</b> Jackson State vs. Alcorn State	Jackson, MS	<b>“The Reunion” Block Party @ Stadium</b>	1:00pm-6:00pm
November 16-17, 2012	<b>Florida Classic- FAMU vs. Bethune Cookman University</b>	Orlando, FL	<b>“The Reunion” Block Party @ Stadium</b> <b>Grown &amp; Sexy Affair</b> at House of Blues (Sat. Night)	1:00pm-6:00pm 10:00pm-3:00am
November 20, 2012	<b>Jonas Jennings’ “Give Thanks”</b>	College Park, GA	<b>College Park Housing Authority</b>	4:00pm-6:00pm
November 21, 2012	<b>Devyne Stephens’ Thanksgiving Charity Affair</b>	Atlanta, GA	<b>TBD</b>	10:00pm-3:00am
November 22, 2012	<b>Turkey Day Classic- Alabama State vs. Tuskegee University</b>	Montgomery, AL	<b>“The Reunion” Block Party @ Stadium</b>	1:00pm-6:00pm
November 23-24, 2012	<b>Bayou Classic – Southern University vs. Grambling State University</b>	New Orleans, LA	<b>“The Reunion” Block Party @ Stadium</b>	1:00pm-6:00pm
December 1, 2012	<b>John Abraham’s (NFL) Deluxe Charity Reception (Invitation Only) &amp; After Affair</b>	Atlanta, GA	<b>Twelve (Ballroom - Atlantic Station)</b>	8:00pm-2:00am
December 4, 2012	<b>Women Making Moves: A Networking Event</b>	Atlanta, GA	<b>Aja Restaurant</b>	6:30pm-8:30pm
December 16, 2012	<b>Jonas Jennings’ Keep on Giving Charity Event</b>	College Park, GA	<b>Godby Recreation Center</b>	5:00pm-7:00pm
December 18, 2012	<b>Denard Span’s (MLB) Winter Wonderland</b>	Tampa, FL	<b>Wonderland Daycare Center</b>	6:00pm-8:00pm
December 20, 2012	<b>Devyne Stephens’ Holiday Gala (Invitation Only)</b>	Atlanta, GA	<b>TBD</b>	9:30pm-2:00am