

POP OUT

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day-time

EXPO

12pm-5pm

- Young Entrepreneurs Showcase + Vending
- Health & Wellness Activations
- Gaming & Dance Competitions
- Art & Music
- Food & Fun

night-time

CONCERT

8pm-2am

- Live Performances
- Talent Showcase
- DJ's & Dancers
- Giveaways
- Vending
- Art & Music
- Food & Fun
- For All

4PEACE

Featuring: August 16

41 & FRIENDS

TERMINAL 5 | HELLS KITCHEN | NYC

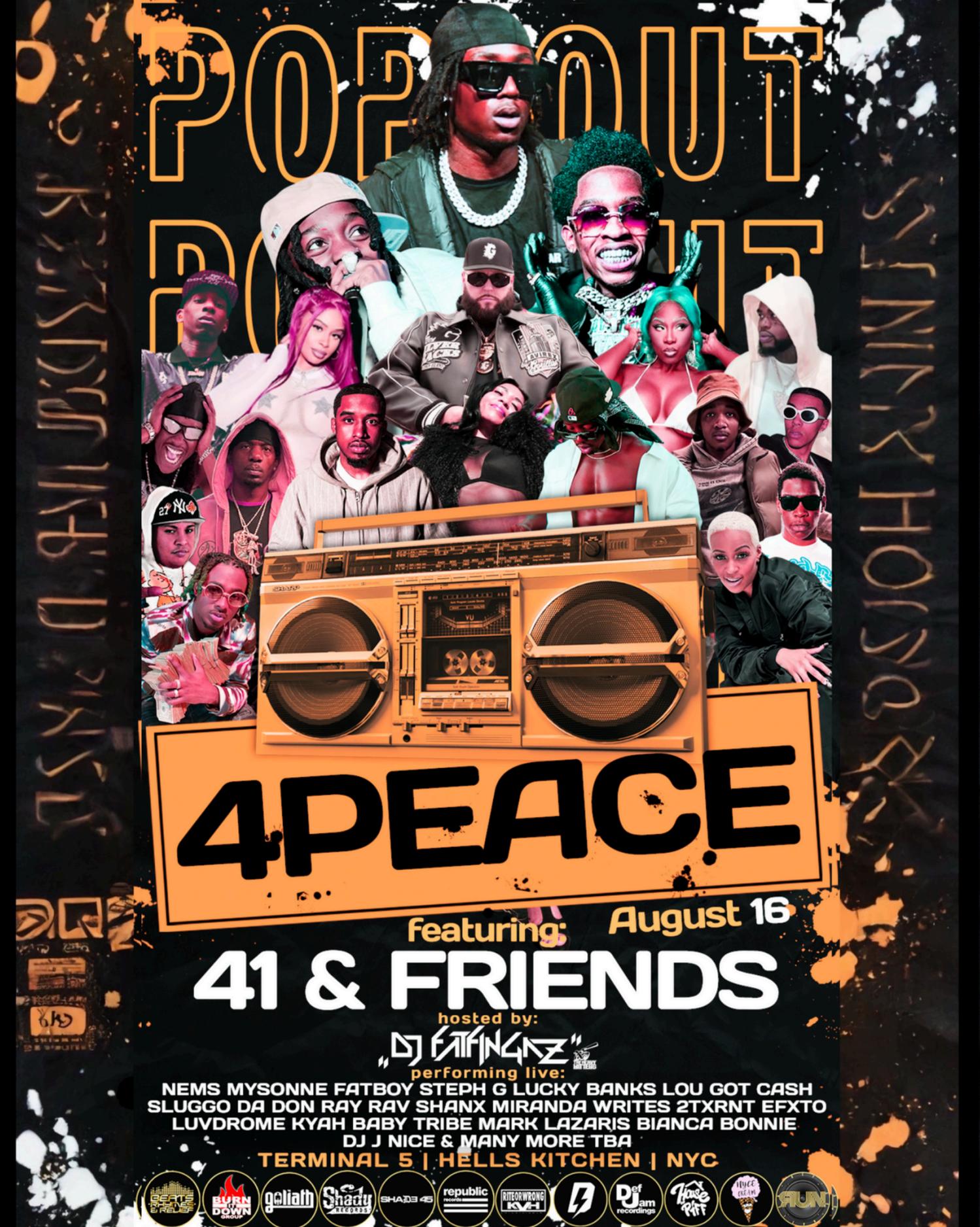


POP OUT 4 PEACE

Beats Rhymes & Relief in partnership with the Burn It Down group presents the POP OUT 4 PEACE featuring 41 & Friends on August 16th at Terminal 5 in NYC, a two part all day event that harnesses the power of Hip Hop Culture to educate, elevate and empower young people in NYC! This event is comprised of two distinct overlapping activations that support our ENTRY POINTS program which uplifts young people interested in breaking into the entertainment industry.

Our free day-time activation will take place from 12pm-5pm. This activation focuses on mental and physical Health & Wellness while uplifting young artists and entrepreneurs through showcases, gaming and dance competitions, live performances and vending opportunities while some of the best mental and physical health organizations and violence prevention advocates in NYC host interactive, immersive experiences deigned to engage attendees of all ages.

The night-time concert is a ticketed live music and cultural event featuring NYC's most talented artists with ALL proceeds supporting BRR's youth programming! With over 3000 people in attendance provides opportunities for all young entrepreneurs, vendors and artists to uplift their brand and engage consumers!



POP OUT 4 PEACE

Featuring: **August 16**

41 & FRIENDS

hosted by: **DJ FATFIN4Z**

performing live:

NEMS MYSONNE FATBOY STEPH G LUCKY BANKS LOU GOT CASH
SLUGGO DA DON RAY RAY SHANX MIRANDA WRITES 2TXRNT EFXT0
LUVDR0ME KYAH BABY TRIBE MARK LAZARIS BIANCA BONNIE
DJ J NICE & MANY MORE TBA

TERMINAL 5 | HELLS KITCHEN | NYC

Logos: BEATS RHYMES & RELIEF, BURN IT DOWN, galiath, Shady RECORDS, SHADY 41, republic, RITEORWRONG, DJ J NICE, DJ JAM RECORDINGS, HOUSE OF PIT, THREE CREAM, SUN

HEALTH & WELLNESS

At Beats Rhymes & Relief, we truly believe HEALTH is WEALTH, therefore a huge part of our mission has always been to make a positive impact on young people's mental and physical health by partnering with brands, organizations and companies that can implement their expertise in a way that empowers NYC youth!

This is a unique opportunity to engage a vibrant audience eager for connection, inspiration, and well-being through vending or creating immersive, interactive experiences offers brands a pivotal role in promoting mental health awareness, physical fitness, and holistic wellness practices. Not only will your participation allow you to connect directly with attendees, but it will also elevate your brand by tapping into the 6.5 million monthly listeners of our headliners and the strong community that all the artists have cultivated through custom , collaborative content creation.

Together, we can empower the next generation to prioritize their health and well-being, creating lasting change within the community while enhancing your brand's visibility and commitment to social responsibility.

Join us in making a meaningful difference!



VENDING

We are excited to offer unique vending opportunities on a sliding scale for both young entrepreneurs and established food, fashion, art, jewelry brands during both the day-time festival and night-time concert!

Food vendors will have the chance to tantalize taste buds with a variety of culinary delights, from gourmet street food to healthy hydration to sweet treats, presenting an ideal opportunity to highlight cultural flavors that resonate with the Hip Hop community while enjoying the lively atmosphere of the event.

Fashion vendors can showcase their latest collections, catering to the diverse styles and trends from streetwear to sustainable fashion to bad and boujee, your brand can gain exposure and engage with fashion-forward attendees looking to express their individuality.

Art and jewelry vendors will find a welcoming space to display their creative talents, whether through vibrant artwork or handcrafted accessories that reflect the essence of hip hop culture.

This event not only allows you to sell your creations but also to connect with potential customers who appreciate artistry and craftsmanship.



IMMERSIVE EXPERIENCES

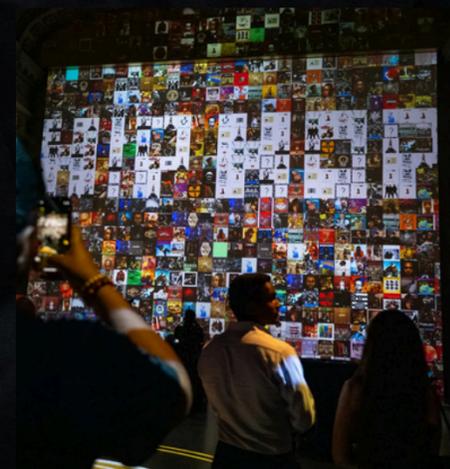
We are thrilled to invite you to build immersive experiences that celebrate and explore the vibrant world of hip hop culture utilizing photography, graffiti, music, and dances that will leave a lasting impression on participants.

Imagine creating a dedicated area where attendees can step into a visually captivating environment that reflects the essence of hip hop culture in NYC utilizing oversized art, photography, 3D projection and custom build outs that capture unique “instagramable” moments.

A dynamic graffiti art zone where both seasoned artists and aspiring creators can collaborate on vibrant murals that embody the spirit of hip hop. This interactive space will allow attendees to unleash their creativity, learn from experienced graffiti artists, and contribute to a collective artwork that will be a highlight of the event that showcases the transformative power of art in urban culture.

We're eager to feature live DJing, Beatmaking, Dancing and Recording sessions that engage and energize the atmosphere and get attendees moving.

Partnering with talented artists with upcoming and/or established platforms to help complete the immersive experience by hosting workshops that all attendees can participate in will create an unforgettable experience that both elevate and inspire all who attend!



OUR VENUE: TERMINAL 5

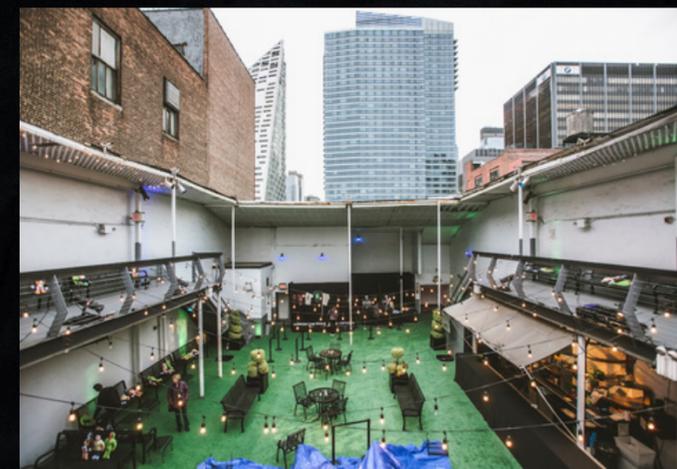
Terminal 5, located at 610 W 56th Street in the heart of Hell's Kitchen, stands out as one of the most iconic, premiere live music venues in NYC and is perfectly suited for large-scale events, making it an ideal choice for the POP OUT 4 PEACE!

With an expansive interior space of over 100,000 square feet, Terminal 5 can comfortably accommodate 3,000 attendees, while ensuring ample room for unique experiences, large-scale build-outs and at least 50 vendor booths. The venue's design features a versatile 3 story layout including 2 large mezzanines overlooking the main floor and stage with an exquisite rooftop bar and outdoor deck, making it easy for partners and vendors to showcase their offerings in a dynamic and engaging environment.

One of the standout features of Terminal 5 is its multiple bars strategically placed throughout the venue, providing easy access to refreshments for guests.

Additionally, Terminal 5 has 4 greenrooms and 2 production offices backstage, an inhouse kitchen and a state-of-the-art sound and lighting system designed to make every live music experience out of this world for both attendees and artists!

With its prime location, ample capacity, and versatile layout, Terminal 5 is the ideal venue to host both our day-time and night-time events, providing an unforgettable experience for attendees and vendors alike. For a virtual tour, simply click [here to view videos](#) or for [blueprints/floor plans click here](#).





THANK YOU

For more information contact:

Rameen Aminzadeh

rameen4real@gmail.com

410-980-7717