

THE  
**LANDMOSS**  
*Creative* **CON**

X

**MISSISSIPPI'S  
GREATEST  
WEEKEND**

MAY 26-28, 2023  
MEMORIAL DAY WEEKEND  
MS GULF COAST  
[WWW.MSGW.ONLINE](http://WWW.MSGW.ONLINE)

MISSISSIPPI

# MISSISSIPPI'S GREATEST WEEKEND

HBCUs + DQ + CULTURE + MUSIC

## Why MSGW?

Mississippi' Greatest Weekend was created by Mississippi natives and transplants to highlight the greatest things that Mississippi has to offer. The crooked letter state has some of the nations top HBCUs, divine nine members, and community leaders making impact locally and internationally, along with culture and music that connects with the world! Our mission is to provide a variety of events that celebrate Mississippi and all that it has to offer.







# THE LANDMASS *Creative* CON



## Why Landmass Creative CON?

The Landmass Creative Conference is designed by creative professionals from the Mississippi Gulf Coast to inspire and empower creative entrepreneurs, providing them with practical strategies and insights for building successful businesses. It's for current/aspiring creative professionals and organizations looking to gather, exchange and build with like-minded people.

# IMPACT

## MSGW COMMUNITY IMPACT

# 2,000

**AVERAGE NO.  
OF ATTENDEES**

2008 - More than 700 in attendance, held at Tougaloo College

Night Walk, Debut of the Step and Stroll Challenge

2019 - Debut of the Fishbone Alley Block Party

2009 - More than 1200 in attendance, held in the Historic Farish Street District

2013 - Step Show held at the Jackson Convention Complex

2020 - No events due to COVID-19

2010 - Raised more than \$1000 for Leukemia & Lymphoma Society, registered more than 20 walkers for the Cure Sickle Cell 5K

2014 - The start of social impact partnership with Mississippi MOVE

2021 - Sponsored NPHC Scholarship Program where over \$40K in scholarships were awarded

2011 - Hosted International Fashion Event with Jackson State University and Tougaloo College Faculty and Students, Over \$1500 donated to Leukemia & Lymphoma Society, Over 40 registrants for Cure Sickle Cell 5K Run/Walk

2015 - Step Show Held in the Historic Alamo Theater on Farish Street with over 500 in attendance with out state vendors from Alabama and Georgia

**\$40K**  
IN SCHOLARSHIPS  
AWARDED

2012 - More than 1300 in total attendance, Top 5 Friends/Family fundraisers for Mississippi's Light The

2016 - Step Show hosted by Sheryl Underwood at Thalia Mara Hall in Jackson, MS with MetroPCS as presenting sponsor.

2022 - Hosted the Comedy Cafe with comedians Rita Brent, Merc B. Williams, and Nardo Blackmon, Continued sponsorship of NPHC Scholarship Program

2018 - Moved to the Mississippi Coast, Hosted youth step show at the Frank Gruich Center, \$1500 in scholarships awarded





# SCHEDULE

## FRIDAY, MAY 26



### **Landmass Creative CON**

This conference is designed to inspire and empower creative entrepreneurs, providing them with practical strategies and insights for building successful businesses.

**Location: Knight Nonprofit Center - Gulfport, MS**  
**Time: 10:00AM - 4:00PM**

### **Mix & Mingle**

Join us for a unique evening of connection, creativity, and community at MSGW's Mix and Mingle event, in collaboration with the Landmass Creative Conference. This special event serves as a bridge between the two gatherings, offering attendees the chance to network, socialize, and build relationships across different communities and industries.

**Location: Knight Nonprofit Center - Gulfport, MS**  
**Time: 4:00PM - 6:00PM**



### **Creative Comedy Cafe**

Get ready for a night of laughter and entertainment at MSGW's "Comedy Cafe"! Join us for a showcase of up-and-coming comedians who will have you in stitches with their hilarious jokes and witty commentary.

**Location: Knight Nonprofit Center - Gulfport, MS**  
**Time: 6:00PM - 9:00PM**

## SATURDAY, MAY 27



### **Decoration Day**

Decoration Day is a chance for members of the Divine Nine organizations, HBCU Alumni, and many others to come together and give back to our nation's heroes. Together, we will clean and beautify the final resting places of our fallen soldiers, honoring their sacrifice and ensuring their memories live on.

**Location: Biloxi National Cemetery - Biloxi, MS**  
**Time: 8:00AM - 10:00AM**

Tonya  
Boyd-Cannon,  
Musician



# SCHEDULE



## **SATURDAY, MAY 27**

### **MSGW Picnic**

Join us for a day filled with field day activities, delicious food from local food trucks, and more. Whether you're looking to relive your childhood memories of tug-of-war and potato sack races or just want to kick back and enjoy some great food and company, the MSGW Picnic has something for everyone.

**Location: Westside Park - Gulfport, MS**  
**Time: 1:00PM - 5:00PM**

### **Fishbone Alley Block Party**

Get ready to party in one of Gulfport's most unique and vibrant outdoor spaces at MSGW's "Fishbone Alley Block Party"! Join us for a night of live music, DJs, vendors, and local craft beer in the heart of downtown Gulfport this outdoor block party will feature performances by some of the hottest local musicians and DJs, who will keep you dancing all night long. And while you're grooving to the beats, be sure to check out the local vendors offering everything from handmade crafts to tasty treats..

**Location: Fishbone Alley - Gulfport, MS**  
**Time: 6:00PM - 8:00PM**

## **SUNDAY, MAY 28**

### **Brunch, Beats & Mimosas**

Join us for "Brunch, Beats, and Mimosa," the ultimate brunch party! Sip on bottomless mimosas while you enjoy delicious brunch favorites and dance to the beats of our live DJ and experience the best of Mississippi hospitality, food, and music.

**Location: Location TBA - Gulfport, MS**  
**Time: 12:00PM - 3:00PM**



### **Sunset Social**

Join us for a beautiful evening on the beach at MSGW's "Sunset Social!" This exciting event marks the end of a fun-filled weekend of celebration and community, and offers the perfect opportunity to relax, unwind, and soak up the stunning Gulf Coast sunset.

**Location: Jones Park Beach - Gulfport, MS**  
**Time: 4:00PM - 8:00PM**



## THE BENEFITS OF SPONSORSHIP

Support of Landmass Creative Con and MSGW will provide your company with a valuable and unparalleled opportunity to gain exposure and clientele through the MSGW website, social media, publication materials and the weekend of activities.

MISSISSIPPI'S  
**GREATEST  
WEEKEND**

THE  
**LANDMASS  
Creative CON**

### **Title Sponsor \$10,000 (One Available)**

Be the exclusive Title Sponsor of MSGW x Landmass Creative Con! This top-level sponsorship includes prominent recognition across all event materials and promotions, as well as VIP access and exclusive branding opportunities. This is an unparalleled opportunity to align your brand with the vibrant and diverse culture of Mississippi Greek Weekend, while also showcasing your commitment to community, diversity, and inclusivity.

- Exclusive title sponsor of Landmass Creative Con and MSGW
- Co-branded display of company logo on website, print media and banners
- Company flyers distributed in VIP gift bags
- Exclusive press release sent announcing company's sponsorship
- Prime full-page advertisement in flyers
- Prime 10' x 20' exhibitor space
- Right to Use event name in all marketing campaigns
- Company name mentioned at all events
- 15 all access passes
- Series of multi-platform social media videos uniquely branded with company name/logo.

### **Silver Sponsor \$2,500 (Four Available)**

- Silver sponsorships are perfect for companies that have a primary goal of reaching the masses at the MSGW for the purpose of direct selling.
- Title of "Silver Sponsor of the Landmass Creative Con and MSGW"
- Company flyers distributed in VIP gift bags
- Company name mentioned at all events
- Exclusive press release sent announcing company's sponsorship
- Company logo on website
- Prime 10' x 10' exhibitor space
- Right to use event name in all marketing campaigns
- 5 all access passes

### **Gold Sponsor \$5,000 (Two Available)**

As a Gold Sponsor, you will have a tremendous opportunity to reach the masses at the MSGW by receiving preferred placement and establishment of your company's brand through the high-profile marketing efforts.

- Title of "Gold Sponsor of the Landmass Creative Con and MSGW"
- Company name/logo on website, print media and banners
- Company flyers distributed in VIP gift bags
- Company name mentioned at all events
- Exclusive press release sent announcing company's sponsorship
- Company Logo on website
- Prime 10' x 10' exhibitor space
- Right to use event name in all marketing campaigns
- 10 all access passes

### **Bronze Sponsor \$1000 (Eight Available)**

- Company logo on website
- Right to Use Event Name in all marketing campaigns
- Company flyers distributed in VIP gift bags
- Company announced at events
- 5 Tickets

### **Prospect Sponsor \$500 (Ten Available)**

- Company listed on website
- 1/4 page coupon on flyers
- 2 Passes

### **A La Carte Social Media \$550**

- Social media video uniquely branded with company name/logo.

MISSISSIPPI'S  
GREATEST  
WEEKEND



---

### Landmass Creative/MSGW Sponsorship Form

Please accept my payment of \$ \_\_\_\_\_ by Check \_\_\_ Visa \_\_\_ MC \_\_\_ Other \_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CV2 Code \_\_\_\_\_

Please call me directly at the following number / day / time to verbally accept payment information:

Date \_\_\_\_\_ Contact Number \_\_\_\_\_ Best Time to Call \_\_\_\_\_

Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email Address \_\_\_\_\_

Please return this to:

MS MOVE, Inc.

501c3 organization EIN: 90-0932897

Attention: Landmass Creative/MSGW Sponsorship

Mailing Address: 19494 Morris Pond Road Gulfport, MS 39503

Phone: 601-622-3173 | Email: landmasscollective@gmail.com