

# “Unity & Respect 2”

## Hip-Hop Dance Extravaganza

### Event Description:

Due to our overwhelming reception from “Unity & Respect”, which was successfully held April 2006, where we hosted 2,000 attendees from all over the world in a two (2) day community event. In this enthusiastic spirit, **Something Different, Inc** will host “Unity & Respect 2”, a weekend Hip-Hop dance battle extravaganza featuring worldwide talent and substantial cash prizes. The event will take place on May 26 & 27, 2007; it will be positive and respectful to all diverse groups, raising awareness of non-violence by encouraging an extended network of new friends for all by taking the battle from the streets to the dance floor. We are expecting over 3,000 attendees at this event, including: dancers, celebrities, exhibitors, and media.

Megatron and Shallow are well respected members in the dance industry and Hip-Hop community for over 25 years. Performing with such artists as **Donna Summers** and **Luther Vandross** to **Nirvana** and the **Ying Yang Twins** have earned them legendary status in the Hip-Hop circles. They are co-presidents of Something Different, Inc and co-founders of Boston’s Legendary Floorlords dance crew.

We have called out all the “well named” old school dancers to come help judge and guarantee us another successful weekend. These gentlemen are not currently competing in such event’s, but are either originators of this dance art form and are teachers of the culture in a classroom forum or choreographers for such artists as **Missy Elliott** and **Linkin’ Park**.

**Something Different, Inc.** is currently seeking sponsorship to assist us in raising the awareness of non-violence through the art of dance and respectful energy of competition. By contributing to such an event, your company will have a positive exposure to such a vast group of diverse backgrounds and talents, across the Metro-Boston area and around the world. Enclosed is a listing of many opportunities and benefits that will interest you in becoming one of the many sponsors that have joined with us in this venture.

### **Event Summary:**

Who: “Unity & Respect” hosted by Something Different, Inc

Where: Charlestown Community Center, 255 Medford Street, Charlestown, MA 02129

When: Saturday & Sunday, May 26 & 27, 2007

12pm-10pm + After Party at 10 p.m. on Saturday (Location TBD)

For more information please contact:

Tina Sherman

Something Different, Inc

(603) 315-1487

tmsherm@comcast.net

Or visit: [www.unityandrespect.com](http://www.unityandrespect.com)

## **Unity & Respect 2 Sponsorship Program**

As a sponsor you will have direct access to over 3,000 Hip-Hop attendees of all ages and backgrounds, over a two (2) day period including: fans, dancers, celebrities/artists, business exhibitors, city officials, media and more. This is truly an exciting, high energy, positive, community oriented, cutting-edge urban marketing opportunity that you will be proud to be a part of!

### **Sponsorship levels:**

#### **\$500 Bronze**

- Name/logo on 10'x10' banner at event
- Name/logo on 20,000 flyers
- Name/logo on 1,000 posters
- Two (2) live mentions per day at event
- Name/logo in E-Mail communications to over 20,000 hip-hop arts community members

#### **\$1,000 Silver**

- Name/logo on 10'x10' banner at event
- Name/logo on 20,000 flyers
- Name/logo on 1,000 posters
- Two (2) live mentions per day at event
- Name/logo in E-Mail communications to over 20,000 hip-hop arts community members
- Name/logo and company information on Unity & Respect's popular website homepage

#### **\$2,000 Gold**

- Name/logo on 10'x10' banner at event
- Name/logo on 20,000 flyers
- Name/logo on 1,000 posters
- Five (5) live mentions per day at event
- Name/logo in E-Mail communications to over 20,000 hip-hop arts community members
- Name/logo and company information on Unity & Respect's popular website homepage
- Name/logo and company contact and detailed information/ad on Sponsors web page
- Two (2) tickets to event
- On-site signage (your company's banner)
- Name/logo in newspaper ad: El Mundo Newspaper (Reaching 50,000 readers weekly)

#### **\$3,500 VIP Treatment – MAJOR SPONSOR**

- Name/logo on 10'x10' banner at event
- Name/logo on 20,000 flyers
- Name/logo on 1,000 posters
- Five (5) live mentions per day at event
- Name/logo in E-Mail communications to over 20,000 hip-hop arts community members
- Name/logo and company information on Unity & Respect's popular website homepage
- Name/logo and company contact and detailed information/ad on Sponsors web page
- Four (4) tickets to event
- On-site signage (your company's banner)
- Name/logo in newspaper ad: El Mundo Newspaper (Reaching 50,000 readers weekly)
- Two (2) exhibitor displays with 6-ft tables and two (2) chairs (premium locations) at event

#### **In-Kind Sponsorship**

Donation of needed equipment, materials, professional services, food/beverages, t-shirts, CD's DVD's, or other goods that will be used to support the success of this weekend event. Levels and types of recognition depend upon gift value.

**Sponsorships can be processed as tax-deductible donations through the Brookline Community Center for the Arts, Inc., a 501(c)(3) tax-exempt, non-profit organization, TIN 05-0548309.**

## **PARTNERSHIP ANNOUNCEMENT**

We at Something Different, Inc. are excited to announce that we have brought on Dan Yonah Ben-Dror Marshall, of the Brookline/Greater Boston Community Center for the Arts (BCCA), to assist with this year's Unity & Respect Hip-Hop dance competition.

Dan is the Co-Founder, President & Executive Artistic Director of the community center that provides a culturally integrated environment to members of all ages and abilities in Brookline and its surrounding towns, to participate in all dance forms, martial arts, fitness, music, visual arts, acting and other arts. The center provides arts education, through practice and performances with acclaimed artists and educators. Local and visiting artists are given the opportunity to assist and host community events that promote and contribute to the creativity of diverse art endeavors.

To learn more about Dan and the community involvement of the BCCA's past, present and future, visit: [www.BCCAonline.com](http://www.BCCAonline.com)

We are excited about the opportunity to work with Dan and the BCCA on this year's event and the positive result it will have on our Metro-Boston community.

## MEGATRON & SHALLOW'S CREDITS

### PERFORMED WITH:

HEAVY D & THE BOYS  
DONNA SUMMERS  
METHOD MAN  
KOOL & THE GANG  
AEROSMITH  
THE BEE GEES  
SALT N' PEPA  
MEATLOAF  
VILLAGE PEOPLE  
UTFL & CURTIC BLOW  
LL COOL J  
DOUGY FRESH  
SPECIAL ED  
NEW EDITION  
STEVIE B  
FAT JOE  
MC SHAM  
LUTHER VANDROSS  
KRS ONE  
MARKY MARK  
TEVON CAMPBELL  
PETER WOLF (J GEILS BAND)  
LIL' JON & THE EASTSIDE BOYS  
KIM SIMS  
GIGGLES  
SWEET SENSATIONS  
TARA KEMP  
MASTER ACE  
TONY, TONE, TONI  
CARINA  
CRISS CROSS  
DA LE SOUL  
JODECI  
ARRESTED DEVELOPMENT  
TAG TEAM  
LISA LISA & CULT JAM  
BILLY OCEAN  
PUBLIC ENEMY  
FABULOUS  
GRANDMASTER FLASH  
BUSTER RHYMES  
KENNY G  
NEW KIDS ON THE BLOCK  
MARTHA WASH  
C & C MUSIC FACTORY  
CYNDI LAUPER  
QUEEN LATIFA  
RUN DMC  
BIG DADDY CANE  
KID N' PLAY  
BOBBY BROWN  
ONYX  
CC PENISTON  
NAUGHTY BY NATURE  
JAMES BROWN  
BEASTY BOY  
GEORGE CLINTON  
MADONNA  
SLICK RICK  
TWISTA  
VOICE  
COVERGIRLS  
GEORGE LAMOND  
LISETTE MELENDEZ  
TKA  
K7  
CORAL  
YOUNG BLACK TEENAGERS  
SILK  
BIG PUN  
PM DAWN  
MC LYTE  
NIRVANA  
YING YANG TWINS

### MOVIES:

CELTIC PRIDE (DAN AKROYD & DAMON WAYANS)

### PERFORMED FOR:

WOODY HARRELSON  
CAM NEELY  
TIA CARRERA

### TV APPEARANCES:

ARSENIO HALL SHOW  
SPORTS CONNECTION  
PARTY MACHINE  
CHRONICLE  
WRAP AROUND

## JUDGES' MAJOR CREDITS

### **BOOGALOO SAM:**

- FOUNDER AND CREATOR OF POPPIN' AND FRESNO "BOOG" STYLE, 1975
- FOUNDED ELECTRONIC BOOGALOO LOCKERS, 1977
- [www.electricboogaloos.com](http://www.electricboogaloos.com)

### **MR. WIGGLES:**

- FILM APPEARANCES: "BEAT STREET" & "WILD STYLE"
- VIDEO APPEARANCES: MADONNA, USHER, MISSY ELLIOTT AND LIMPBIZKIT
- TV APPEARANCES: SESAME STREET, KENNEDY CENTER HONORS "CATHERNE DUNHAM"
- BROADWAY APPEARANCES: DROOD (11 TONY AWARDS)
- [www.mrwiggles.biz](http://www.mrwiggles.biz)

### **FLAT TOP:**

- AWAITING RESUME

### **BRIAN "FOOTWORK" GREEN:**

- FILM APPEARANCES: LIKE MIKE
- VIDEO APPEARANCES: "FREE" , MYA
- TV APPEARANCES: SHOWTIME AT THE APPOLO  
ROSIE O'DONELL SHOW  
SOUL TRAIN AWARDS SHOW 2001
- TOURED WITH: SALT N' PEPA, FOXY BROWN AND MYA
- WINNER OF THE 2001 AMERICAN CHOREAGRAPHERS AWARD, BEST CHOREOGRAPHY IN A HIP-HOP VIDEO, MYA'S "FREE"

### **STORM:**

- CHAIRMAN OF, "BATTLE OF THE YEAR"  
LARGEST DANCE EVENT IN EUROPE
- PERFORMED FOR POPE JOHN PAUL
- TOURS WITHIN EUROPE PERFORMING A 1-HOUR PLAY
- [www.stormdance.eu](http://www.stormdance.eu)

### **BBOY IVAN:**

- TOURED WITH "LINKIN PARK"
- TOURED WITH WILL SMITH
- TOURED WITH PUBLIC ENEMY
- APPEARED ON "AMERICA'S GOT TALENT" HOSTED BY REGIS
- [www.urbanaction.us](http://www.urbanaction.us)

### **FLOAT:**

- FLIM APPEARANCE: "CRUSH GROOVE" FEATURING RUN DMC
- TOURED WITH MARIAH CAREY

# FLOOR LORDS BREAK IT DOWN

## Hip-hop dancers compete

By CHRIS FARAGNE

With more than \$10,000 and massive amounts of international street cred at stake, hundreds of hip-hop dancers representing a gamut of break-dancing styles, crews and countries flashed their freshest moves at Everett High School yesterday, kicking off the colossal two-day Unity & Respect dancing showdown.

"We have East Coast crews, West Coast crews and even crews from Egypt, Japan and Germany," said Reia Connor, whose Everett-based Phunk Phenomenon dance company helped organize the event.

"There are good vibes running through the whole place. These are people who love real hip-hop," she said.

Organizers MegaTron and Shallow of Boston's FloorLords crew expect more than 2,000 fans to attend over two days.

The event's wide-spread appeal is largely due to its inclusion of not only b-boys — male break dancers — but also "poppers," whose moves can best be described as urban tai chi.

In preparing for today's head-to-head battles, contestants spent the day re-



NICE MOVES: Competing yesterday were Gabe Liffen, left, and Crystal Starkey and Keenan Shelton, above.

STAFF PHOTOS BY TARA CARVALHO

hearing, mingling and competing in preliminary rounds.

The international contingent was dominated by Japanese b-boys and b-girls. Eri, whose Brooklyn-based Japanese crew

Breaking in Styles came for the 3-on-3 b-boy battle, said the purse was not her main attraction.

"It's not the money," she said. "We just want the experience to compete with all these different styles before we go back to Japan next year."

Cambridge popper Jedi Knight agreed that the turnout was the turn on.

"I've never seen so many poppers or so many breakers in one place," he said. "And you've got the big-name judges, too, so people can just feed off that."

While non-breakers wouldn't recognize them on the street, renowned judges such as Poppin' Pete, Jazzy J and Ivan the Urban Action Figure brought the crowd to its feet — as well as its hands, heads and backs.

The judges will decide today which battle-happy breakers will follow in their dance steps.

But the camaraderie was reward enough for Frankie of Queens, N.Y.'s Supreme Beings crew.

"I'm here because of my love for the art of b-boying," Frankie said. "And all these different people make it better than just going to a regular jam back home."

# Unity and Respect dance

Boston's Unity & Respect event is the biggest dance event in the Boston area. With focus on unity of culture and respect of all styles, the event awards the most skilled dancers

## April 22nd & 23rd at Everett High School



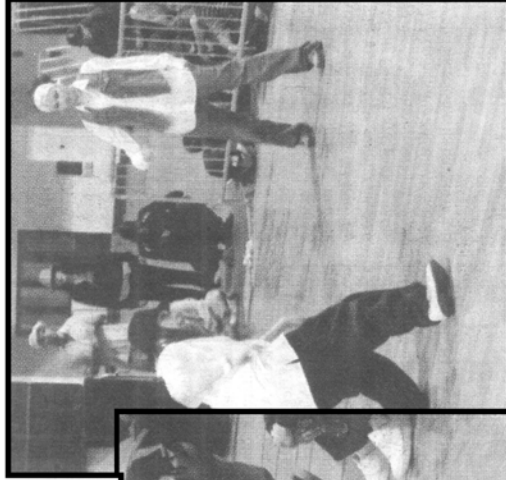
Marlow Lizama takes a break from the contest to enjoy a cold drink.



Ryan 'Future' Webb shows his stuff at the dance off.



Jean Luret tries out his latest move.



Kanako Nitta struts her stuff at the EHS field house, during the dance competition last week end.