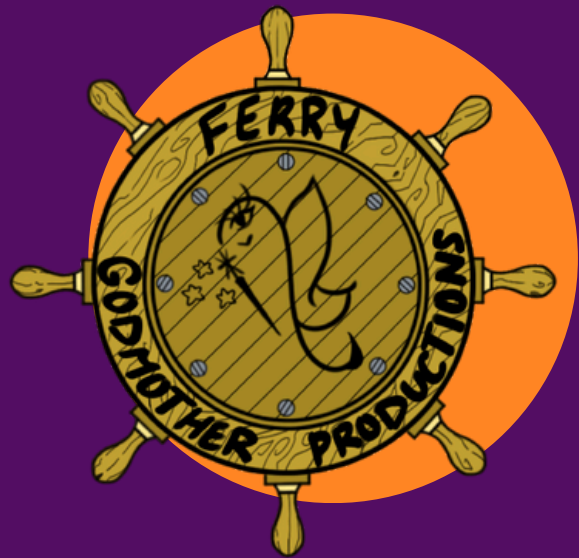
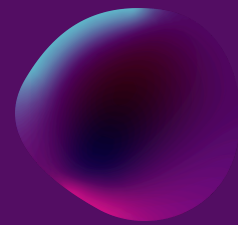


Ferry Godmother Music Circuit 2025



Celebrating Music,
Youth &
Community



PARTNERSHIP OPPORTUNITIES

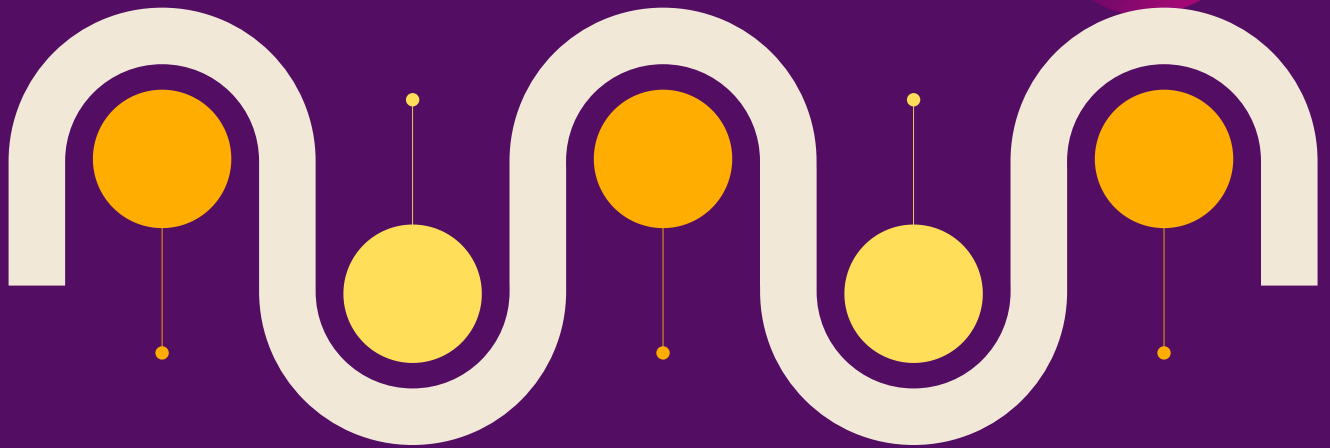
RESPECTFULLY SUBMITTED FOR
OCTOBER 2025 CONCERT
PARTNERSHIP OPPORTUNITIES



WE ARE!!

CREATIVES

ENTREPRENEURS



WE BELIEVE!!

EQUALITY

INCLUSION

DIVERSITY

This document is for informational purposes only. It does not constitute a legal contract or offer information beyond the scope, such as tax advice or partnership documents. This information herein may not be published, reproduced, copied, disclosed, or used for any purpose without the prior written consent of Ferry Godmother Productions, inc.

CONTACT: Aquanetta Wright
info@ferrygodmother.com

EVENT OVERVIEW

The Ferry Godmother Music Circuit (FGMC) is a community block party that will be produced by Ferry Godmother Productions. It will be held in the Sugar Hill section of the upper westside of New York City. The target audience will be the upper westside of Manhattan and parts of the Bronx neighborhoods. The neighborhoods targeted are those that have undergone gentrification in the past decade. The FGMC Block Party will be a one-day event for six-hours, held on Saturday October 19th, 2024. All concerts are *free*, open to the public and family friendly.

The event will feature live performances by 5 bands and 2 dance troupes. Each performance will highlight cultural music traditions. They will showcase differences and similarities. This will be a chance for everyone to get to taste of authentic cultural performances. The line-up may include African dancing and drumming, latin, jazz, jewish music, and more by notable and culturally diverse artists.

Potential donors for the Ferry Godmother Music Circuit are Harlem based businesses and others seeking to reach target audiences from the upper Manhattan and Bronx.

A number of community based non-profit organizations of the area will be welcomed to set up a booth since the majority of the crowd will have some kind of association or impetus to join – or at least to be made aware of them.

The Ferry Godmother Music Circuit will fuel and energize relationship building and understanding in a community that has been heavily gentrified in the last decade, making it one of the most diverse areas in the US. The FGMC Block Party will educate and share experiences of diversity cultural in the communities. This will boost community morale, making them feel as a sense of identity, association and understanding, leading to the healing of new and old residents.

The beloved Hudson Valley's Ferry Godmother is adding another stop to the Ferry Godmother Music Circuit.
NEXT STOP HARLEM, NY

**40 Years
committed to
unifying and
supporting
communities**

**We create an amazing music-lovers
paradise with a tour-de-song**

Follow McTamoney's Figurative Foot

For the past eleven years Ferry Godmother Productions has brought some of the best performers in the region to the City of Newburgh's waterfront including West Point Jazz Knights, bands from Lincoln University and the Newburgh Jazz Series.

Executive Producer Aquanetta "Ferry Godmother" Wright says, "Building on the success of the past decade, our focus is on more economic development as we inspire people of all ages, religions, races and backgrounds to come together in the name of music. Each series will be opened with a special blessing from a community spiritual leader. Father Bill Scaddell, formerly of St. Mary's Church, Pastor Milton Stables of AMI Zion Church and Rabbi Larry Freedman of Temple Beth Jacob, all of Newburgh."

The midday event takes place on two outdoor stages at the Newburgh waterfront, People's Park (1 Washington Street) and U.S. Veterans Memorial Park (70 Front Street) three weeks, Friday, Saturday and Sunday, beginning August 27 through September 10.

For the program, the premier of the 20th century, originating in African American communities, jazz styles developed and spread, influencing many other musical styles. This series consists of various styles of the jazz genre with 1940s and 1950s swing, bebop, hard bop, soul jazz, and fusion. The series will feature a special blessing from a community spiritual leader. Father Bill Scaddell, formerly of St. Mary's Church, Pastor Milton Stables of AMI Zion Church and Rabbi Larry Freedman of Temple Beth Jacob, all of Newburgh.

The midday event takes place on two outdoor stages at the Newburgh waterfront, People's Park (1 Washington Street) and U.S. Veterans Memorial Park (70 Front Street) three weeks, Friday, Saturday and Sunday, beginning August 27 through September 10.

Ferry Godmother Waves Wand: VOILA! Special Ferry for Jazz Series

Attention Readers: Ferry Godmother Productions is pleased to announce the 20th anniversary of the Newburgh Jazz Series. The series will feature a special blessing from a community spiritual leader. Father Bill Scaddell, formerly of St. Mary's Church, Pastor Milton Stables of AMI Zion Church and Rabbi Larry Freedman of Temple Beth Jacob, all of Newburgh.

The midday event takes place on two outdoor stages at the Newburgh waterfront, People's Park (1 Washington Street) and U.S. Veterans Memorial Park (70 Front Street) three weeks, Friday, Saturday and Sunday, beginning August 27 through September 10.

Orange County Celebrates Jazz Appreciation Month

Members of the Jazz Knights performed a solo during the Newburgh Jazz Series last week.

Members of the Jazz Knights have played with the Newburgh Jazz Series since its inception in 2000. The group has performed at various venues in the county and has been instrumental in the growth of the jazz scene in Newburgh.

USMA Jazz Knights make history

Check Stewart, Jr.

USMA Jazz Knights performed a solo during the Newburgh Jazz Series last week.

The USMA Jazz Knights, a group of students from the United States Military Academy, performed a solo during the Newburgh Jazz Series last week. The group has been performing in the area for several years and has been instrumental in the growth of the jazz scene in Newburgh.

'Nburgh mayor Kennedy remembered

By Leonard Torres

The City of Newburgh is mourning the loss of Mayor Nick Valentine. Mayor Kennedy was a dedicated public servant and a beloved member of the community. His passing is a great loss to the city and the region.

Newburgh Mayor Nick Valentine

Godmother Aquanetta Wright

Newburgh Mayor Nick Valentine was a dedicated public servant and a beloved member of the community. His passing is a great loss to the city and the region.

New York State Assembly Citation

Ferry Godmother Newburgh Jazz Series

On behalf of the New York State Assembly and the State of New York, Frank R. Sotomayor, Assembly Speaker, presents this citation to Ferry Godmother Productions for their outstanding contribution to the community and the arts.

Enthusiasm For Local Concert Series Keeps Growing

Orange County Park, the Abertown in Montgomery NY.

The Newburgh Jazz Series continues to attract a growing number of attendees. The series has become a beloved part of the community and has helped to revitalize the waterfront area.

Stakeholders kick off Master Plan

Stakeholders from various organizations met to discuss the Master Plan for the waterfront area. The plan aims to improve the area's infrastructure, create jobs, and enhance the quality of life for residents.

Ferry Godmother Caroling moves online

Handukkah Fair

The Newburgh Jazz Series has moved its caroling events online. This allows a wider audience to enjoy the music and participate in the festivities.

All That Jazz Festival returns for second summer run

The All That Jazz Festival returns for its second summer run. The festival features a variety of jazz performances and is a popular event in the community.

Ferry Godmother: "Newburgh Concerts Expand on Waterfront!"

The Newburgh Jazz Series continues to expand on the waterfront. The series has added new venues and has attracted a larger audience.

Stakeholders kick off Master Plan

Stakeholders from various organizations met to discuss the Master Plan for the waterfront area. The plan aims to improve the area's infrastructure, create jobs, and enhance the quality of life for residents.

Ferry Godmother Caroling moves online

Handukkah Fair

The Newburgh Jazz Series has moved its caroling events online. This allows a wider audience to enjoy the music and participate in the festivities.

All That Jazz Festival returns for second summer run

The All That Jazz Festival returns for its second summer run. The festival features a variety of jazz performances and is a popular event in the community.

Ferry Godmother: "Newburgh Concerts Expand on Waterfront!"

The Newburgh Jazz Series continues to expand on the waterfront. The series has added new venues and has attracted a larger audience.



Company Overview

40 years of Major Events & Mentoring Experience

For decades developing programs for Newburgh, NY, Orange County NY, Ulster County NY, Storm King Art Center, NY Police Department, and Seaman's House YMCA.



Ferry Godmother Productions is a certified New York State Minority Women Business Enterprise (MWBE) in major event production, marketing, advertising, video and audio production.



Founder of longest running free community concerts in the Hudson Valley region, the Ferry Godmother's concerts include jazz, doowop, gospel, classic rock, country and Jewish music. Performances include Grammy winners, Grammy nominees and known locals such as US Military Academy Jazz Knights at West Point, 8X Grammy nominee Bobby Sanabria, and Richard Pryor Jr to name a few.



Speaker & Master Connector

Known as an established authority on community and relationship building. We are an expert in connecting people.



Business Consultant & Coach

We make recommendations, advise and motivate professionals, in every stage of the business lifecycle. Our consulting services offer expert help, teach skills and analyze businesses, creating a plan of action for success.



Mentorship, Training & Experience

Our internship programs mentor, train and fosters a system for ages 16 – 30 to create and grow a small business. We offer youth and young adults work based learning and entrepreneurial skills in 14 areas including video game development, 2d and 3d animation, video editing and more.

OUR GOALS



MISSION

Dedicated to improving the lives of community assets, its people young and older.

VISION

- Provide an opportunity for interns of all ages to benefit from engagement specializing in various fields related to art, technical and entrepreneurship.
- Provide a framework for youth and young adults from diverse racial, religious, sexual orientation, gender, social and academic backgrounds to learn and gain work based experience

VALUES

We are ethical to our core. We are welcoming all Irregardless of race, sexual identity and orientation, pollical values, religion or anything else that serves to separate us.



Our multicultural events have allowed communities to take pride in their area. Our concerts bring together a diverse community.



CONCERT HERSTORY

20 Years
Held Annually, FREE,
Open to the Public

NEWBURGH JAZZ SERIES

Each Wed-Thurs in July & August
Big band and ensembles

FERRY GODMOTHER MUSIC CIRCUIT

All concerts held around the Hudson Valley under one label

FERRY GODMOTHER CHRISTMAS CAROLING SERIES

5-day event for community members to sing to the ferry riders as they disembark

STORM KING ART CENTER

*7 Stages each with a different genre, and 1 main stage

Newburgh Jazz-Go-Round

8 stages around the city streets, and parks

NEWBURGH GOSPEL SERIES

Each Tues in July & August

ORANGE COUNTY POP, ROCK & DOWOOP

Each Tuesday in July - August. Held at Orange County Park, Arboretum

AFRICAN AMERICAN HERITAGE MUSIC TRAIL

Held in the historic first AME Zion Church. Concert featured Jewish music and African slave music

NEWBURGH JEWISH MUSIC SERIES

Held each week in August, featuring Jewish music and klezmer

*with admission to museum



CELEBRATING
2 DECADES OF
COMMUNITY
CONCERTS



**Covid 19 halted all live events

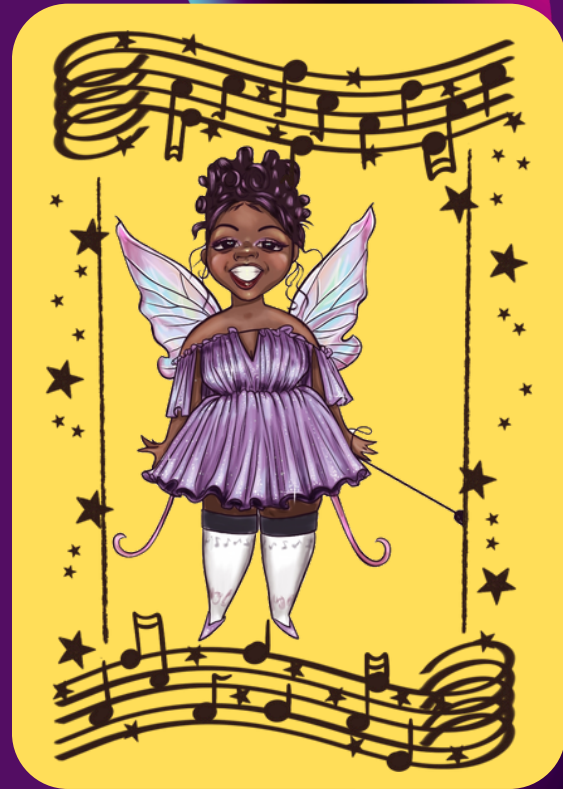
” ”

“Residents are the true assets,
riches and strength of a
community.”

“I believe the best way to fight
inequality and injustice and fuel
unity is to increase pride,
practice, outreach, and
awareness.”

“People do not buy goods and
services. They buy
relationships, trust stories, and
magic.”

-Aquanetta,
"FerryGodmother"



Creating Change for Generations to Come

Ferry Godmother Productions is committed to encouraging emerging talents of older teenagers and young adults artists and entrepreneurs around the world.

Our projects mentor, inspire and provide work-learn experience to young creatives trying to break into the industry.

Currently our programs includes 2d/3d animators, illustrators, video game developers, social media coordinators, seo and website developers, video game live streaming broadcasters.

Target Area

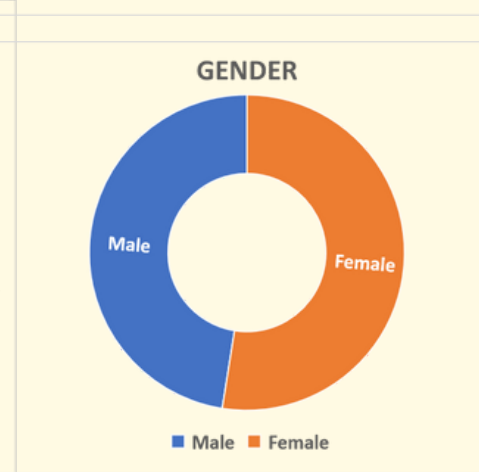
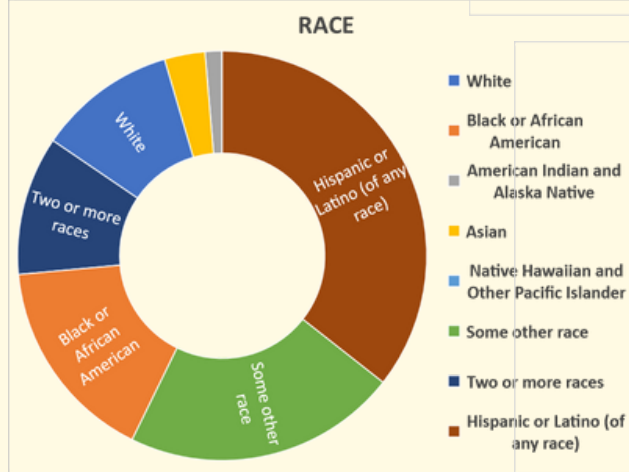
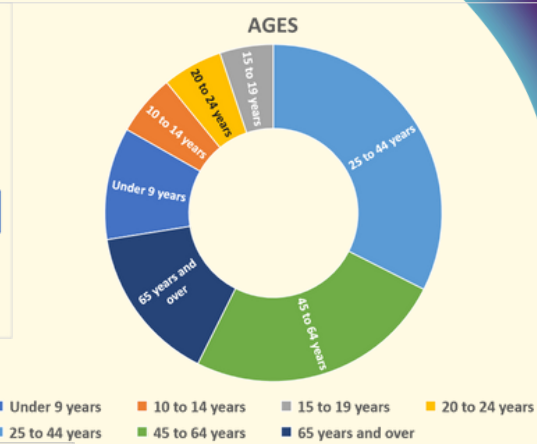
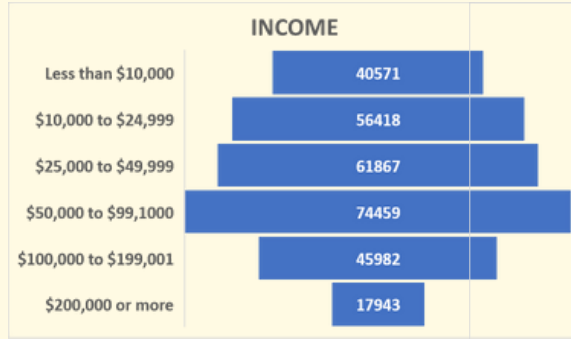
Upper Manhattan

Harlem
 Morris Heights
 University Heights
 Inwood
 Marble Hill
 Spanish Harlem
 Washington Heights
 Morningside Heights
 Upper West Side

West Bronx

Bedford Park
 Jerome Park
 Kingsbridge Heights
 Norwood
 Fordham
 Kingsbridge

OUR AUDIENCE

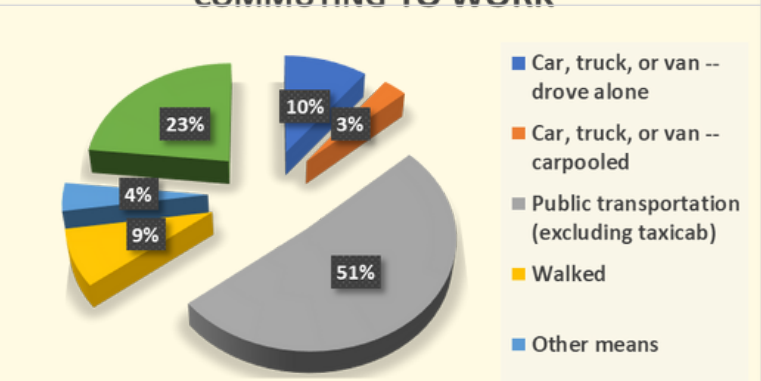
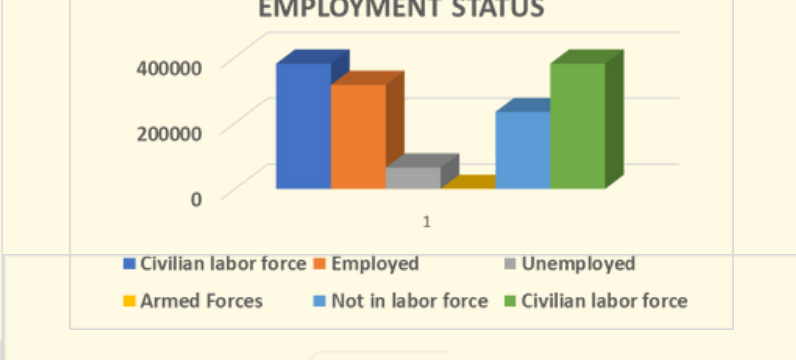
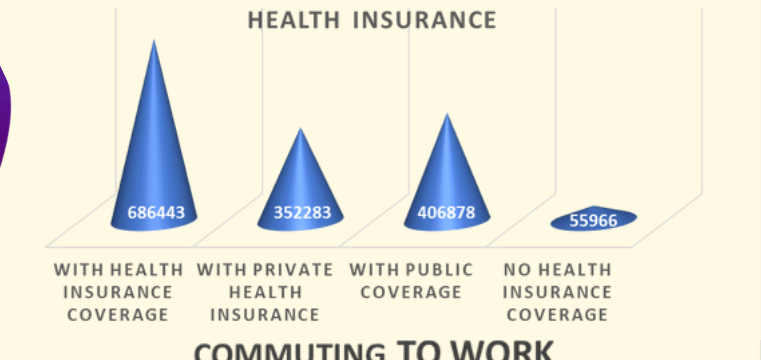


Total Area Population
748,859

Employment
380,470

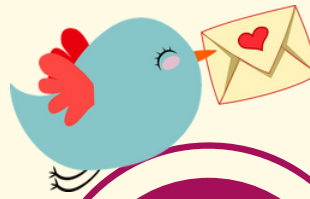
Veterans
11,897

Commuting time to work (minutes)
40.6



OUR MARKETING

Creating Brand Awareness and Attracting New Business



1 SOCIAL MEDIA

2 PRINT

3 RADIO



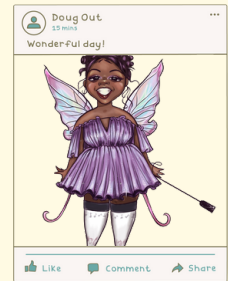
1 BLOG

2 VIDEOS

3 WEBSITE

4 EMAIL CAMPAIGN

5 SOCIAL MEDIA



Marketing Strategy

Reaching our Target Audience
Offering Possibilities



YOUTUBE



FACEBOOK

8K FRIENDS



TWITTER

17K FOLLOWERS



INSTAGRAM

1,600 FOLLOWERS

1

7.2K IMPRESSION MONTHLY

- 70% Recommendation Rate
- 50% Increase monthly
- 89% Increase monthly



SOCIAL MEDIA

2

35K+ LOYAL FANS
6 social media platforms including B2B on LinkedIn



EMAIL NEWSLETTER

2

EMAILS
We send regular newsletters before the concert



WEBSITE

2

THOUSAND OF VISITS
Attracts unique visitors interested in music



Why Market at Events

Why the big boys do it!
Now you can do it too!

In-person events are a top marketing tactic, even above digital advertising and email marketing. It is one of the most effective ways to reach potential customers and promote your business. It establishes a much more personal and intimate relationship with your brand. 80% of marketers believe live events are critical to their company's success, generating feedback almost immediately about your product or service. That means you can develop valuable actions much faster



Marketing Goals



- Build awareness & generate higher quality leads to increase sales
- Increase brand awareness and recognition
- Network and growing your database
- Boost credibility and build brand trust
- Cost effective way to roll out new products or services



WE WORK CLOSELY WITH SPONSORS TO



- Reach your target audience
- Create and deliver activation ideas
- integrate products and offers
- Achieve marketing objectives
- Reach thousands of general consumers



WHY PARTNER WITH US?

- **Unique opportunity** to associate with the positive Ferry Godmother brand and reach loyal fan base
- **Expand your business and engage** - meet potential customer
- **Attract need customers** - interact with residents and high traffic community visitors.
- **Showcase** your products, service and solution to our community needs (and perhaps doesn't know they need yet)
- **Communicate** to many people to convey an idea, material, and as a resource for other things.
- **Citywide** introduce your brand to create relationships and build connections, which can help expand your business.



PRODUCER CIRCLE
\$100,000
ONE OPPORTUNITY ONLY

PRE-EVENT RECOGNITION

- Exclusivity
- Featured in all social media campaign, event pages, email blast and local blogs
- Logo with link on website homepage & event page
- Inclusion in all concert press releases
- Logo on all event promotional materials

ON-SITE RECOGNITION

- Display booth at concert, 10x10 tent
- On stage moment by corporate spokesman
- Banner on stage (Xlarge - provided by company)

POST EVENT RECOGNITION

- Company sponsor of Magic Feet compression socks to area NYC first responders.



ENCHANTED CIRCLE
\$75,000
MULTIPLE INDUSTRIES

PRE-EVENT RECOGNITION

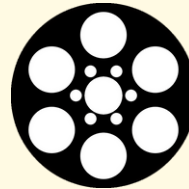
- Category exclusivity
- Included in social media campaign, event pages, email blast
- Name with link in website event page
- Included in intro all press release
- Logo on event promo material online/offline

ON-SITE RECOGNITION

- Display booth at concert, 10x10 tent
- On stage recognition
- Banner at stage side (provided by company)

POST EVENT RECOGNITION

- Inclusion in "Thank you" social media campaign and e-blast e-newsletter



ARTIST CIRCLE
\$50,000
MULTIPLE INDUSTRIES

PRE-EVENT RECOGNITION

- Social media promotion campaign and event pages
- Mention in social media campaign
- Name on sponsor section of website event page
- Name on event poster/flyer, online/offline

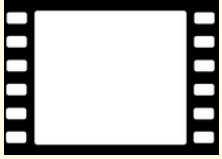
ON-SITE RECOGNITION

- Display booth at concert 10x10 tent
- On stage recognition

POST EVENT RECOGNITION

- Inclusion in "Thank you" social media e-blast and e-newsletter





SUPPORTER CIRCLE
 \$25,000
 MULTIPLE OPPORTUNITIES



PRE-EVENT RECOGNITION

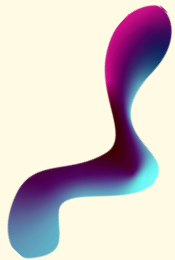
- Social media promotion campaign and event pages
- Included in intro and thank you email blast
- Name listed in sponsor section of website

ON-SITE RECOGNITION

- Display booth at concert 10x10
- Verbal on stage recognition
- Name on event flyer distributed, online/offline
- Included in intro press release

POST EVENT RECOGNITION

- Thank you social media e-blast
- Inclusion in FGP season wrap-up e-newsletter



MEDIA CIRCLE
 (in-kind) value \$1,500
 Multiple opportunities



POST-EVENT RECOGNITION

- Mention in social media promotion campaign
- Include in event intro e- blast
- Inclusion in intro press releases
- Company name recognition listed in sponsor section of website

ON-SITE RECOGNITION

- Company name on poster
- Logo on event flyer distributed, online/offline

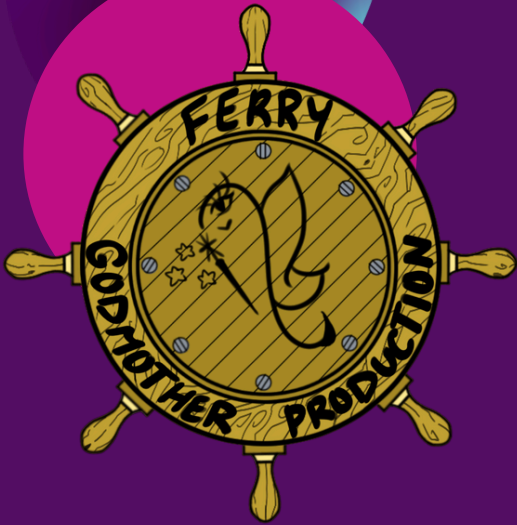
POST EVENT RECGNIITION

- Thank you social media e-blast
- Inclusion in FGP season wrap-up e-newsletter



Contact us to develop a custom integration of brand

Thank You



Thank you for considering a partnership with the Ferry Godmother Music Circuit! We'd love to showcase your business while building community

Let's Connect!

Ferry Godmother Productions
Aquanetta "Ferry Godmother" Wright



Info@FerryGodmother.com



225.366.2442



www.FerryGodmother.com

