



**INSERT YOUR ORGS NAME**

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**WE ARE A SUPPORTER OF BREAKING WEEK**

# Breaking Week

## **WHAT IS *Breaking Week***

A week dedicated to the dance/sport of breaking, to celebrate the community, globally, on October 1-7<sup>th</sup>, annually



# WHY SHOULD WE SPONSOR

## *Breaking Week*

- 0 Outreach to youth
- 0 Health benefits
- 0 Global attention
- 0 Extension of your brand

# Hip Hop Culture

## 0 Elements:

- 0 DJ – Turntables - *Aural*
- 0 Music - *Oral*
- 0 Dance (Breakin') - *Physical*
- 0 Art (Graffiti) - *Visual*





# Target Market

- o Competitors
  - o 4-35 years old
  - o Male and Female
  - o Global
  - o Diverse (1/4 Asian, African American, Hispanic, Caucasian)
- o Audience – mainstream
  - o Families
  - o Hip Hop Lifestyle

# Market Stats

- o 12- to-17-year-olds represent the largest segment (13 million)
- o Recent history has shown hip-hop to be a great vehicle capable of catapulting an organization/entity into mainstream exposure and appeal
- o Why is “urban” all of a sudden so desirable to corporate America? In addition to the obvious economic benefits, the answer can be traced to what is taking place in America on a macro level.
- o Urban is a mindset, based on shared lifestyle interests, not race alone, especially among this generation of youth
  
- o <http://www.targetmarketnews.com/storyid05130802.htm>



# UNIQUE DEMOGRAPHIC

## *o* **Asian Population:**

- o* 1/3 of break dancers
- o* 37.1% of 15-25-year-olds in China fans
- o* Chinese 15-29 demographic makes up 22.8% of the population, about 296 million [equivalent to the entire population of the US)
- o* China is spending \$2 Million annually on the sport. (Source: [China Youth](#))

# Hip Hop STATS

- The hip hop community encompasses:
  - **24 million** people
  - Between the ages of **19-34**
  - Range of **nationalities**, ethnic groups & religions.
  - Collective spending power is \$500 Billion Annually in the U.S. alone.

(Source: [Hip Hop Demographic](#) (Source: [Hip Hop International](#)))



# MAIN STREAM SUPPORTED

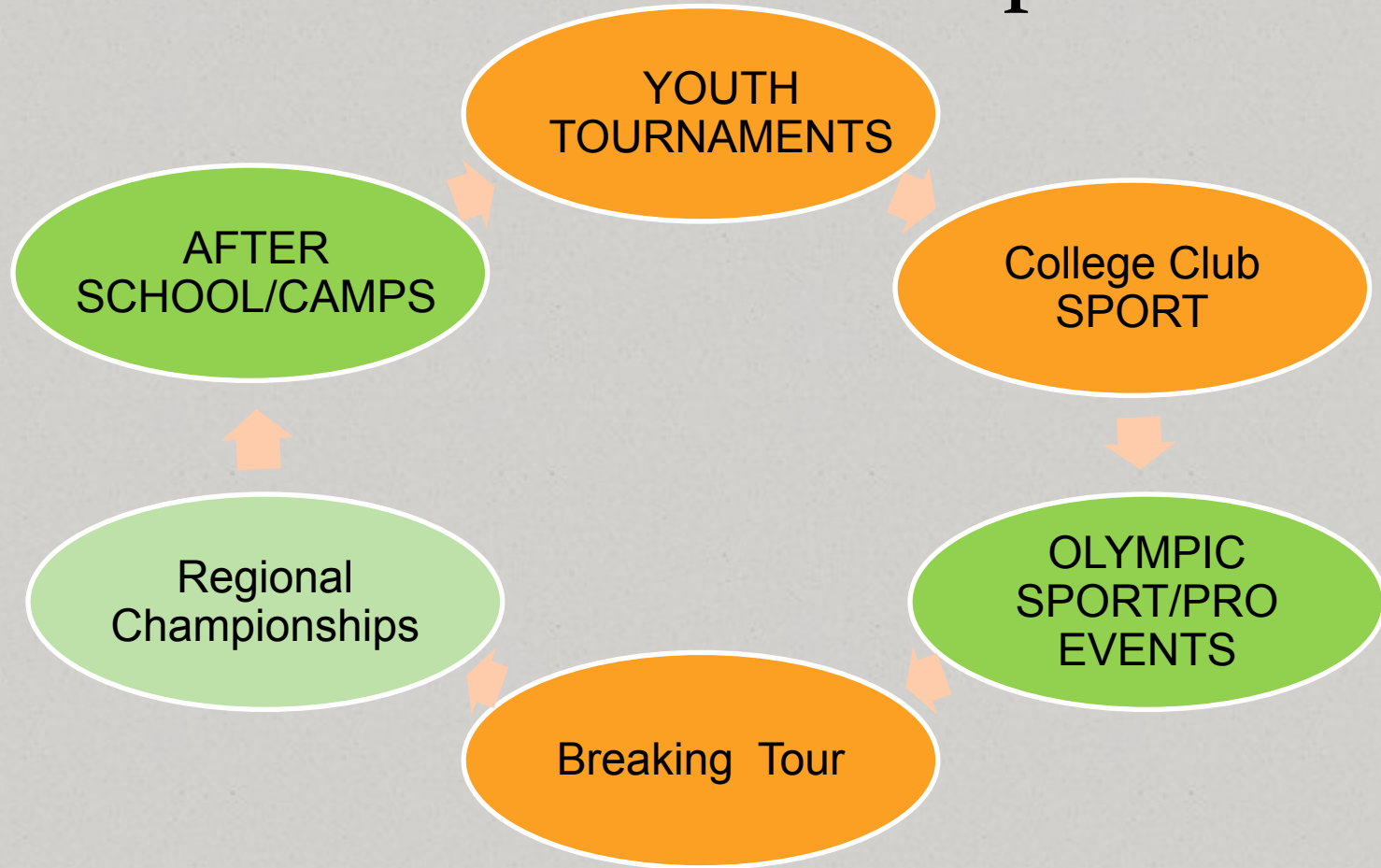
- 0 **Main Steam Advertisers** are reaching hip hop brand loyal fans via Ad Campaigns. (Source: [Reaching Consumers](#))
- 0 **Movie:** Hollywood [Battle of the Year](#) (10/13), focuses on the massive global competitions.



The ½ million athletes competing in over 40 countries, make up the hip hop culture and reach 18-34 demographic via social media platforms daily.

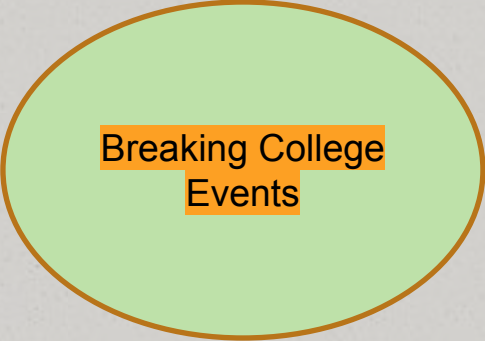


# Current Landscape



# COLLEGE STRUCTURE

- **Over 350 Colleges have Breaking Clubs**
- **College events include:**
  - **regional,**
  - **divisional,**
  - **conference, and**
  - **overall championship.**



Breaking College  
Events





# Brand Relevance and Resonance

*Transform the  
break dancing community into a  
meaningful symbol  
for all around the world.*



# Geography



- o **Hip Hop is Global & Breaking in Global**
- o Societal acceptance of breaking
- o as a sport varies across different countries and regions.
- o Breakers perceive their dance through the filters influenced by the geography of their personal background.

# Shared Identity

- o Sheer popularity of Hip Hop
- o Has removed the breaker identity from the category of socially marginal phenomenon.
- o **Peer Bonding through shared Hip Hop Experience**





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