

Global Vision Talent Agency Presents

MTMT

MORE THAN MUSIC TOUR

MTMT

QUEEN'S EDITION

March 2024

Our Purpose

Immersing talent into a unique tour life experience

The **More Than Music Tour** is a platform dedicated space created for hardworking independent artists who are tirelessly dedicating themselves to their craft. The experience provides them with a valuable opportunity to showcase their talents, expand their fan base, and bring a high-quality production to markets unaccustomed to such experiences, all while keeping it affordable.

The **More Than Music Tour** aims to introduce something innovative and captivating to consumers. This biannual tour offers select individuals the chance to immerse themselves in the unique tour life experience.





Tour Overview

— **16 MARKETS** | Southern Region

Little Rock, AK
Nashville, TN
Memphis, TN
Birmingham, AL

Greensboro, NC
Columbia, SC
Greenville, SC
Augusta, GA

Columbus, GA
Raleigh, NC
Atlanta, GA
Myrtle Beach, SC

Jacksonville, FL
Huntsville, AL
Jackson, MS
Charlotte, NC

Featuring:

Tour House DJ | DJ Suga Shay

Tour Host Comedian | CallMeMsFranklin

Targets:

- General Public & College Campus
- Female, Male, LGBTQ Community
- Audience - Age 16 - 30
- Venue Capacity - 1,500 - 2,500

Featured Artists Line Up

LightSkinKeisha

Erica Banks

Jessica Dime

Shy From Da Tre

Taylor Girls

I Candy

Hand-picked **female**
artists from the **South**
with **versatility**.

A collective influence of over
6M+ Followers

Featured Artists

The **More Than Music Tour** features a collective of notable and rising artists from the Southern region Generation X can relate to.



**LIGHTSKIN
KEISHA**

@lightskinkeisha

ERICA BANKS

@realericabanks





JESSICA DIME

@iamdimepiece

**TAYLOR
GIRLZ**

@taylorgirlz





**SHY FROM DA
TRE**

@shyfromdatre

I CANDY

@iamicandy



Marketing & Promotional Strategy

Benefits

- Sponsored Ads - Social Media Advertising
- FM & Internet Radio
- Outdoor Advertising - Billboards
- Promotions - Direct Marketing

Partnership Opportunities

Sponsorship Opportunities & Brand Recognition In **16 Markets**

Club Promoters/Venues

For promoters with venues that want to buy in dates for the tour, please contact us for more information.

Benefit 1 - \$25,000

- Includes logo placements on marketing materials
- Includes logo placements on digital ads
- Mention on all social media promo posts
- Promotional social media post from featured artists included on tour

Benefit 2 - \$50,000

- Sponsored Stage takeover in 5 markets
- Includes logo placements on marketing materials
- Includes logo placements on digital ads
- Logo on Banner for tour & brand banner inclusion on stage
- Brand name included on FM & Internet radio in each market
- Mention on all social media promo posts
- Shout outs from host throughout the show
- Promotional social media post from featured artists included on tour

Benefit 3 - \$75,000

- Sponsored Stage takeover in 10 markets
- Brand name included on FM & Internet radio in each market
- Includes logo placements on marketing materials
- Includes logo placements on digital ads (included TV ads)
- Logo on Banner for tour & brand banner inclusion on stage
- Logo on Billboards
- Mention on all social media promo posts
- Shout outs from host throughout the show
- Promotional social media post from featured artists included on tour

Benefit 4 - \$100,000

- Tour name takeover (brought to you by)
- Sponsored Stage takeover in 10 markets
- Brand name included on FM & Internet radio in each market
- Includes logo placements on marketing materials
- Includes logo placements on digital ads (included TV ads)
- Logo on Banner for tour & brand banner inclusion on stage
- Logo on Billboards
- Mention on all social media promo posts
- Shout outs from host throughout the show
- Promotional social media post from featured artists included on tour



Founder

Johnnie Cabbell

The business does come with it's bumps and bruises however; challenges which Johnnie has been able to overcome and prevail over. Those challenges helped to mold him into the man he is today. Cabbell, juggles many responsibilities, and currently has many things in the works. His artist Kissie Lee, with whom he began working with when she was six months pregnant, is currently on the rise, and is in talks of big deals. He is still working with famed rapper LightSkin Keisha who is also generating a heavy buzz as well. Cabbell will be re-launching his online TV Radio Show One On One With Johnnie Cabbell with Co Host Mo Clark soon, as well as appearing in a few movies such as; Quad City and a movies series entitled Let You In.

Along with deals for his clients, Cabbell is about to release his second book which will be an E-Book. Of course as previously mentioned, he represents and plays a fundamental role in the career development of female rappers Lightskin Keisha and Flaujae as well as r&b singer Kissie Lee so be on the lookout for more for those ladies as well. Raising the bar each year, Cabbell continues to think outside the box as he strives to build a multi-billion dollar empire.

In the world of music and entertainment, the name Johnnie Cabbell is as well-known as the public figures he represents. This trail blazing music mogul originally born and raised in Ohio is setting the bar when it comes to artist management and development. As CEO of Global Vision Talent Agency; he has over two decades of experience booking shows, navigating careers and generating lucrative opportunities for his diverse clientele. Over the years, his roster has included legendary hip hop acts such as Crime Mob, D4L and the late Shawty Lo, all of whom he groomed from entertaining in neighborhood clubs to performing on global stages, hence the company moniker.

Cabbell started out as an artist himself in a group called N Take. The group garnered a local buzz where they traveled throughout the southeastern region for shows, which afforded him the opportunity to learn the business side of the industry. A quick study, Cabbell realized it was more lucrative for him to be behind the desk instead of the mic. Because of his love for music and acting, he always knew that he wanted to do more. The business side happened to really catch his attention and from there, he found his niche. He transitioned from artist to executive with ease and began operating under the arc of Hitt Afta Hitt. The ambitious entrepreneur, seemingly overnight, gained a reputation for breaking artists in the same cities as he once toured in.

With his extensive industry relationships and negotiating power, Johnnie became known as the go-to man amongst independent rappers. He eventually joined forces with Debra Antney of Mizay Entertainment, who at the time managed hip hop icons Gucci Mane, Nicki Minaj, Wacka Flocka Flame and OJ The Juiceman. The dynamic pair oversaw all aspects of booking and promoting global and regional concert tours and music events. As a superb businessman, Cabbell transitioned into television and film with the launch of HAH TV Network (Hitt Afta Hitt) that specialized in creating original content and programming that centered around his artists. His masterful communication skills and jovial personality led him to acting in a number of movie projects including the Birds of a Feather franchise alongside multi-platinum and Grammy-winning music producer Zaytoven.



For more info

Partner with us!

Contact Johnnie Cabbell

Phone: 404-492-2287

Twitter: @Jchah

Instagram: @Johnniecabbell

Facebook: @Johnniecabbell