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The Follow Tour



SEPTEMBER. 2014 OCTOBER.

FEATURING.

**SPOKEN. CANON. JSON.
S.O. JULIEN. DJ LAGIT.**

FOR BOOKING CONTACT: SHOWTIME@ROLEMODELRECORDS.CA
WWW.ROLEMODELRECORDS.CA



ROLE MODEL RECORDS –PRESENTS
FOLLOW: THE TOUR

CANON X SPOKEN X S.O. X JSON X
JULIEN AND DJ LAGIT

MARK 8:34-38 (TAKING THE MEANING OF FOLLOW LITERALLY)

NOW TAKING BOOKINGS.

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THE BACKGROUND

According to the book of Mark 8:34-38, Jesus called a crowd to himself to preach a sermon. This crowd consisted of believers and non-believers alike. He goes on to explain the sacrifices that those who wanted to follow him would have to endure. This includes not being ashamed of him despite popular belief as well as the little profit “gaining the world” has over eternal life. The truth is that most Christians have the theology right when it comes to this topic but living it out on a daily basis is a different story. The lines between being socially accepted and making a difference in this world by “Following” Jesus have been blurred. Non-believers have no concept of what this means...but they might if they seen it lived out in a way that’s culturally relevant. The **FOLLOW TOUR** is about six faithful men; **CANON, SPOKEN, S.O, JSON, JULIEN** and **DJ LAGIT** traveling north America and sharing what it means to follow Christ in our modern day culture. The artists will also be accompanied by three young men in their 20’s. These young men are on the fence about living for Christ but interested enough to follow on the tour to learn about the lifestyle of a believer. They will see first hand how we interact with each other and why we believe what we believe. In each city that we stop in leaders will also have the opportunity to meet with our three guests to spend some time with them, sharing testimonies and pour into their lives through prayer and encouraging words. Not only is it important for us to follow Christ but it is equally important for us to lead others to Christ. This is not just a tour...it’s taking the meaning of **FOLLOW** literally!



WHO WE ARE



CANON: "Like many, I grew up in a home with parents that took me to church. My heart was never really into it so I found myself rebelling against authority. In between misbehaving and skipping school I grew more curious about knowing God. I gave my life to him and now I travel the world offering words of life and encouraging people to FOLLOW Christ."



SPOKEN: "Unlike many in the industry I can never really say that I always knew I wanted to make music. It wasn't until the age of 14 that I discovered that I had a talent for putting words together. I grew up in a Christian home but it wasn't until October 31st 2003 after having a personal encounter with God that I made the faith my own. Now He's the only one I FOLLOW"



S.O.: "I had a love for hip hop at an early age in my life and to live for myself, to have money and wealth, to satisfy my lusts and earthly desires was my only goal before meeting with Christ. Upon coming to true faith in Christ in 2004 at the age of 15, my focus changed from fortune and fame, to serving and pleasing God. Now I FOLLOW Him"



JULIEN: "At the age of 14 I started battle rapping with rhymes fuelled with violence and anger because of the loss of my dad. I grew up with a single mother and distant siblings so I really didn't have any role models. In 2007 I was introduced to Jesus and I gave my life to him and decided to FOLLOW Him...the ultimate role model."



DJ LAGIT: "My love for music started at a very early stage of five years old and it took me through my adult years so becoming a Dj came naturally. I lost my father and mother to a murder and a suicide...this left me heart broken for years. I stumbled across a scripture that helped me move closer to God. I serve Jesus now...not only that...I FOLLOW Him."



JSON: "I grew up on the north side of St. Louis. At a young age I lost my father so I was raised by a single mother who tried her best to raise me despite her drug addictions. Life was tough so I joined a gang and I was in and out of jail. While I was in jail I felt the Lord was calling me to surrender and so when I got out and meet LaWanda, who would later be my wife, I gave my life. I now use my talents to exhaust myself in the things of God as I FOLLOW him."



TOUR PACKAGE

The honorarium for the FOLLOW tour is \$2,800.00 and will include the following:

- ▶ All six artists: Canon, Spoken, S.O, JSON, Julien and the tour Dj...Dj Lagit.
- ▶ Transportation to and from the venue.
- ▶ Crew workers and band members.
- ▶ Hotel accommodations

Meals will be sponsored by tour partners.



PARTNERSHIP

This is a unique opportunity that we want to share with ministries that are as passionate as we are about taking the meaning of FOLLOWING Jesus literally. Therefore, **ROLE MODEL RECORDS** would like to partner with your ministry.

Doing is better than knowing and not doing.

To inquire about booking please contact
SHOWTIME@ROLEMODELRECORDS.CA

Role Model Records...*follow*
us as we follow
greatness! **1Corinthians 11:1**

SPONSORSHIP LEVELS

▶ SILVER - \$1000.00

- ▶ Sponsorship imaging on all promotional material (i.e. logo)
- ▶ Promotional material made available to all media attendees
- ▶ Two (2) media passes at any show

▶ Gold - \$2000.00

- ▶ Sponsorship imaging on all promotional material (i.e. logo)
- ▶ Promotional material made available to all media attendees
- ▶ Two (2) media passes at any show
- ▶ Playback of company video before and after the show

▶ Platinum - \$3000.00

- ▶ Sponsorship imaging on all promotional material (i.e. logo)
- ▶ Promotional material made available to all media attendees and table set up
- ▶ Four (4) media passes at any show
- ▶ Company banner display near stage during the event
- ▶ Playback of company video before and after the show
- ▶ On stage presentation from company rep before the show

REACH

- ▶ **Tour Stops:** The Follow Tour will reach cities such as Ottawa, Toronto, Philadelphia, New England, Oklahoma, Houston, Corpus Christie, Miami, West Palm Beach, Tennessee, Colorado and San Diego to name a few. The expected attendance is 300+ participants per city.
- ▶ **Reach:** Collaboratively with our media sponsor and label affiliates our reach is the following.

112,200 unique views/mo, 773,000 page views/mo, 64,300 email subscribers, YouTube subscribers 35,300, Facebook 122,100, Twitter 88,000

Demographic

Ethnicity: African-American 24%, Latino 8% Caucasian 63%, Asian 3%

Education: No College 48%, College 42%, Grad School 10%

Age Range: <18 25%, 18-24 25%, 25-34 17%, 35-44 15%, 45-64 17%

Gender: Male 60%, Female 40%

Children At Home: 1 or more 50%, None 50%



SPONSORSHIP

This is a unique opportunity that we want to share with ministries and businesses that are as passionate as we are about taking the meaning of FOLLOWING Jesus literally by sharing resources that assist in doing so. Therefore, **ROLE MODEL RECORDS** would like to partner with you!

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