

# SHADED 7 TOUR

 NATIVE DEEN  
*Tour*



# BUCKLE UP, FOLKS!

- The Shaded 7 Tour is ready to kick off **an epic celebration of Native Deen's 25-year musical legacy** of songs that inspire faith, justice and resilience within the Muslim community!
- The title of this tour is inspired by the **recent Native Deen hit single**, SHADED 7. This song talks about the 7 special groups of people who will receive the **Shade of Allah on the day of judgment**.
- This spectacular journey will take us through **seven states**, each boasting a lively **anchor city**, where the band will dazzle audiences.





# NATIONAL & INTERNATIONAL

In addition to rocking the American Muslim community, The Shaded 7 Tour will go international!!

The suggested international countries are:

- Canada
- England
- Kenya
- Senegal
- The Gambia
- Australia





# AMERICAN TOUR STRUCTURE

- **Duration:**
  - 7 weekends (not necessarily back-to-back)
- **Performance Schedule (flexible):**
  - **Friday Night:** Visiting local Masjids, Meet with sponsors
  - **Saturday Night:** Concert (up to 500 people)
  - **Sunday Afternoon:** Visiting local Masjids/Islamic Schools, Meet with sponsors
- **Target Audience:**
  - African American Muslims and the broader Muslim community, especially the vibrant student crowd.



# SUGGESTED CITIES

- **State 1: New York**
  - **Anchor City:** New York City
- **State 2: Illinois**
  - **Anchor City:** Chicago
- **State 3: Texas**
  - **Anchor City:** Houston
- **State 4: California**
  - **Anchor City:** Los Angeles



- **State 5: Michigan**
  - **Anchor City:** Detroit
- **State 6: Georgia**
  - **Anchor City:** Atlanta
- **State 7: Virginia**
  - **Anchor City:** DC METRO





# BUDGET BREAKDOWN:

Category		Amount Allocated
1	Venue	\$3,500
2	Sound/Lights/Stage Decor	\$4,500
3	Drums	\$500
4	Tour Manager	\$400
5	Assistant Tour Manager	\$200
6	Native Deen Band Fee	\$7,000
7	Opening Act	\$500
8	Hotel Accommodations	\$600
9	Insurance	\$500
10	Transportation	\$3,000
11	Deen TV Bank Deposit	\$1,500
12	Miscellaneous	\$500
13	Marketing/Promotion	\$2,300

**Total****\$25,000**

# FUNDING STRATEGY

## The Magic Breakdown:

- **Total Funds Needed Per City**
  - \$25,000
- **Number of Funders Required**
  - 25
- **Contribution Per Funder**
  - \$1,000

To conjure the necessary funds, we'll hope to rally 25 fabulous local FANS in each city who are business professionals, to chip in \$1,000.



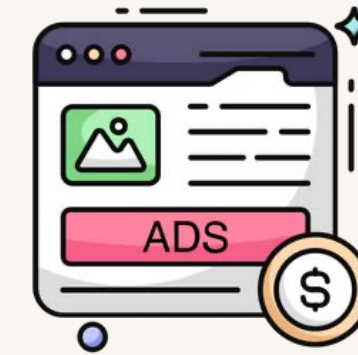
# FUNDER INCENTIVES



## Guests & Gifts

Donors receive 2 things for the \$1,000:

- Tax deductible donation
- up to 20 tickets for friends and family



## Paid Advertisement

Paid Sponsorships of \$2,500 receive 2 things (*4 spots available per city*):

- Marketing/Promotion on
  - Social Media
  - Local flyers & posters
  - During the concert
- up to 20 tickets for friends and family



# TAX-DEDUCTIBLE DONATIONS



**Tax ID: 46-5213474**

DeenTV is a nonprofit 501(c)(3) organization dedicated to using music and the arts to educate, inspire, and uplift communities. As the umbrella organization organizing this tour, donations will be tax-deductible, helping to bring faith-driven music and arts education to communities nationwide.

Your support will help cover travel, venue costs, free access for those in need, and educational programming, ensuring that this movement reaches as many people as possible. Every dollar makes a difference! Support today and be part of a mission that changes lives through the power of faith-based music.



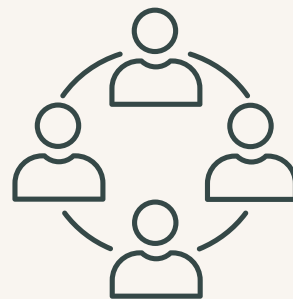
# MARKETING STRATEGY

*We intend to employ 4 primary marketing strategies to advertise the tour.*



## 1. Social Media

Light up social media to drum up excitement!



## 3. Collaboration

Team up with local influencers and community leaders to spread the word.



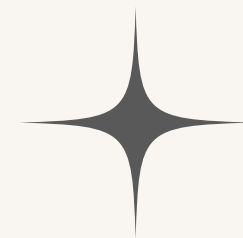
## 2. Advertisements

Craft targeted ads that connect with each city's vibe.



## 4. College Campuses

Collaborate with local colleges to pump up excitement.





# EXECUTION PLAN

## TOUR MANAGEMENT + LOGISTICS

Our dynamic duo, the Tour Manager and Assistant Tour Manager, will take charge of all the behind-the-scenes magic, including:

- Hotel arrangements
- Venue coordination
- Stage setup and teardown
- Merchandise sales
- Creating viral social media content, photos, and videos
- Coordinating enthusiastic volunteers
- Local promotion leading up to the events



# COMPLETE TOUR TIMELINE

Month	Goal
Ramadan 2025	Launch marketing campaign. Secure 3 of the 7 cities.
April	Secure 5 of the 7 cities - Marketing / Promotion
May	Secure all 7 of the 7 cities - Marketing / Promotion
June	Ramp up marketing / promotion for the tour
July	Continued marketing/promotion. Booking travel arrangements
August-December	Seven City U.S. Tour

**NOTE:** The U.S. tour does not have to stick to seven cities. The performance cities can adjust as needed!



WHAT DOES OUR  
COMMUNITY NEED?

AN UPLIFTING  
MESSAGE!

# NATIVE DEEN

