

THE 6TH ANNUAL
JOURNEY AWARDS
MARCH 26TH, 2023
ATLANTA, GEORGIA



**THE JOURNEY AWARDS HONORS
THOSE WHO INSPIRE US.
VOTED BY YOU... THE PEOPLE!**

OUR JOURNEY

The Journey Awards Organization was created in 2016 by our founder who believes that gifted visionaries & talents were all put on this earth to help others. With the little message that we send by honoring greats. We hope it inspires others to do the same!

The dream of establishing a meaningful awards ceremony did not come easy for this once homeless, humble & determined man. He tells stories of unbearable days of starvation, cold nights and constantly working in excess of 20 hours a day. Stories which are definitely not for the fainthearted. A Journey that could have broken him down, instead it turned into resolve to pursue his dreams. After opening several hospitality-based businesses and hosting large events, he would always make sure he gave back. In 2015 after watching several award shows, he noticed that there was no ceremony out there that could match the same Hollywood glitz & glam experience but also have a meaningful result. A ceremony that honors VIPs as well as the average person who inspires & help millions. After reaching out to a group of selfless, diverse philanthropists.. The Journey Awards was born:)

All nominees are voted by you.. The People!

The Journey Weekend is also filled with fun themed events that lead up to the awards ceremony.

HONORING VIP'S, ENTITIES OR EVERYDAY PEOPLE

ENTERTAINERS

PHILANTHROPIST

INFLUENCERS

PUBLIC SERVANTS

RELIGION

NEWS & POLITICS

HEALTHCARE

FINANCE

ATHLETES

CAREER PROS

TAGOlife®

A background image of a red carpet event. A large crowd of photographers and cameramen, many holding professional cameras and tripods, are lined up behind a black stanchion. They are all focused on a person who is partially visible in the center, wearing a dark, shimmering dress. The scene is set outdoors on a red carpet, with a cityscape visible in the background under an overcast sky.

MARCH 26th , 2022
RED CARPET RECEPTION 4:00 PM
CEREMONY 5:00 - 9:00 PM

55 Gilmer Street
Downtown Atlanta

A LA CARTE OPPORTUNITIES

Vendors

2ft table \$99

4ft table \$249

6ft table \$379

Booth \$950

Vendors are allowed to bring in their own décor Submit photo of booth presentation

Food vendors

Food vendors have to provide insurance / safe serve certificates. All products must be legal, approved and aligned with the brand

Exclusive VIP Lounge buildout \$9K

Stage buildouts with signage. Outdoor - \$5K **Indoor** - \$12K +

Media tour, promotions with activation: \$7K

Exclusive VIP dinner: \$125 PP

Email & Text blast: .99ct per person



LOUNGE SPONSOR

\$7K

- Media lounge sponsor with your signage
- Live streaming on SM & broadcast on the Tago Life Network powered by Roku, Prime, Apple
- Indoor display of product / service with visibility to attendees
- Company logo inclusion on our website linked directly to your website
- Exclusive 6ft table to set up satellite activations
- Customer sign ups and data collection onsite
- Your company will be introduced
- Advertising buys
- Logo display during breaks
- Gift bag inclusion
- Social media campaign & giveaways
- Email & SMS campaigns (10,000 subscribers)
- Video & photo assets
- VIP passes & front row seating (10 passes)



AWARD SPONSOR

\$9K

- Specific Award inscriptions with your name
- Live streaming on SM & broadcast on the Tago Life Network powered by Roku, Prime, Apple
- Indoor display of product / service with visibility to attendees
- Company logo inclusion on our website linked directly to your website
- Exclusive 6ft table to set up satellite activations
- Customer sign ups and data collection onsite
- Your company will be introduced. Your representative to presents a category of your choice
- Media & advertising buys
- Logo display on main screen
- Mailing campaigns in 3 zip codes
- Event programs printed with your branding, all marketing materials distributed on our gift bags
- Social media campaign & giveaways
- Email & SMS campaigns (15,000 subscribers)
- Video & photo assets
- Media tour inclusion
- VIP passes & front row seating (15 passes)



EXCLUSIVE SPONSOR

\$15K

- Category exclusivity
- Live streaming on SM & broadcast on the Tago Life Network powered by Roku, Prime, Apple
- Indoor display of product / service with visibility to attendees
- Company logo inclusion on our website linked directly to your website
- Exclusive 8 x 8 area to set up satellite activations
- Customer sign ups and data collection onsite
- Logo on red carpet microphone
- Your company will be introduced. Your representative presents the Journeys Choice Award
- Media & advertising buys
- Logo display on main screen
- Event programs printed with your branding, all marketing materials distributed on our gift bags
- Pre event promotions & mailing campaigns in 5 zip codes
- Social media campaign & giveaways
- Email & SMS campaigns (20,000 subscribers)
- Video & photo assets
- Influencer Partnerships
- Media tour inclusion
- VIP passes & front row seating (20 passes)



PRESENTING OPPORTUNITIES

\$20K

- Presents title exclusivity
- Live streaming on SM & broadcasting on the Tago Life Network powered by Roku, Prime, Apple
- Outdoor display of product / service with visibility to general public & media outlets
- Company logo inclusion on our website linked directly to your website
- Exclusive 15 x 15 area to set up satellite activations
- Customer sign ups and data collection onsite
- Your company video is played, your rep to present the Lifetime Achievement Award
- Media & advertising buys
- Logo display on screens throughout the event including interview microphone
- Event programs printed with your branding, all marketing materials distributed on our gift bags
- Pre event promotions, mailing & public relations campaigns
- Social media campaign & giveaways
- Email & SMS campaigns (30,000 subscribers)
- Video & photo assets
- Influencer Partnerships
- Electronic billboard with your branding at the entrance
- Media tour inclusion
- VIP passes & front row seating (30 passes)



CATEGORIES

Entertainer Awards : Every kid dreams of fame & fortune but only a few achieve that. The few who make it, their Journey's to the top wasn't easy because there's no short cuts besides working hard & making sacrifices. Despite all the success, most admit that their happiness only started once they started helping other people.

Philanthropist Awards: Some philanthropists are known for giving away substantial sums to aid society while others are known for their good works. But the vast majority of philanthropists aren't famous. Many people volunteer instead of or in addition to what they contribute financially. Research shows that philanthropy contributes to the following positive effects:

Influencers Awards: Everyone wants a great lifestyle. We all desire to look fabulous, stay healthy, live fancy and enjoy our lives. Behind all this lifestyle, there's brains behind the scene creating trends. These people are uniquely gifted to create the most amazing brands and we can't have enough of them.

Religious Awards: A religious leader is one who is recognized by a religious body as having some authority within that body. They are also responsible for leading worship, providing guidance and instructions to members of their faith. There are several religions in the world. Which spiritual or religious leader, has made the most positive impact in your life? .

Athletic Awards: An athlete is someone who possesses a natural or acquired ability for physical exercise or sports, particularly to be performed in a competitive nature. They spend many hours each day practicing skills and improving their talents. They tend to be realistic individuals, some of them are also enterprising, meaning they're adventurous, ambitious, assertive, extroverted, energetic, enthusiastic, confident, and optimistic. There's a few individuals who work 10 times harder and naturally gifted to be the best

Healthcare Awards: Some good things in life are so well kept that sometimes we forget about them. We tend to forget how people in healthcare sacrifice and miss some important aspects of everyday life. They deal with patients daily. They are the backbone of all societies around the world. After having spent so many years in medical school and internships before starting their practice

CATERGORIES

Career Professional Awards: A career is an individual's metaphorical "journey" through learning, working in a specialized field, or growing to experience certain aspects of profession and life.


Tech & Science Awards: For the majority of human history, science & technological improvements were achieved by chance, trial and error, or spontaneous inspiration. When the modern scientific enterprise matured in the enlightenment, it primarily concerned itself with fundamental questions of nature, research and development. Immediate technical application. is a relatively recent occurrence, arising with the industrial revolution and becoming commonplace in the 21st century. There have been entities & individuals uniquely gifted and have changed our livelihoods for the greater good.

Finance Awards: Financial professionals use knowledge of finance, accounting, and tax laws to provide financial services. Qualified individuals can provide assistance with personal finances, corporate finances, or both. Financial professionals should have strong analytical and customer service skill. There's a few unique individuals and companies that inspire us in the financial world.

News + Politics Awards: A politician is a person active or seeking office in government for the betterment of communities & it's citizens. Political journalism covers of all aspects of politics with good intentions by providing factual information while keeping their governments in check. In this day and age, finding people with principled core sets of moral values is rare

Public Servants Awards: A public servant is generally a person who is employed by the government, either through appointment or election. These are people who are generally selfless human beings employed to serve the public.

VOTING

A person with dark hair, wearing a blue long-sleeved shirt, is holding a large, ornate yellow trophy. The trophy has a circular base and a tall, slender stem topped with a star-like ornament. The person is looking down at the trophy. The background is blurred, showing some greenery and a building.

Each year, we receive thousands of nominations from you. The most impressive and intriguing nominee is identified. There after a voting campaign is activated. The highest scorers are notified to be the top 4 contenders to receive an award of their respective categories . The Journey awards is one of the most impressive & positive platforms in the world. You get to pick who the nominees are! Join hundreds of VIPs & individuals who make our society better

We pledge to help people whether its through inspiration or financial motivations, you will have a friend in us. Our honorees have the potential of getting assistance through your donations and our exciting events which will help create awareness of causes.

Minimum nomination age is 6 years of age. Anyone who is under 18 years of age interested in attending is attending the actual awards ceremony must be accompted by a parent or legal guardian. All our social events parties are restricted to adults only.

MEDIA & DEMOGRAPHIC

Every year, The Journey **Awards** honors those who inspire others through their incredible Journey's to success. Whether they're VIPs, individuals or entities.

A live TV streaming on Tago Life Network on Roku, Fire & Apple TV to over 40 countries.

The Journey Awards Weekend, is on definitely the next awards powerhouse. Virtually every progressive industry in the world has relocated to Georgia. We are filling in the void that is so desired and will showcase a different perspective about Atlanta. The Journey festivities was also added to excite audiences from all over the world with an array of fun themed events.

Our goal is to air on all digital platforms & a major network. We will showcase the before, during and after scenes. The Journey concept was inspired by Mr. Tago, a visionary who created the platform to honor the unseen, unheard, unsung who's Journey inspires others.

TV OR DIGITAL PLATFORM VIEWERS

AGES 16 – 54 VIEWERS 1.9M

Our target demo makes up 70% of streaming viewers.

83% of social media users

Studies show that adults within our demo are constantly following trends, seeking thrills and educational programs. Shows like "The Academy Awards" "CNN HEROS" "Grammys" "VMA" etc. Are just a few examples that have already created an audience for "The Journey Awards

INCOME & ATENDEES

\$300,000 - \$1,000,000 71%

\$1,000,000 – 10,000,000 21%

\$10,000,000 + 8%

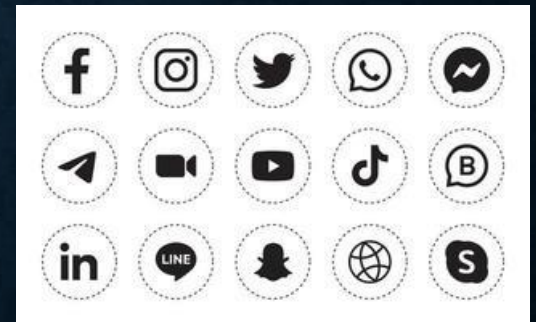
AGES - 26-66

GENDER - MALE 50% WOMEN 50%

EDUCATION - COLLEGE GRADUATES OVER 85%

WEBSITE IMPRESSIONS 150,000

EMAIL & TEXT IMPRESSIONS 11.2M



TAGO LIFE NETWORK

Tago Life Network will be launching March 24, 2022 on Roku with original content and programming

Tago Life Network is platform for all independent content creators to share their vision, mission and message.

The Roku Channel is projected to see a consistent increase in viewership in the United States through the year 2025.

Roku is the number 1 streaming platform in US & Canada has around 63.1 million active viewers monthly as of its 2Q 2022 with a global distribution in 17 countries. Projecting 2nd Quarter of 2023 Tago Life Network will be launching on Apple TV, Fire, & Loop TV.

ORIGINAL PROGRAMMING

- Tago Life
- World Party Festival
- Arts & Culture
- Love, Sex & Relationship
- Sweets & Tea Party
- Journey Awards
- Rich Vs Wealthy Life
- Chef Life
- Event Planner Life
- Influencer Life
- Bling Glam Life
- Independent News
- Global Entertainment Industry
- Manufacturing Life



MARKETING STRATEGIES

OUR MARKETING CAMPAIGNS WILL FOCUS ON LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL MARKETS

SOCIAL MEDIA CAMPAIGNS

DAILY ORGANIC IMPRESSIONS
SOCIAL MEDIA BUSINESS AD BUYS
MESSAGING PROMOS **#YOURBRAND**
CONTEST GIVEAWAYS & TIE IN
SOCIAL INFLUENCER PARTNERSHIPS
BRANDED CONTEST INTEGRATIONS
CONTENT BLITS ON ALL SM
PLATFORMS TO BOOST ALGORITHMS

PARTNERSHIPS

FILMING THE PROJECT
SOCIALITES
INVITATIONS OF VIPS
TEASER CAMPAIGNS
MEDIA PARTNERSHIPS
NEWSLETTER CAMPAIGNS
WEBSITE INTEGRATIONS
PR CAMPAIGNS
AGENCIES & EXECUTIVES
TEXT BLASTS
LIVE STREAMING
DIGITAL FLYERS



SOME PREVIOUS NOMINEES

<p>JOURNELL AWARDS 2020</p>  <p><i>Dr. Sanjay Gupta</i></p> <p>NEUROSURGEON/COVID 19 HERO</p>	<p>JOURNELL AWARDS 2020</p>  <p><i>Gemita Samarra</i></p> <p>PHILANTHROPIST/STUNT WOMAN</p>	<p>JOURNELL AWARDS 2020</p>  <p><i>Scott Kelly</i></p> <p>ASTRONAUT</p>	<p>JOURNELL AWARDS 2020</p>  <p><i>Amanda Cerny</i></p> <p>ACTRESS / UN AMBASSADOR</p>
<p>JOURNELL AWARDS 2020</p>  <p><i>Mary Soul</i></p> <p>CELEBRITY MANICURIST</p>	<p>JOURNELL AWARDS 2020</p>  <p><i>Lucy Robson</i></p> <p>INFLUENCER/GOLFER</p>	<p>JOURNELL AWARDS 2020</p>  <p><i>Jeremih</i></p> <p>GRAMMY NOMINATED SINGER</p>	<p>JOURNELL AWARDS 2020</p>  <p><i>Clark Sisters</i></p> <p>GRAMMY WINNING SINGERS</p>
<p>JOURNELL AWARDS 2020</p>  <p><i>Michael Louis Maddaloni</i></p> <p>LUXURY LIFESTYLE MAG</p>	<p>JOURNELL AWARDS 2020</p>  <p><i>Marko Grile</i></p> <p>SNOWBOARD CHAMPION</p>	<p>JOURNELL AWARDS 2020</p>  <p><i>Roy Jones, Jr.</i></p> <p>BOXING CHAMPION</p>	<p>JOURNELL AWARDS 2020</p>  <p><i>Dr. Fauci</i></p> <p>COVID19 HERO</p>



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THANK YOU FOR YOUR CONSIDERATION

CONTACT US TODAY SO WE CAN BUILD A UNIQUE & CREATIVE PARTNERSHIP

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