

TRUE Skool, Inc. Presents:



SUMMER PARK JAM 2023

**"ENGAGE,
EMPOWER,
& EDUCATE
THROUGH
HIP HOP"**

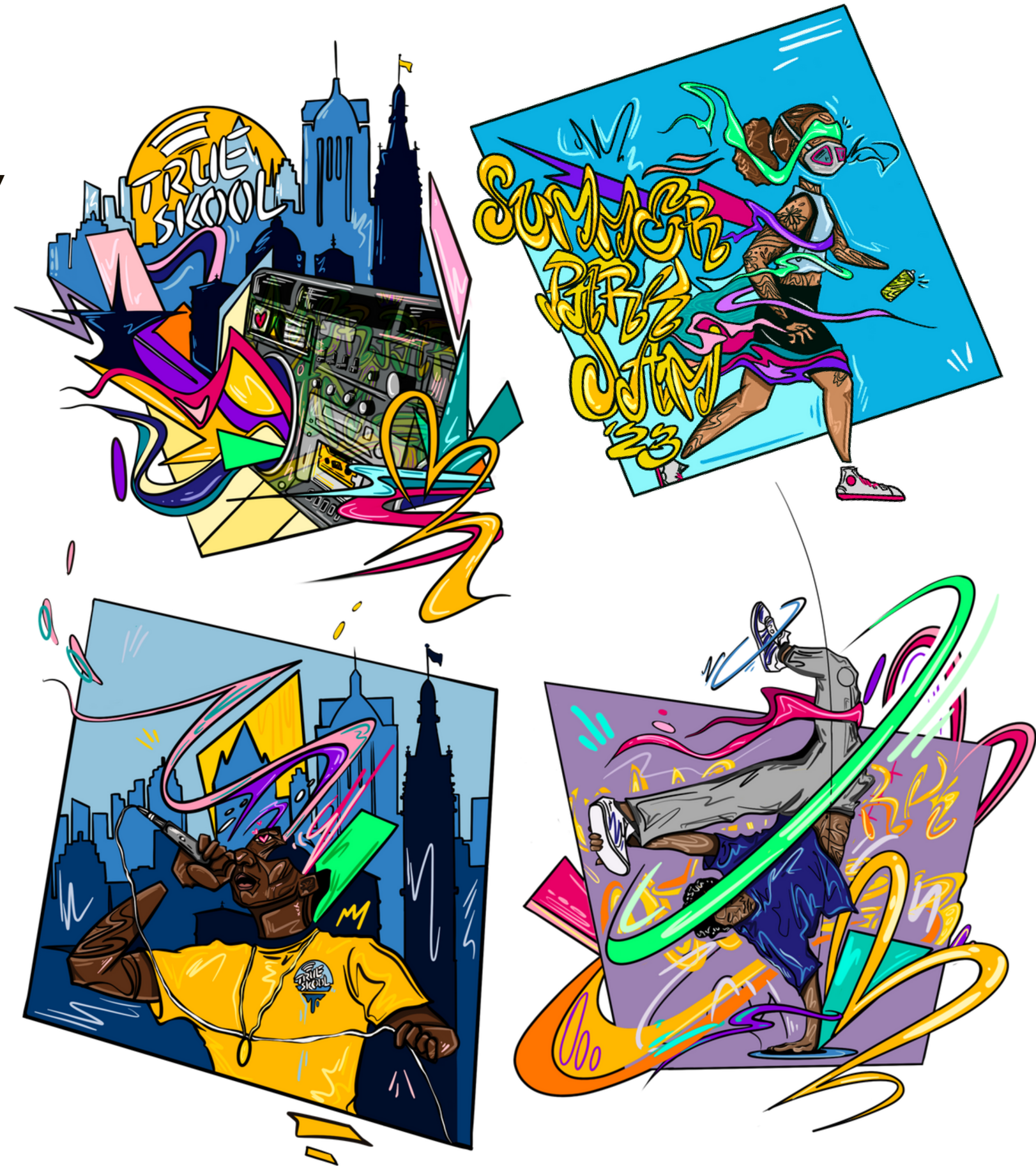
TRUE Skool Mission Statement



INTRODUCTION

The 2023 Summer Park Jam is a two-day celebration of Hip Hop Culture's 50th year anniversary. The two-day event will take place on August 11th and 12th at the Marcus Center for Performing Arts in Milwaukee, Wisconsin.

This event is a multi-disciplinary showcase providing a platform for youth to shine and for communities to come together through exhibiting the elements of hip hop culture; DJ, MC, B-Boying and Graffiti.



FRIDAY, AUG 11

The "CEO Session" will be from 12 – 4pm at the Marcus Center for Performing Arts will feature a variety of pop-up workshops, panels, and professional development for Creative Entrepreneurial Opportunities.

Established and emerging Educators, Artists & Entrepreneurs will share valuable insights and connect with one another.

Special guest panelists & presenters are to be announced soon!

CREATIVE ENTREPRENEURSHIP

Industry leaders engage with young creative professionals on topics including:

REAL ESTATE INVESTMENT
TECHNOLOGY + ART
MONETIZING YOUR BRAND
FINDING FUNDING

HIP HOP EDUCATION

From the classrooms to the campus, Hip Hop Education is taking over. Students & Educators explore:

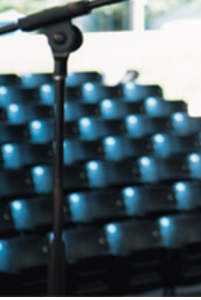
FUTURISTIC LEARNING
CULTURAL POWER
OPPORTUNITIES FOR INTERSECTION

SATURDAY, AUG 12TH

The main event, Summer Park Jam, will be from noon – 8pm at the newly renovated grounds of the Marcus Center for Performing Arts.

The outdoor festival is free for all-ages and will include live performances, interactive activities, local vendors, a skateboarding area, live Graffiti Art and Breakin' competitions.

The Park Jam will celebrate all the elements of Hip Hop Culture and attendees can expect an immersive experience that uplifts the best of Milwaukee including vendors, children's activities, food and beverages.



PREVIOUS YEAR HIGHLIGHTS

On behalf of TRUE Skool, we would like to express our heartfelt gratitude to all of the supporters, sponsors, volunteers, and artists who have made our Summer Park Jam is a huge success!

With your support last year, we had:

PAID \$7,500 TO PERFORMING AND VISUAL ARTISTS

HIRED 32 YOUNG, STUDENT INTERNS FOR PLANNING AND IMPLIMENTATION

500 + ATTENDEES

AWARDED \$2,000 IN PRIZE MONEY

REHIRED ARTISTS:

Creative, Makayla Binter, won the Summer Park Jam Spray Paint competition last year and was hired this year to develop marketing and promotional material for the festival.



THANK YOU

www.trueskool.org

