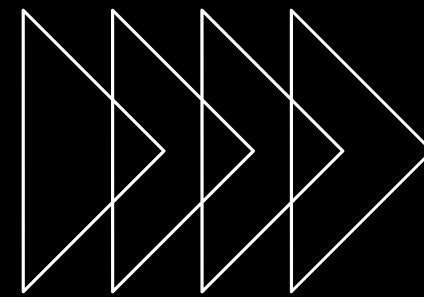


OLD *OldSkool* PARTY

LEGENDS NEVER DIE



90's & 00's OldSkool Party
Step into the past & make it last!

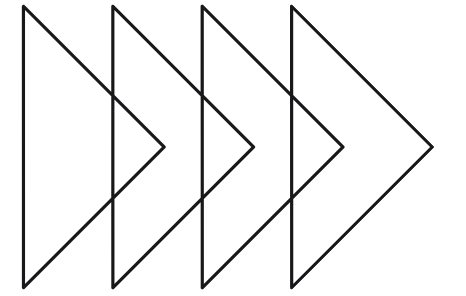


MISSION

Legends Never Die is not just another 90's and early 2000's hip-hop and R&B party. We are the pioneers of this movement in the Benelux, having been active in the hip-hop culture since the early 90's. We've seen it all, experienced it all, and have played a key role in shaping the hip-hop culture to what it is today. Our credibility in the scene is unmatched, and our know-how is second to none.

With Legends Never Die, we bring the old school back to life. We transport our guests back to a time when hip-hop and R&B were more than just genres of music, but a way of life. We do this by creating an authentic atmosphere, with classic tracks, top-notch DJs, and an unparalleled vibe. Our events are not just parties, but an experience, a time capsule that takes you back to a time when hip-hop was in its prime.

At Legends Never Die, we pride ourselves on our ability to stay true to the roots of hip-hop and R&B. We understand the culture, the history, and the passion that drives it. This is what sets us apart from other events, and what makes Legends Never Die a must-attend for anyone who truly appreciates hip-hop and R&B.



Bustin' a move to the 90's groove

Legends Never Die is the
ultimate 90's and early 2000's
Hip-hop and R&B party



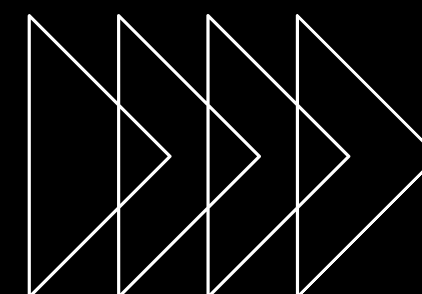
MUSICAL JOURNEY

The Legends Never Die event takes you on a musical journey that celebrates the golden era of Hip-hop and R&B from the 90s and early 2000s. We are no strangers to this culture as we have been active in the scene since the early 90s, pushing the movement in the Benelux to what it is today.

Our event pays tribute to legendary artists who have passed away such as Notorious B.I.G., 2Pac, and Aaliyah, by playing some of their biggest hits and music videos from back in the day. We transport you back in time with our authentic selection of old-school Hip-hop and R&B bangers, giving you a chance to relive some of the best moments in music history.

Our DJ line-up includes experienced and knowledgeable deejays such as Sake, Cosmic, Joss, who know exactly how to keep the party going with their sick selections and transitions. They will take you on a musical journey that showcases the best Hip-hop and R&B from the 90s and early 2000s, ensuring that you won't be able to resist dancing the night away.

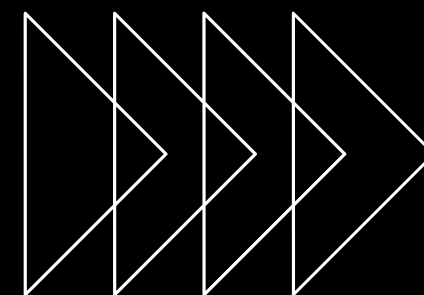
At Legends Never Die, you'll be surrounded by like-minded people who are passionate about the same music as you. It's the perfect opportunity to relive your youth with a group of friends and enjoy a night filled with nostalgia, good vibes, and great music. Join us for an unforgettable experience that pays homage to the legends of Hip-hop and R&B.



RADIO SHOW

- We will collaborate with a radio station to produce a weekly oldskool mix show.
- The show will be hosted by our resident DJs SAKE, JOSS, ND, and Cosmic
- The show will also feature guest mixes from national and international DJs such as L Nicole (NinaSKy) from New York, Vincz Lee from Geneva, Lead from Tokyo, DJ BLISS from Dubai, DJ ABDEL from Paris, Irwan from and Amsterdam.
- The mix show will have a specific jingle and intro to make it recognizable
- The show will be a 50-minute mix of oldskool tracks, with a focus on Hiphop and R&B from the 90s and early 2000s
- The show will most likely air on Sunday evenings, giving listeners a chance to wind down their weekend with some classic tunes
- We will promote the show through social media channels and on-site promotion at our events
- The show will be available for streaming or download online, making it accessible to listeners worldwide
- By producing a weekly mix show, we aim to build a loyal following of fans who appreciate oldskool Hiphop and R&B
- This collaboration with the radio station will help us reach a wider audience and establish ourselves as a leading authority on oldskool music in the Benelux region.

Legends Never Die, we keep it fly

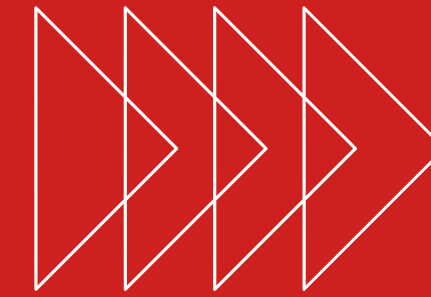


LEGENDS NEVER DIE





REFERENCES



With decades of experience in the Hip-hop scene, we've become pioneers in the industry, pushing the culture forward and leaving our mark on the Benelux and beyond.

It Was All A Dream Agency is a powerhouse of Hip hop culture, with over 20 years of experience in the game. We are based in Belgium and have accomplished a range of impressive goals, including organizing the legendary concept, Hot Sunday Nights at Mondial Club in the Netherlands. This project gave us the opportunity to be the very first Hip hop stage host at the world-renowned Tomorrowland festival.

Our reach extends beyond Belgium, with collaborations with radio stations like SKYROCK, Colour3 in Switzerland, BIG FM Germany, and FUN X in the Netherlands. We have organized countless events and concerts for artists such as 112, Cassie, Ryan Leslie, BeenieMan, Sisqo, and YingYang Twinz, to name a few.

In addition, we have invited numerous DJs from all over the world, including: DJ Cash Money, Kid Capri, Grand Master Flash, DJ Kool, DJ Lead, Jazzy Jeff, DJ Abdel, and Cut Killer from France. We have even had our own TV show, 411 on JIM TV, back in the early 2000s.

We have also been responsible for organizing several successful events, such as the massive collaboration with radio station MNM at Sportpaleis in Antwerp, URBANICE.

We've organized Vibestr for 6 years at Club Versuz and hosted various festival stages at DayDream, VESTIVAL, OhMyMusic Festival, and others.

And since 2017, we have taken charge of the Hip Hop & Rnb Friday of Ostend Beach festival.

PARTNERSHIP

- **Unique audience:** Our event targets a specific and dedicated audience of 30+ music lovers who are passionate about 90s and early 2000s hip hop and R&B music. This offers a great opportunity for sponsors to tap into a niche market and connect with a highly engaged audience.
- **High level of engagement:** Our event has a proven track record of success, with the first edition being a huge hit. This means that sponsors can be assured of high levels of engagement from attendees and a positive return on investment.
- **Brand exposure:** Sponsors will receive significant brand exposure through various channels such as our social media platforms, website, and email marketing campaigns. This offers a great opportunity to increase brand awareness and visibility.
- **Customizable sponsorship packages:** We offer customizable sponsorship packages to meet the specific needs of our partners. This means that sponsors can choose the level of sponsorship that best suits their budget and goals.
- **VIP access:** Sponsors will have exclusive access to our VIP area, providing them with the opportunity to network with industry professionals, artists and other VIPs.
- **Press coverage:** Our event attracts significant media attention, with coverage from both local and national media outlets. This provides sponsors with the opportunity to be featured in various media channels.
- **Brand activation opportunities:** We offer a range of brand activation opportunities to our sponsors such as product placement, experiential marketing, and sampling. This provides sponsors with the opportunity to showcase their products and services to a highly targeted audience.
- **Collaborative marketing efforts:** We work closely with our sponsors to create collaborative marketing campaigns that highlight their products and services. This ensures that sponsors receive maximum exposure and engagement from our audience.
- **Increased sales and revenue:** Our event attracts a large number of attendees, which means that sponsors have the potential to increase sales and revenue through increased brand exposure and activation.



MERCH



THE DREAM TEAM PASS

Members Only Package:

"Introducing the ultimate way to experience LEGENDS NEVER DIE events. With this year-round access pass, you'll gain exclusive access to all of our events, as well as special perks like a t-shirt, stickers, and exclusive DJ mixes on a USB Mixtape. Not only will you be part of a special group of fans, but you'll also be supporting our mission to bring the best in Hiphop and R&B to fans all over the world. Don't miss out on this opportunity to be a part of the action year-round – get your pass now!"

99€ ain't a problem

Throwing it back, we don't slack.

Join us for a night of nostalgia
and non-stop dancing at
Legends Never Die



Testimonials

Dit smaakt naar meer veeel meer niks meer dan lof ook vd mensen die er waren.wat heb ik genoten.

That shit was fucking unreal Nico!!!!
Thank you for so much love! Please do it again!!!

Merci pour la soirée Nico c'était lourd

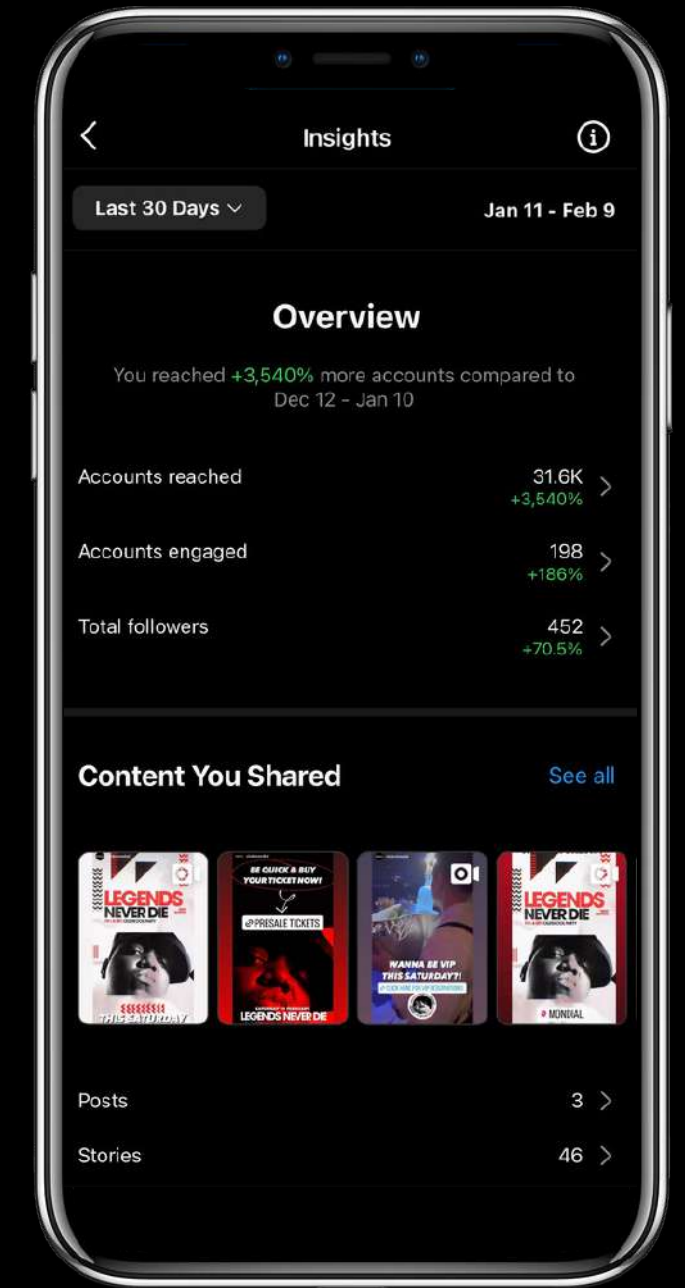
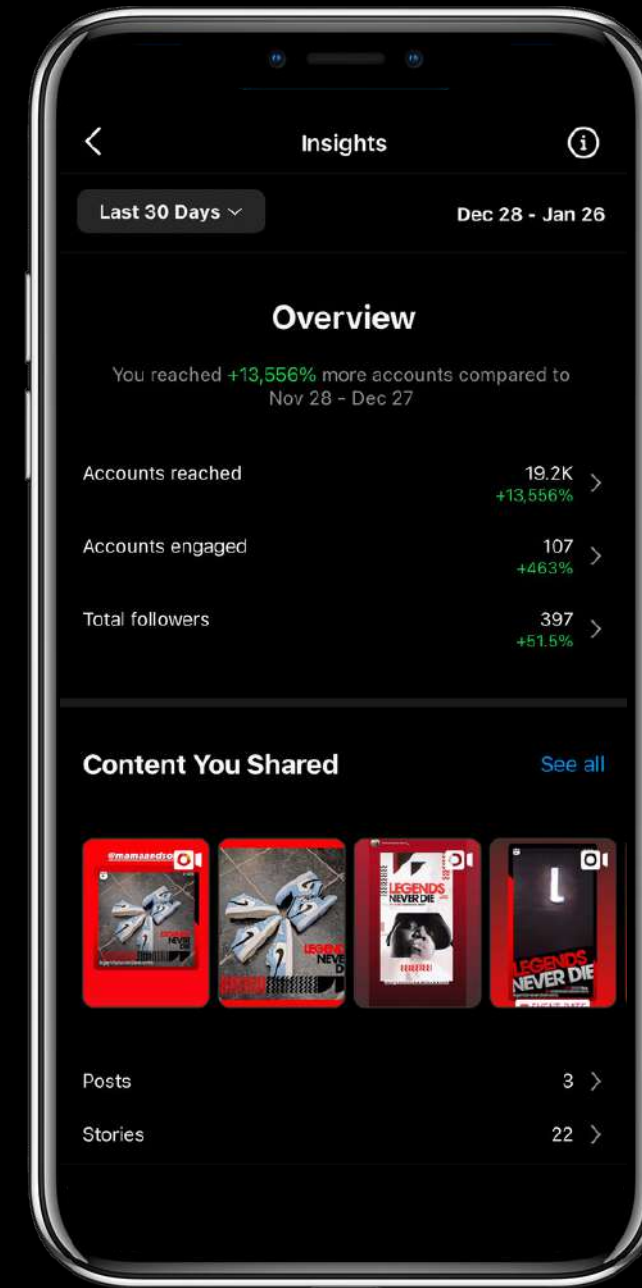
Une fois par mois ça peut être cool

Une soirée vraiment mémorable !!
Merci de nous avoir fais revenir en arrière le temps d une soirée

1 UNREAD MESSAGE

I have never see a party like this in my life. Please do it again!❤️ only 3-4 Partys in a year

15:41



Engagement rates:
Our last edition campaign saw an outstanding engagement rate of 45%, indicating our message truly resonated with our followers.

Social Media Insight

Demographics:

Top range: 25-34 and 35-44

Gender: 54% men - 46% women

Top location: Antwerp, Liege, Hasselt, Maastricht, Aken

Netherlands
15.8%

Germany
10.5%

Luxemburg
5.3%

France
5.3%

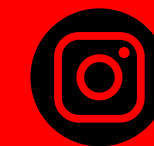
Belgium
63.2%



Legendsneverdieevents



Legendsneverdieevents



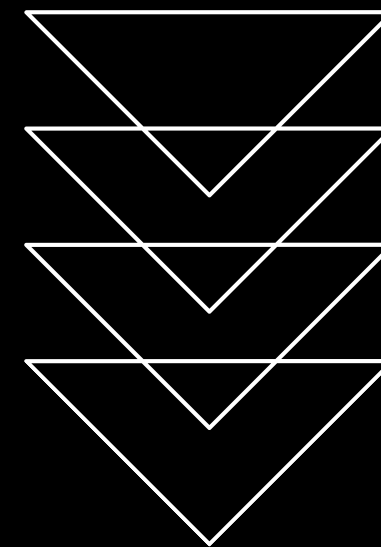
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LOCATIONS



Thank ya'11!



Contact

Marketing:
info@itwasalladream.be

Management:
nico@itwasalladream.be

+32 468 11 04 81