



# JUMP ON IT SOCIETY

TICKETS EVENTS COMMUNITY

JUMPONITSOCIETY.COM

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# **WHAT IS JUMP ON IT SOCIETY**

**Jump On It is an organization that provides community outreach. The ultimate mission is to “connect the community”. This connection is a social hub that connects people through entertainment, education and economics. These 3 avenues encompasses full scale programming that addresses the key components that are required to have successful, thriving communities. Direct emphasis are put on active civic engagement, education and economic opportunities and strong social networks. Jump On It produces events, festivals and programs that make these topics cool and digestible to youth and young adults. From festivals, conferences, teen podcasts and educational courses, Jump On It has been a traditional staple in Austin since 1997.**

**Jump On It was co-founded by Charles “NOOK Turner” Byrd, Dorothy Turner and Sharon Ellerby. NOOK Turner is the president and CEO, and his wife Breanna Byrd is the Chief Community Officer. As a team they have assembled a network of constituents that include community leaders, professionals and business owners that are vested in completing Jump On It’s mission. Jump On It Society will be launching a digital app that will grow a digital community based on Jump On It events, meet ups and social gatherings and exclusive membership benefits. This digital/virtual community will be scaled into a physical location known as Jump On It Metaplex.**

## **PROGRAMMING FOR 2026 IS AS FOLLOWS:**

- The Fat Gator Weekend - June 6th - 7th**
- Jump On It Week - August 2nd - 9th**
- She A Pro Conference - Oct date TBA**
- Jump On It Radio Podcast - March - October**
- Jump On It University - August - October**
- Jump On It Society Meet Ups - Oct '25 - Oct '26**



# HIGHLIGHTS

- Have served over 12,000 families with resources, jobs, health and financial literacy education
- Jump On It Summer Concert Series was declared the largest urban outdoor concert series in the state by the Texas Music Office in 2000
- Jump On It has proclamations by the Austin City Council in 2015 (Jump On It Day) & 2023 (Jump On It Week)
- Won “Best of Austin” by the Austin Chronicle in 2024
- Continues to partner with City of Austin and its departments including the Cultural Arts Department, Equity Office, Austin Public Health & Austin Parks & Recreation
- Jump On It Radio Teen Podcast is the first of its kind in Austin, TX producing shows that are 100% curated by the youth

## SPONSORS THROUGHOUT THE YEARS





# **PRODUCED FESTIVALS & CONFERENCES:**

## **THE FAT GATOR WEEKEND**

**JUNE 6TH - 7TH 2026**

**Targeted Audience - Ages 21 - 50**



**2 day festival that merges Cajun food with Texas urban culture. Content and activities is geared towards an adult audience and tourists**

## **JUMP ON IT WEEK**

**AUGUST 2ND - 9TH 2026**

**Targeted Audience - All Ages/Family**



**8 day festival that features community panels, workshops, resource fair & give-backs topped off with parties, concerts and the popular Jump On It Community Day**

## **SHE A PRO CONFERENCE**

**OCTOBER 2026 (DATES TBA)**

**Targeted Audience - All Ages/Family**



**Multi-day conference that is geared towards highlighting prominent women leaders. It features a private luncheon, award ceremony, panels, business exhibition and subsequent parties and concerts**



# COMMUNITY PROGRAMS & INITIATIVES:

## JUMP ON IT RADIO

AGES 10 AND UP

Podcast and outreach group that promotes positive expression, news coverage and highlighting sports, entertainment and youth trail blazers

## JUMP ON IT UNIVERSITY

YOUTH & ADULTS

Educational programming that includes financial literacy, entrepreneurship, civic engagement & positive expression

## JUMP ON GOOD GRADES

YOUTH

This initiative promotes students to get good grades by offering incentives to youth that reach the prerequisite benchmarks

## JUMP ON IT METAPLEX

EVERYONE

We will begin fundraising in 2026 to build a physical complex that houses all Jump On It programs and curated events





# **DIRECT IMPACT**

## **2024-2026**

### **ECONOMICS**

**6,630** tickets distributed

**83** local businesses exhibited, showcased and or sold products

**72** women entrepreneurs participated in discussions & gained insight from successful business moguls

**Over 10** emerging beauty technicians provided exhibitions and demonstrations

**\$350K** generated from sponsorships, grants and ticket sales to cover operations costs, booking guest speakers & artists and supporting local historic venues

### **EDUCATION**

**280** youth participated in workshops and lectures focused on pathways to success

**60** youth received hands on training in communications through technology via Jump On It Radio initiative

**Dignitaries & senior leaders** including the City Manager, City Council Members, County Commissioners, as well as directors and CEO's of pillar organizations in the Austin area

## **ENTERTAINMENT**

**50+** major artists, TV personalities, authors and music industry execs participated including Rasheeda, Reshonda Tate, Omar Gooding, Reginald Ballard, Erica Banks, Fredo Bang, Trae tha Truth, Lil Scrappy, Boosie, Dr. Umar Johnson, Sukihana and more

**50+** local athletes participated in celebrity basketball and youth meet and greets that was co-sponsored by the Austin Spurs

**200+** local artists showcased talent and promoted projects & releases

## **OTHER**

**60** women honored for their entrepreneurship, business achievements, and community leadership

**Over 20** partnerships with esteemed local organizations like Six Square, Austin Area Urban League, Capital Metro, Walmart, H-E-B, the Austin Spurs, the City of Austin, Travis County, NAACP, AAYHF and others

We hosted our programming at Culturally Historic Venues, including Huston-Tillotson University, Doris Miller Auditorium, and Walter E. Long Park -sites that embody legacy, community, and cultural significance

**Top zip codes served:**

78702  
78660  
78724  
78744  
78723

**Our direct impact has been accomplished while operating under a budget deficit. A fully funded program would yield at minimum 4 times the above mentioned numbers and success.**



# PAST PERFORMERS



**Boosie, Fredo Bang, Trina, Amanda Perez, B.o.B, MO3, Rich Homie Quan, Trae Tha Truth, Plies, Juvenile, Lil Scrappy, Z-RO, Just Brittany, Calvin Richardson, Ying Yang Twins, Gorilla Zoe, Kirko Bangz, Beat King, Ace Hood, Mike Jones, Sukihana, Gorilla Zoe, Lil Flip, Slim Thug, Lil Troy, Chalie Boy, Marques Houston, Mimi Faust, Erica Banks, Dorrough, and many more...**

# 28+ YEARS

**OF COMMUNITY OUTREACH EVENTS WITH OVER 200 EVENTS PRODUCED**



# THE PROBLEM

**LACK OF KNOWLEDGE OF HISTORICAL SIGNIFICANCE**



**50%**

drop in black population over the last few decades (15% down to 7.5%)

Current Black historical facilities are under-utilized and are being re-purposed to be more beneficial for non black residents.

Little to no education about the true history of the City causes its ugly history to repeat itself.

**MINIMAL ACCESS TO SUCCESSFUL BLACK FIGURES**



Throughout the city's history, Black youth and young adults have had minimal access to successful Black figures. Unlike cities like Houston and Dallas, Austin has very few professional athletes, entertainers and prominent entrepreneurs that are available to have a direct influence in the community. Relative inspiration and examples of greatness are scarce.

Black musicians also lack resources, info and opportunities. Our goal is to bridge the gap with artists, DJ's, producers and industry execs.

**LACK OF UNIFIED SPACE FOR BLACK BUSINESSES AND CREATIVES**



**0%**

Black Economy!

Austin does not have a viable Black district, business sector, financial institution, shopping plaza or housing development.

Many businesses and creatives have low visibility and are unable to garner the resources or consumer base to enjoy substantial success.



# THE SOLUTION



## KNOWLEDGE OF HISTORICAL SIGNIFICANCE

### JUMP ON IT WEEK CONFERENCES + PANELS

Rebuilding the Community | Undoing Gentrification  
Youth & Social Media | Business Development  
Know Your Worth and more...



THESE TOOLS ARE THE FIRST STEP IN ERADICATING THE  
THE DISPARITIES THAT PLAGUE BLACK COMMUNITIES NATIONWIDE

Jump On It “Community Reunion” will celebrate the original Black families and highlight key figures in the city. The focus will be on reinvigorating the pride needed to refuel substantial community growth by offering long-term connections with subsequent programming and social gatherings.



## ACCESS TO SUCCESSFUL BLACK FIGURES

### JUMP ON IT WEEK | SHE A PRO CONFERENCE | THE FAT GATOR WEEKEND | JUMP ON IT RADIO

The impact of having direct interaction/contact with successful individuals is immeasurable. It is nearly impossible to teach success if it is not seen. The Celebrity Basketball Game will bring celebrities and popular individuals that will not only entertain in fun, action packed games, celebs will hold a meet & greet Q&A session with the youth.

Music Industry panels will give musicians the opportunity to network & learn from successful industry professionals.

The She A Pro Conference will host panels & events that will provide connections, networking and mentorship from prominent women.



## UNIFIED SPACE FOR BLACK BUSINESSES +CREATIVES

### BUSINESS EXHIBITIONS | JUMP ON IT METAPLEX

All festivals & conferences will house business and shopping expos. Proceeds of vendor markets along with fundraising revenue will go towards the acquirement of land to develop the Jump On It Metaplex. This development will house Jump on It University Educational Program, Bread City Film, Music & Television Studio, Jump On It Shopping Outlet and the Jump On It Amphitheater. This space will also include a sports and recreation area and a multi-housing development. The complex will be the hub that revitalizes Austin’s Black population.



# TARGET MARKET

FOR OUR 3 ANNUAL FESTIVALS + CONFERENCES

**TARGET AUDIENCE: SOUTHERN USA  
ARTISTS/MUSICIANS + MILLENNIALS AND YOUNGER**

**\$1.8  
BILLION**

**IN MUSIC REVENUE**

Austin has an annual music revenue of \$1.8 Billion. It's a city that offers the strongest live music scene in the world as a canvas.

**TARGET  
AUDIENCE**

**15- 43 YEARS OLD**

Millennials are the largest segment of festival attendees, with the average age being 34yrs old. 82% of interest comes from people in their mid- 30's with 83% of them being parents.

**10+ MILLION  
MARKET  
REACH**

**1 MILLION - TV + RADIO  
1 MILLION - BILLBOARDS  
8 MILLION - ONLINE  
200K - GUERRILLA MARKETING  
250K - PRINT MEDIA**

**EXPECTED  
OUTCOME**

**3,000+ MULTI-DAY PASSES  
5,000 INDIVIDUAL TICKETS  
2,500 SPONSORED ATTENDEES**

**\$400K IN TICKET SALES  
\$50K IN FOOD + DRINK REVENUE**



# **PARTNERSHIP OPPORTUNITIES**

**SPONSORSHIP  
IN KIND SERVICES  
VOLUNTEERING  
CO-OP MARKETING  
EXHIBITORS  
VENDORS**

**CONTACT US:**

**EMAIL: [INFO@JUMPONITSOCIETY.COM](mailto:INFO@JUMPONITSOCIETY.COM) | PHONE: (512) 348-8005**

**ALL PARTNERSHIPS MUST BE CONFIRMED BY APRIL 15, 2026**

**MONETARY SUPPORT IS TAX DEDUCTIBLE AND WILL BE HANDLED BY J.O.I. COMMUNITY OUTREACH, A 501C3 NONPROFIT**



# BECOME A PARTNER

## SPONSORSHIP OPTIONS

### MOVE THE NEEDLE SPONSOR \$5K

- Exhibition or resource booth at produced festival or conference
- Seat on Community Panel Discussion
- Sponsor **10** Jump On It University scholarships
- Community initiative and links on [jumponitsociety.com](http://jumponitsociety.com)
- 4** **VIP** tickets to produced festival or conference
- Pick **1** item from the ALA Carte Menu

### IMPACT SPONSOR \$10K

- Exhibition or resource booth at **2** produced festivals or conferences
- Seat on Community Panel Discussion
- Sponsor **25** Jump On It University scholarships
- initiative or advertisement on [jumponitsociety.com](http://jumponitsociety.com)
- Reserved table for **10** at the She A Pro Private Luncheon
- 10** **VIP** tickets to produced festival or conference
- Pick **2** items from the ALA Carte Menu

### LASTING LEGACY SPONSOR \$50K

- Presenting title for produced festival
- Presenting title & seat on Community Panel Discussion
- Exhibition booth space at all events for a complete year
- Sponsor **100** Jump On It University scholarships
- Full dedicated web page on [jumponitsociety.com](http://jumponitsociety.com)
- 25** **VIP** tickets to produced festival or conference
- Pick **5** items from the ALA Carte Menu

## A LA CARTE ITEMS AVAILABLE FOR THE FAT GATOR WEEKEND

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Exclusive Pavilion **\$1,500** (2 available)

Car Lot Exhibit **\$3.5k** (2 available)

Cell Phone Exhibit **\$5k** (1 available)

1000 sq/ft custom zone **\$10k** (5 available)

Video or commercial on front page of website **\$2k** (5 available)

Feather Flag **\$100** (10 available)

Cabana for 10ppl **\$900** (10 available)

Jumbo-tron Promotions **\$1k** (12 available)

## A LA CARTE ITEMS AVAILABLE FOR MARKETING

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Video or commercial Ad on website **\$500** (5 available)

Logo on all flyers **\$250** (5 available)

Advertisement on Jump On It Shuttle Bus **\$2000** (2 available)

Corporate Exhibition Booth at 1 event **\$500** (2 available)

Press Backdrop Banner **\$2,500** (1 available)

Logo on t-shirts & Jerseys **\$700** (10 available)

Product placement on boat at the All White Boat Party & Gator House **\$1000** (4 available)

Logo on live social media broadcasts **\$1000** (3 available)

Custom contest or promo to drive direct business **\$2,500** (3 available)

**Don't see what you're looking for? Let's talk customization.  
Call (512) 348-8005 or email [info@jumponitsociety.com](mailto:info@jumponitsociety.com)  
with your thoughts, and let's make a difference!**