

2018



PRESENTS



April 14, 2018

Main & Laurel Streets
Columbia, South Carolina



About Love, Peace & Hip-Hop



A three-day celebration capped by a free, family-friendly festival on Saturday, April 14, Love, Peace & Hip Hop brings over 12,000 attendees to Columbia's

Main Street. Creating an unforgettable day of fun for all ages, World Famous Hip-Hop Family Day gathers the community together like no other event in the city. Attendees enjoy the best and brightest live performers, DJs, B-Boy dance crews, hip-hop visual artists, and craft and food vendors.

- World Famous Hip-Hop Family Day is celebrating its 6th year, with attendance increasing over 200% from its inaugural year in 2013 (4,000 to 12,000+).
- Over 40% of festival attendees from outside of Columbia, SC, including GA, NC, and FL.
- Past national acts include: Kid N Play, KRS-One, Nice & Smooth, Big Gipp, Monie Love, Slick Rick, Kool Moe Dee.



All Hail the Queens

In the world of hip-hop, generations of women have proven they are talented, strong, and fearless. This year's Love, Peace & Hip-Hop festival is honoring the queens who paved the way, changed the game, and transformed the genre into an empowering outlet for women and girls around the globe.

2018 HEADLINER: MC LYTE

MC Lyte first gained fame in the late 1980s, becoming the first solo female rapper to release a full album with 1988's critically acclaimed *Lyte as a Rock*. She has long been considered one of hip-hop's pioneer feminists.

Lyte's fourth album, 1993's *Ain't No Other*, reached gold status and was notable for her first top 40 pop hit. "Ruffneck" was nominated for a Grammy Award for Best Rap Single, making MC Lyte the first female solo rapper ever nominated for a Grammy.





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TITLE SPONSOR: WELLCARE

- \$15,000 Stage Sponsor (1)
- \$10,000 Hospitality Sponsor (1)
- \$5,000 Gold Sponsor (multiple)
- \$2,500 Silver Sponsor (multiple)
- \$1,000 Friend of the Festival (multiple)

In addition to recognition and exposure through our event of 12,000+ attendees, sponsors' brands will be marketed in print and broadcast in advance of the celebration.

WANT TO GET INVOLVED?

Become a sponsor. Contact janet@lovepeacehiphop.com to learn more.

