

TRANS TRENDERZ PRESENTS

BK, NY - 2019

TRANS
Trenderz
MUSIC
AWARDS

the first awards show for trans and gnc musicians

TRANS TRENDERZ, TREND SETTERZ

OUR SPECIALTY IS MAKING HISTORY

It all started on November 6th 2016 when black trans artist Blxck Cxsper - then known as Lucas Charlie Rose - released the Trans Trenderz mixtape: a compilation of songs from 14 different trans artists entirely produced and written by trans people.

The mixtape's live launch in New York City was such an empowering experience that Trans Trenderz evolved to become a long lasting project: a record label run by and for trans musicians; the first of its kind.

But Trans Trenderz is more than a record label. We regularly organize events to showcase marginalized musicians in our communities, have collaborated with the likes of Black Lives Matter Montreal during political actions, have given workshops in numerous universities and v are now organizing the first awards show for trans and gender-non-conforming musicians.

TRANS TRENDERZ MUSIC AWARDS - SEPTEMBER 21ST - NEW YORK CITY

ITS LIKE THE GRAMMYS BUT WITH A BETTER RED CARPET

AT THE TRANS TRENDERZ MUSIC AWARDS YOU CAN EXPECT:

- **A line up of presenters including some of the most inspiring advocates in our communities:**

Black Trans TV, The Phluid Project, Skylar Kergil, Bax Pitt and Eli Erlick have confirmed so far and we have expecting more names to be added to this list in the coming weeks.

- **Incredible performances from our nominees:**

Folk, Trap, Rnb, Pop, the performances we have booked so far encompass a wide array of music genres, showcasing just how talented our communities are. Because the ultimate goal of this awards show is to make you fall in love with artists you would've never come across otherwise.

- **A networking cocktail party for our nominees and presenters:**

Another one of our goals is to help artists and advocates build connections during our events. By hosting a private cocktail party we are encouraging creatives and advocates to get to know each other so that we can one day see new collaborations emerge.



LOGISTICS

- SCHEDULE
- VENUE
- DREAM BUDGET
- DREAM TEAM
- DREAM GOALS

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SCHEDULE & VENUE

MAYDAY SPACE

Although we would've liked to organize this event in an accessible space, our budget limited our choices.

We will be hosting the ceremony in Mayday Space's ballroom and use the other rooms on the lower floor as dressing rooms for our presenters and performers to get ready to hit the stage.

Vendors will be place in the lobby alongside ticket and coat check and at the back of the ballroom.

SEP, 20TH - 7PM TO 10PM

Private Cocktail Party

SEP, 21ST - 4PM TO 5PM - LOAD IN BEGINS

Volunteers arrive at Mayday Space to set up the space.

SEP, 21ST - 5PM TO 6PM - SOUNDCHECK

Vendors and Performers arrive

SEP, 21ST - 6PM TO 7PM - LOAD IN ENDS

Presenters arrive.

SEP, 21ST - 7PM TO 8PM - DOORS OPEN

Guests arrive and get seated.

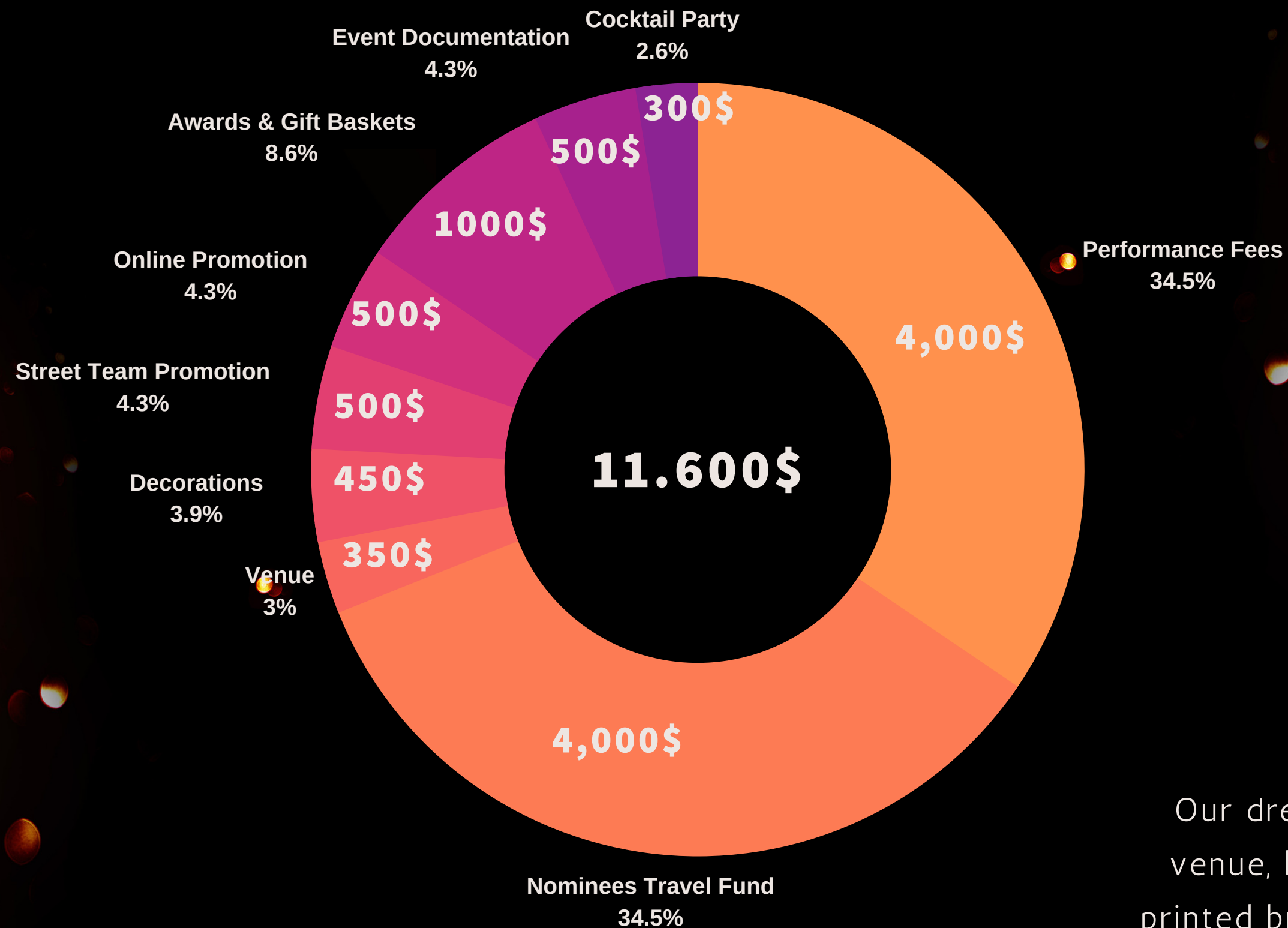
SEP 21ST - 8PM TO 11PM - CEREMONY

The ceremony will last around 2 hours and a half but we are planning for 3 in case of delays.

SEP, 21ST - 11PM TO 12AM - LOAD OUT

We must be out of the space by midnight.

DREAM BUDGET



Our dream budget incorporates venue, booking fees, promotion, printed branding, physical awards, and the documentation of the event

DREAM TEAM

BEFORE THE EVENT



- **STREET TEAM**
Folks with knowledge of the city who will print out flyers and posters and distribute them all over the city.
- **ONLINE PROMOTERS**
Folks who will share the event promotional material in facebook groups, on instagram, who will reach out to influencers to spread the word, etc...
- **FUNDRAISERS & GIFT GATHERERS**
Folks who can reach out to organizations and businesses who might be interested in funding this event and / or donating to the winners' gift baskets
- **COCKTAIL PARTY VISIONARIES**
Folks who will be in charge of the logistics for the cocktail party, including drinks, food and / others
- **PRESS RELEASE TEAM**
Folks who will help us write and share a press release to as many media outlets as possible.

DREAM TEAM

THE DAY OF

- **TICKET CHECKERS / MERCH TABLE HANDLERS**
2 folks will take care of checking tickets, the 2 others will be responsible for the Trans Trenderz merch table.
- **STAGE MANAGERS**
2 folks to make sure that every presenter / performer is ready to go on stage when called and help out with any other needs they may have.
- **SECURITY**
2 folks who will make sure that the guest arrivals is going smoothly and to control access to the dressing rooms
- **LIVE BROADCASTERS**
2 folks who will be in charge of filming and animating the live broadcast. (ideally 1 videographer and 1 host)
- **DOCUMENTATION GATHERERS**
1 photographer and 1 videographer to document the event
- **TECHNICIANS**
1 sound technician and 1 video projection technician

DREAMS GOALS

THERE'S A REASON WHY WE'RE DOING THIS

- **We want to bring visibility to trans people in the music industry:**

The trans narrative is presently absent from the mainstream music industry. We want this awards show to be an opportunity for the media and music fans to discover new artists and give them even more visibility and paid opportunities.

- **We want to redefine music awards:**

The Trans Trenderz Music Awards is getting rid of all the gendered categories we are used to seeing in other awards show. No 'Best Female' this or 'Best Male' that, it's all about the music.

- **We want to build connections between trans creatives and inspire others:**

We want every trans or gender non conforming musician out there to be inspired to reach out and collaborate with other creatives in their communities. But most importantly, we want to show them that coming out as trans shouldn't be the end of your career and push them to keep making music.

- **We want to give back to our community:**

This is why all the profits from this event will be donated to the Sylvia Rivera Law Project

SPONSORSHIP PACKAGES

**NOT ONLY ARE YOU HELPING
BUT YOURE ALSO GETTING
SOMETHING ;)**

- **LOGO - 100\$**
The sponsor's name and logo will appear featured on promotional media, website, and social media.
- **ADS - 250\$**
The sponsor will get a full page advertisement in the program which will be handed to all attendees. + logo package
- **AWARD - 750\$**
An award will be named after the sponsor (example: 'The YourName Award for Hip Hop Record') + Ads package
- **SPEECH - 2,500\$**
The sponsor will be given 2 minutes on stage + Ads package
- **COHOST - 5000\$**
The sponsor will be introduced as the co-host of the event, will have an award named after them + Speech Package

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TRANS *Trenderz* MUSIC AWARDS

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