

DAPPER AND DISTINGUISHED GENTLEMEN (DDG), IN PARTNERSHIP WITH THE MINORITY FILM INSTITUTE (MFI), PRESENTS



CITY OF  
**Columbia**  
the Columbia  
Museum of

COLA  
Office of Business  
Opportunities  
**ART**

# JUNETEENTH

ENTREPRENEUR, FILM, AND TELEVISION

# EXTRAVAGANZA

SUNDAY™



THE NICK



TUESDAY & WEDNESDAY  
**JUNE 18-19**  
**2024**

FEATURING A SUNDAY PRESENTATION OF  
**THE WORLD PREMIERE**  
OF THE DOCUMENTARY FILM  
**"COLUMBIA'S BLACK WALL STREET"**  
HISTORIC BLACK BUSINESS DISTRICT

The 2024 Juneteenth Entrepreneur, Film, and Television Extravaganza (JEFTE) is a transformative two-day event scheduled for June 18-19, 2024.

**The event** is designed to celebrate, educate, and inspire by honoring the **legacy of Black entrepreneurship, culture, and art through film and television.**

JEFTE events include an Entrepreneurial and Entertainment Summit, the premiere of the Documentary Film, "**Columbia's Black Wall Street**," live band performances, and various activities that highlight the

richness of Black culture, business, and creativity.

**The Extravaganza** aims to create a platform that fosters community engagement, economic empowerment, and cultural appreciation, aligning with the values and interests of both the public and private sectors.



**JUNETEENTH EXTRAVAGANZA.COM**

# EXTRAVAGANZA EVENT OVERVIEW

## OVERVIEW OF THE 2024 JUNETEENTH ENTREPRENEUR, FILM AND TELEVISION EXTRAVAGANZA (JEFTE)



### Introduction

The 2024 Juneteenth Entrepreneur, Film and Television Extravaganza (JEFTE) is a transformative two-day event scheduled for June 18-19, 2024, designed to celebrate, educate, and inspire by honoring the legacy of Black entrepreneurship, culture, and art through film and television. This premier event in Columbia, South Carolina, features a rich array of activities, including the Entrepreneurial and Entertainment Summit, the debut of the documentary film

“Columbia’s Black Wall Street,” live band performances, and a special Big-Screen viewing of episodes one and two of SCETV’s hit show “The Cool and The Strong” with special guest appearances by notable figures such as Coach Shane Beamer and Coach Dawn Staley.

### Event Goals & Objectives

JEFTE 2024 aims to create a platform and experience that fosters community engagement, economic empowerment, and cultural appreciation. The event aligns with the values, interests, opportunities, and resources the public and private sectors provide, making it a cornerstone for business, entertainment, and artistic and cultural expressions in the Midlands region and beyond. The Extravaganza showcases the vibrancy of Black culture and creativity while highlighting the potential for substantial entrepreneurial and business advancement across communities.

# EXTRAVAGANZA EVENT OVERVIEW

## DETAILED DAILY SCHEDULE OF EVENTS

### Summary

The JEFTE 2024 is more than just an event; it's a cultural beacon designed to illuminate entrepreneurs' and creatives' potential for achievement and success. The event also highlights and facilitates relationships among entrepreneurs, business owners, entertainers, and content creators across all communities. The Extravaganza's comprehensive programming and inclusive approach aim to educate attendees, celebrate achievements, and inspire future generations to continue forging paths of success and achievement.

The JEFTE 2024 event promises to promote cultural pride and enhance innovation, creativity, and growth for the Midlands and beyond.

### Day One

***Columbia's Day of Entrepreneurial & Business Advancement and Opportunity***

**Location:** 1208 Washington Place,  
Columbia, SC

10 - 10:30 a.m.

#### **Registration and Welcome**

10 - 10:35 a.m.

#### **Welcome**

- Welcome Remarks
- Purpose/Scope
- Introduction of Morning Keynote Speaker

10:35 - 11:30 a.m.

#### **Keynote Speaker: Ellen Rucker Sellers (Rucker Roots)**

11:30 - 11:40 a.m.

#### **Sponsor Break**

11:40 a.m. - 12:30 p.m.

**Featured Panel: Entrepreneurialism and The Power of Storytelling** - Panelists may include: Jotaka Eaddy (Full Circle Strategies, LLC), Tangie Beaty (Wow Productions), John Lakin (John Lakin and Friends), Dr. Aaron Bishop (Entrepreneur, Richland One Commissioner)



# EXTRAVAGANZA EVENT OVERVIEW

**Description:** Explores the dynamic intersection between innovative business ventures and compelling narrative methods. Esteemed entrepreneurs and master storytellers convene to share how storytelling can elevate brand identity, enhance customer engagement, and drive business growth. Attendees will gain invaluable insights into crafting narratives that resonate with audiences and distinguish their entrepreneurial endeavors in a competitive market. This discussion aims to be a transformative experience for aspiring and seasoned entrepreneurs alike.

12:30 – 1:30 p.m.

**Networking Lunch – Trailblazers**  
**Spotlight: Cynthia Hardy (OnPoint Media) and Chris Lindsay (Lindsay & Associates, LLC)**



1:40 – 2:30 p.m.

**Breakout Sessions** – Conducted by the City of Columbia’s Office of Business Opportunities (OBO)  
(Concurrent sessions – Choose one.)

- **How To Start A Business Properly**
  - Marketing strategies for startups
  - Building a strong team
  - Legal considerations for entrepreneurs
  - Tech innovations in entrepreneurship
  - Essentials to Effective Businesses: The Importance of ...
    - › Business Law
    - › Importance of Accountants/ Bookkeeping, etc
    - › Importance of Marketing/ Advertising
    - › Importance of Ethics and Integrity
- **How To Network: Pitch Perfect – Keys to Effective Communication**
  - An interactive workshop led by a communications/pitching expert
  - Attendees learn how to craft and deliver a compelling elevator pitch
  - Practice sessions and feedback provided
- **On-Site Training and Resources**
  - How to File for Business Licenses (Apply On site)
  - Organizations to join to grow your business and connections

# EXTRAVAGANZA EVENT OVERVIEW

2:30 – 2:40 p.m.

## **Sponsor Break**

2:40 – 3:30 p.m.

## **Breakout Workshops**

*(Concurrent sessions – Choose One)*

- **How To Start A Business Properly**
  - Marketing strategies for startups
  - Building a strong team
  - Legal considerations for entrepreneurs
  - Tech innovations in entrepreneurship
- **Essentials to Effective Businesses: The Importance of ...**
  - Business Law
  - Importance of Accountants/Bookkeeping, etc.
  - Importance of Marketing/Advertising
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- **How to Network: Pitch Perfect – Keys to Effective Communication**
  - Interactive workshop led by a communications/pitching expert
  - Attendees learn how to craft and deliver a compelling elevator pitch
  - Practice sessions and feedback provided
- **On-Site Training and Resources**
  - How to File for Business Licenses (Apply On site)
  - Organizations to join to grow your business and connections

3:40 – 4:40 p.m.

## **Fireside Chat with Industry Leaders and Innovators**

Panelists may include: Keith Robinson (Actor – DreamGirls), Stephanie Perry-Moore (Author/Producer – The Cool and The Strong), Maurice Antonio (CEO – M.O.E. Productions, LA), Kenny Lattimore (Grammy-winning National Recording Artist), Susan Carol (Grammy Award Winning Artist)

4:40 – 5 p.m.

## **Closing Remarks**

- Remarks by Title Partners and Title Sponsors

5:30 – 8 p.m.

## **Entrepreneurial, Film, and Television Networking Experience**

- Business-Casual networking with cocktails and hors d'oeuvres
- Opportunity for attendees to connect with speakers, sponsors, and fellow entrepreneurs
- Music and entertainment provided to create a lively and modern business atmosphere



# EXTRAVAGANZA EVENT OVERVIEW

## Day Two

### Film & Television Day in Columbia

Columbia Matinee Showcase featuring  
SCETV's "The Cool and The Strong"

**Location:** The Nickelodeon Theater

11 a.m.

**Doors Open / Matinee Red Carpet**

Noon

**Episode 1: Viewing**

12:35 p.m.

**Meet the Cast**

1 p.m.

**Juice Break**

1:35 p.m.

**Episode 2: Viewing**

2:10 p.m.

**Meet the Cast**

2:30 p.m.

**Kids Networking and Refreshments**

3 p.m.

**Adjournment**

## FILM NIGHT IN COLUMBIA

### Red Carpet & Film Premiere

5 p.m.

**Oscar-Themed Red Carpet  
and Red Carpet Interviews**

5:30 p.m.

**Fireside Chat-Film Introduction  
(BWS and Entrepreneurship)**

6 p.m.

**Film Viewing**

7:30 - 10 p.m.

**Celebration Extravaganza at  
the Columbia Museum of Art**

Presentations, recognitions, and  
7Sunday live band performance  
with Grammy-nominated Kenny  
Lattimore and 2024 Grammy  
Award-winner Susan Carol



Kenny Lattimore



Susan Carol

# EXTRAVAGANZA PARTNERSHIP LEVELS

## EXTRAVAGANZA PARTNERSHIP LEVELS AND BENEFITS

▶ **\$50,000 - \$25,000 - Exclusive Title Partner**  
• (Designed Tailored Package)

▶ **\$20,000 - Legacy Level**

- Marketing Advertisement (Booklet, Event, Film, Promo, Radio, TV & Premiere Commercial Logo Placement)
- Promotional Material
- Logo Backdrop
- June 18th CBWS Entrepreneurial Summit/ Network Mixer
- Premiere Commercial Advertisement
- Open Unlimited
- 10 VIP Tickets Premiere
- Open Unlimited

▶ **\$10,000 - Pioneer Level**

- Marketing Advertisement (Booklet, Event, Radio, TV, Promo & Premiere Commercial Advertisement)
- 6 VIP Tickets Premiere
- June 18th CBWS Entrepreneurial Summit/ Network Mixer
- Open Unlimited

▶ **\$5,000 - Trailblazer Level**

- Marketing Advertisement (Booklet, Event, Promo, Radio, TV)
- 4 VIP Premiere
- June 18th CBWS Network Mixer
- Open Unlimited



# EXTRAVAGANZA PRESS & MEDIA

## JEFTE 2024 MEDIA AND PRESS ENGAGEMENT OVERVIEW

### Enhance Your Brand's Visibility with Premier Media Coverage at JFTE 2024

#### JFTE 2024 EXPERIENCE

Dive into a world of extraordinary opportunity and visibility with the 2024 Juneteenth Film and Television Extravaganza. Align your brand with this pivotal cultural event, where expansive media coverage meets unmatched community engagement. Our comprehensive media and press strategy for JFTE 2024 provides an exclusive platform for sponsors to shine on regional, national, and digital stages, ensuring your message resonates with a broad and diverse audience. Join us in shaping a narrative that celebrates heritage, fosters economic growth, and inspires generations.

#### MEDIA EXPOSURE

Experience the thrill of collaboration with top-tier media outlets as we amplify the JFTE 2024 across a vast audience landscape:

- **Television Reach:** Harness the power of major networks, including WIS, WACH,

WLTX, and ACBC, alongside expansive coverage in five different U.S. markets. These strategic partnerships unlock unprecedented reach, captivating over 1 million viewers across South Carolina, North Carolina, Georgia, and the DMV area, each segment boasting its own vibrant audience of over 500,000 viewers.

- **Radio Coverage:** Dive into the pulse of the community with statewide broadcasts on Big DM 101.3 and Hot 103.9, complemented by targeted airwaves on Kiss 103.1 and 100.1 Da Beat. JFTE2024 radio segments are designed to captivate listeners with exclusive event highlights, engaging interviews, and special features, embedding your brand deep within the fabric of the community.
- **Digital Media Engagement:** Leverage cutting-edge digital campaigns across targeted websites and social media platforms, including Facebook, Instagram, and YouTube. Our targeted ads are designed to reach over 500,000 viewers, offering interactive opportunities for engagement that bring your brand to the forefront of the digital space.





# EXTRAVAGANZA PRESS & MEDIA

- **Print Media Connections:** Elevate your visibility in widely-read publications, including the Carolina Panorama, Post Courier, The Freetimes, and The State. These esteemed platforms provide a traditional yet profoundly impactful route to connect with an informed and deeply engaged audience, ensuring your message resonates with precision and influence.
- **Billboard Displays:** Seize the spotlight across South Carolina, North Carolina, and Georgia with strategic billboard placements. These high-visibility locations are primed to make a lasting impact, capturing the attention of millions and building anticipation as the event days draw near.

## NATIONAL EXPANSION

With additional funding and a robust partnership with Spectrum, we are poised to amplify our marketing efforts on a national scale, dramatically expanding the reach of your sponsorship and boosting your brand's visibility across the entire country.

## SPONSORSHIP IMPACT

As a sponsor of JEFTE 2024, your brand will illuminate across a multitude of vibrant and dynamic platforms and stand at the heart of a culturally enriching event that honors and uplifts the legacy of entrepreneurship,

culture, and art. Collaborating with JEFTE 2024 places your brand at the nexus of culture, innovation, and community engagement, providing an unparalleled opportunity to elevate your corporate presence and expand your market influence.

## JOIN US!

Seize this opportunity to be part of a groundbreaking event showcasing culture and creativity's vibrancy and championing economic empowerment and community collaboration. Your participation will underscore your dedication to these core values, profoundly impacting attendees and viewers alike.

For more information on partnership opportunities and to tailor your sponsorship experience, please contact us today. Together, we can forge a standout partnership that transforms JEFTE 2024 from an event into a beacon of inspiration and a symbol of community pride.

Seize the opportunity to be part of this extraordinary event, where each sponsor is integral in shaping a narrative steeped in success, culture, and community unity.



# EXTRAVAGANZA ABOUT US

## Deon Generette Dapper and Distinguished Gentlemen, 7Sunday

Deon Generette is a native of Johnsonville, SC, in Florence County. He is a graduate of Johnsonville High and the son of the late Pastor Samuel Generette. He is also the father of four boys. Generette is a man moving purposefully toward his destiny.



Generette earned a Bachelor of Arts in Theatre with a minor in English/Speech Communications from the University of South Carolina - Columbia, and his Master of Business Administration in Human Resources and Small Business Management in 2011. He served seven years in the United States Army, retiring as an E-6 Staff Sergeant, and now continues his service as a veteran, having served as a military policeman/infantryman, including a tour in Iraq.

Generette is the father of four boys. Through his upbringing, he was taught the importance of building a legacy of selflessness, which he hopes will inspire his children and serve as a platform for future generations. For him, building a well-constructed legacy is his life's greatest achievement and purpose.

With a passion for youth development, Deon founded Dapper and Distinguished Gentlemen (DDG), an organization focused on cultivating young men aged 10-18 from rural, urban, and fatherless homes to help them become assets rather than liabilities in society. He currently serves as Vice Chair of Richland County First Steps. I.

A student of the creative arts, Generette enjoys acting in live playwright productions. He is renowned for bringing the character "Jay" to life in the hit stage play "Yesterday Is Still Gone," released nationally in February 2014, and for his role as lead actor "Warren" in Wow Production's "Confessions of a Good Man." Generette has also worked on television shows, including "Come Sunday," "Pitch Perfect 3," and "Star." Notably, he stood in for Forrest Whitaker on the set of "Black Panther" and appeared in eight episodes of the hit show, "Mary Mary."



# EXTRAVAGANZA ABOUT US

In 2019, Generette created and founded 7Sunday, a modern-day Soul Train aptly named "The Best Recurring Live-Themed Music Show in the Carolinas and Beyond." The organization's mission is to provide performing artists with educational opportunities in branding, networking, and showcasing their talents to a wide audience through television, live events, and social media while also enhancing relationships between small businesses and communities.

7Sunday has reached millions of viewers in three seasons across five U.S. markets, including the DMV (D.C., Maryland, and Virginia), North Carolina, South Carolina, Gainesville, and Ocala, Florida. The show has featured artists, including Grammy-winning and nominated artists Susan Carol, Mali Music, Sylenna Johnson, and Tweet, as well as other national performers such as Melvin Crispell, Amber Bullock, Mark Rapp of ColaJazz, Chantae Cann, Krystal Halvorson, Terence Young, and Regina Skeeters, among many others.

7Sunday is the producer of the highly anticipated documentary "Did You Know? Columbia's Black Wall Street," which chronicles Columbia's Historic Black Business District. Recently, 7Sunday became

the first band to perform at the Bronner Brothers Convention in Atlanta, GA, a convention celebrating its 77th year.

Undoubtedly, Deon Generette is in a league of his own, living by the mantra: "You are your only opponent. We are the only

ones who can stop ourselves from reaching our goals and dreams. The only way we can fail is if we don't recognize our own power and thereby defeat ourselves.

Therefore, if we miss out on our destiny, it isn't because of the adversary or any other competition—it's because of ME. I am, WE are our only competition."



Dapper and Distinguished Gentlemen (DDG) founder and 7Sunday recording artist Deon Generette

# EXTRAVAGANZA ABOUT US

## Duane Cooper Founder, Minority Film Institute

MFI, the Minority Film Institute, is akin to institutions like the Georgia Film Academy and New York Film Academy. However, MFI's purpose focuses on providing valuable educational opportunities, real-life work experiences, apprenticeships, and employment prospects for minorities in front of and behind the camera.

The journey of minorities in the American film and cinema industry is nothing short of remarkable. Despite being ignored and marginalized for many years, their contributions have shaped the industry's landscape. From pioneers who battled Jim Crow and racial discrimination in the early days of American film to the influential producers and actors driving today's cinema, minorities are integral to the modern film community.

Yet, despite the progress, challenges persist for aspiring minorities seeking a career in the industry. Access to resources, opportunities, and expert guidance remains elusive, particularly for those outside major city markets.



(from left) SC Rep. Terry Alexander, "Downing of a Flag" co-producer Candy Fletcher and executive producer Duane Cooper, film director Scott Galloway, and Don Godish of SCETV on the red carpet at the 2022 national Emmy Awards in New York City. Cooper is the founder and Fletcher is a founding member of the Minority Film Institute. "Downing of a Flag" was nominated for a national Emmy (Best Historical Documentary) and a prestigious 2022 Peabody Award.

The Minority Film Institute was born with the mission of closing these gaps. We are dedicated to nurturing talent, fostering growth, and ensuring that underrepresented voices have a platform in the industry. We aspire to become a leading resource, offering support and guidance to minorities pursuing their dreams in the world of film and television.

# EXTRAVAGANZA ABOUT US

## MFI Mission/Objectives

- Committed to serving as a comprehensive resource hub for minority filmmakers, actors, and industry professionals dedicated to creating socially conscious film and television content.
- Dedicated to identifying and connecting individuals with organizations and initiatives aimed at supporting career aspirations in the film and television industry.
- Aim to be your one-stop source, offering a curated collection of links to organizations and resources that focus on empowering minorities in the industry. We understand the challenges faced by minorities in accessing resources and opportunities, especially those outside major city markets.
- Ensuring that minorities within the industry are well-informed about the various opportunities

and incentives provided by the government at federal, state, and local levels to support their production efforts.

- Providing a range of educational opportunities, including workshops, seminars, and events. These initiatives cover topics such as “How Government Can Assist Your Film Project” and are designed to equip minorities in the industry with valuable insights and skills to succeed in their careers.
- Offering real-life work experiences, apprenticeships, and opportunities for minorities interested in careers both in front of and behind the camera.

