

DETROIT CITY MENTAL WELLNESS BENEFIT CONCERT

SYMPNOSIS :

My name is Shelby Dickerson. Lifelong resident of Detroit. Raised in DPS and NONPROFIT orgs. I have a strong passion for community and the unification of Black people and Families. I suffer from mental illness. I was diagnosed with Bi Polar Disorder Type One in 2014 while studying at Eastern Michigan University. I was striving towards a degree in Communications with a Minor in Non Profit Management. During my time at Michigan State University and Eastern Michigan University, I was heavily involved in Mentoring Organizations like Daughters of The Collective and Mentor2Youth, MSU and EMU respectively. When I look back at my life, I came to find out I was dealing with mental health issues since a young child. At this point in my life, all I want to do is advocate for the disenfranchised and underserved individuals that deal with mental illness. I think there needs to be a serious change on how we view mental illness, find some solutions, come together and finally heal. Michigan is going thru a mental health crisis right now. The psych wards are packed, the jails are packed. There are no long care facilities to facilitate the desperate need that our people are facing. I want to throw the biggest concert Detroit has ever seen. I want the community to come together and defeat the devil that is mental illness. I envision Detroit's famous and talented rappers to take the stage together ,all in benefit of mental health awareness, so that there may be a real discussion on how to handle this crisis and find a solution. My ultimate goal is to effect real, positive and systemic change in our city, heal our people and find light at the end! Below is my stab at brainstorming on what the benefit concert could look like. Please read further below:

SHOWCASE OF POPULAR FAMOUS AND UNSIGNED DETROIT ARTISTS

LOCAL SMALL BUSINESS POP UP SHOP

MENTAL HEALTH CARE PACKAGE GIVE AWAY

Sponsors AND MENTAL HEALTH RESOURCES AND ADVOCACY

Partnership with BET and Tyler Perry studios
MGP EASTSIDE GOLF
USHERS NEW LOOK FOUNDATION
DETROIT KIDS MATTER

Monday, July 26, 2021

Partner with HGTV HOME DEPOT SPAS ARCADES Anything THAT will E aid the benefit of achieving mental wellness, and mental illness literacy

FOR BLACK PEOPLES ESPECIALLY THE YOUTH

SHORT SPEECH ON THE IMPORTANCE OF THE EVENT, WHY MENTAL AWARENESS MATTERS, HOW THE FUNDS WILL IMPACT THE CITY AND MENTAL HEALTH PATIENTS

MEET AND GREET WITH ARTIST FOR BIG DONORS

Partnership with Detroit Heals Detroit and MI Liberation, Team Wellness

Give away chargers portable chargers clothes Swag bag, chains, phones tablets

Recruit smart and transitive kids for a mentoring program, cohort to MGP called The Midnight Class: school, college, carer and life readiness

Food trucks

100 percent of the proceeds goes to the city, teams wellness and sufferers of mental illness

Flood the media and airwaves, overwhelm the audience and get them interested in supporting the movement

Have resources for mental health patients, adult felons, Newley release inmates and kids on the school to prison pipeline

Offer work to felons and mental illness sufferers

Offer a mental health spa chuck

Partner with Mental health spa INCEPTION

MAIN ACT- mainstream celebrity to headline like J COLE KENDRICK LAMAR MONEYBAGG YO LIL WAYNE, Beyonce

Write a letter to Rio Da YoungOg , asking what he wants to tell the fans and how much we miss him, include response in concert visual

Partner with Terajhj P Henson mental org, she can host **!!**

Monday, July 26, 2021

Producer/ Event Coordinator : SHELBY DICKERSON

Get a solid team together !

Photographers: MGP Morgan, Sydney MGP Damani Allante Damon Joeshoty

Sauve Gerquinn DJ Slumdog Qua(omega)

Set design Siri Darby

DJ : Eric, Keddi, Reeder

Media Kit and Visuals : Allante Steel

Co Coordinator : Bruce Lee

Flyer, Tickets design, track cover design, merch design (JON)

Sponered by 777 management Infinite Management group and 9.79

Finance : Liz Badgett - need you to crutch the numbers

- Find different mental health orgs to sponsor

Mental health spa raffle: spa day nails(Celly) Hair (Sydney and Fatz) new outfit
(donations) smell good bundle (body butter, body wash, deodorant, oil, CBD, portable
charger and charger extras- (FIVE AND BELOW)

Allow a space and forum for people to share discuss vent and heal from past traumas

Target clients - children teenagers young adults

Build a sense of community over Detroit, MI And the disenfranchised communications
across America

Get black Greeks behind the care not criminalization initiative

-create track specifically for the concert make it go viral

Charge unsigned artists a donation fee to be featured in concert

Throw fundraisers before show to offset the cost of throwing the concert and paying
staff and also give donations go to Detroit Heals Detroit and MI Liberation, Team
Wellness

Give work to mental illness patients and felons

Monday, July 26, 2021

VENUE- Biggest park in Detroit. Make the event interactive in terms of learning and understanding what mental illness is and also what is mental wellness

Bottom Line- total transformation of the mental health crisis happening in Michigan specifically Detroit