

IRIE

WEEKEND

WXXVII

OCTOBER 4-7, 2023





ABOUT IRIE & IRIE WEEKEND

“THE DJ GOT US
FALLIN’ IN LOVE”.

IRIE

Although Miami is his stomping ground, on a national and international level DJ Irie is impossible to miss. As the official DJ to Jamie Foxx and the 3-time NBA World Champion Miami HEAT and performances at VH1's Pepsi Superbowl Fan Jam, Sports Illustrated Awards, FIFA World Cup Brazil, BET Awards, MTV, the Nickelodeon Teen Choice Awards, Good Morning America, MLB Homerun Derby and the Halftime show at the Orange Bowl for seven consecutive years, DJ Irie knows no boundaries.

DJ Irie is also a philanthropic entrepreneur who uses his skills to benefit others. Irie has created the annual IRIE WEEKEND, which benefits the IRIE FOUNDATION & Big Brothers Big Sisters of Miami. Irie also makes himself available to other charitable groups he admires such as: Make-A-Wish, The Special Olympics, Wade's World, Udonis Haslem Foundation, Alonzo Mourning Charities, Odessa Chambers Foundation, The United Way and the Jason Taylor Foundation.



OUR WHY ...OUR FUTURE



lvie
FOUNDATION

IRIE FOUNDATION

Irie Foundation seeks to empower at-risk youth to lead productive lives through mentorship programs, cultural experiences, and scholarship opportunities. By following the young people, it serves from middle-school through high school, Irie Foundation's ultimate goal is to inspire and encourage its students to graduate high school, pursue higher education, and develop into successful adults. Irie Weekend is the Foundation's signature fundraising initiative. Proceeds will continue to support Group Engagement and Mentoring, the Irie Foundation Impact Scholarship, and the Boogie Live Broadcast Studio, a world-class broadcast suite.

BIG BROTHERS BIG SISTERS OF MIAMI

Serving our community since 1958, Big Brothers Big Sisters of Miami (BBBSM) is the premier nonprofit mentoring organization in South Florida. We champion hope, transformation, and social good, defending the potential of children who most need it.





IW: SEVENTEEN

“READY
OR NOT!”

Irie Weekend is one of Miami's most well-known experiential weekends hosting over 10,000 people annually and yielding close to 800 million impressions with the highly coveted multicultural millennial consumer.

For the past 16 years, we have brought together leading lifestyle brands, business executives, notable VIPs, celebrities, and major musical artists to create South Florida's biggest celebration, with proceeds benefiting the Irie Foundation and Big Brothers Big Sisters of Miami.

Our 17th Annual Irie Weekend #IWXVII will take place this October 2023 with a full itinerary of events.



WORKING SCHEDULE:

Wednesday, October 4, 2023
Irie Foundation Gala

Thursday, October 5, 2023
To Be Confirmed

Friday, October 6, 2023
Irie Weekend Big Golf Classic ft. The Big Boy
Cook Club at the 19th Hole VIP Tent followed by
Irie Weekend Friday Night at LIV

Saturday, October 7, 2023
To Be Confirmed (Pool Party OR Brunch)
Followed by Irie Weekend Wrapup at
E11EVEN Miami

THE WEEKEND

“DON'T STOP THE PARTY”



MIAMI'S FAVORITE DJ & MIAMI'S FAVORITE WEEEEKEND

We are back to the beach & beyond this October 2023! We have something for everyone throughout the weekend...from Gala and Golf to Grub and Grand performances and more we've got you covered!

ALL-STAR ATTENDEES A mix of championship athletes, award-winning actors and a chart-topping musical artists.

THE BEST BACKDROPS A gala made for Miami's royalty, hitting the greens while taking in the salty breeze, LIV-ing it up, making a splash and being a part of #TeamNoSleep

BRAND PARTNERSHIPS Partner with Irie to amplify your Irie Weekend message and strategy with the ability to activate on-site and/or create custom content with Irie. We work with you to create custom, maximum and exposure with our attendees.





OUR FRIENDS!



JAMIE FOXX



LEBRON JAMES



SHAQUILLE O'NEAL



KEVIN HART



DWYANE WADE GABRIELLE UNION



KRISTEN CAVALLARI



GUY FIERI



SAWEETIE



RICKIE FOWLER



ANTHONY MACKIE



LUDACRIS



JASON DERULO



FOODGOD



AMANDA CERNY



NINA AGDAL



FUTURE

AND MORE: 2 CHAINZ | ADRIAN GRENIER | ALAN ANDERSON | ALONZO MOURNING | ALFONSO RIBERO | AUSTIN MAHONE | B.O.B | BRANDON SILER | CARMELO ANTHONY
 CELO GREEN | CHANEL IMAN | CHRIS BOSH | CHRIS KIRKPATRICK | CHRISTINA MILIAN | CHUY | CJ MCCOLLUM | DASCHA POLANCO | DAVID NJOKU | DAYMOND JOHN
 DEWAYNE DEDMON | DIDDY | DIEGO BONETA | DION WATERS | DIPLO DJ WILLIAMS | DWYANE WADE | EMMANUEL OGBAH | FAT JOE | FLOYD MAYWEATHER | FRED TAYLOR
 FUTURE | GABRIELLE UNION | GARY SHEFFIELD | HASSAN WHITESIDE | HEIDY DELAROSA | JAMES JOHNSON | JASON TAYLOR | JERMAINE DUPRI | JEVON KEARSE | JOEY FATONE
 JOHN ROSS JON BEASON | JONATHAN CHEBAN (FOODGOD) | JONATHAN VILMA | JOSH NORMAN | JOSH RICHARDSON KEVIN DILLON | LIL' JON | LIL' WAYNE | LIL' YACHTY
 LMFAO | LUKE WILSON | LUTHER CAMPBELL | MARCUS SMART | MARQUE RICHARDSON | MA\$E | MECHAD BROOKS | MIKE SIMS-WALKER | MONTANA TUCKER | NATALIE LAROSE
 NELLY | NEVILLE HEWITT | NEYO | NICK CANNON | NINA AGDAL | O.T. GENASIS | PAT O'DONNELL | PAT RILEY | PIERRE GARCON | PITBULL | RASHAD MCCANTS | REGGIE BUSH
 ROCCO DISPIRITO SCOTT DISICK | SEAN PAUL | SELITA EBANKS | SERAYAH MCNEILL | SHAD MOSS | SHARNA BURGESS | SHAQUILLE O'NEAL | SHAWN MARION | SHEMAR MOORE
 STEPHANIE PRATT STEPHEN TULLOCH | STERLING SHEPARD | TERRENCE J | TERRELL OWENS | T.I | TYLER JOHNSON | TIMBALAND | T-PAIN | TRAVIS MCCOY | VERONICA VEGA
 WINSTON MOSS | WYCLEF JEAN

“THE SKY’S THE LIMIT”



LET'S THINK OUTSIDE THE BOX & BRING YOUR BRAND TO LIFE!

Dedicated on-site activation footprint for your brand to activate ie: ability to bring an activation, build a custom bar, branded attraction, photo booth, etc

Liquor Exclusivity + Pouring Rights - Opportunity to incorporate your brand as the exclusive spirits partner within the category through custom cocktails, POS, and at VIP Tables

Custom content + social media amplification from @Irie tagging your brand pre/during/post Irie Weekend

Gifting – Opportunity to distribute your product to Irie Weekend guests, artists, celebrities and VIPs OR host branded gifting lounges

Brand inclusion in Irie Weekend marketing materials, website and press releases

SPONSORSHIP LEVELS

“WATCHA SAY”

We understand that all brands have different goals, visions and budgets. The Irie Weekend team will work together with you to customize the best sponsorship package to maximize brand awareness, marketing and ROI. We look forward to getting to know you and to welcoming you to the IW Family.

TITLE:

\$250,000 i.e. BRAND NAMING RIGHTS Irie Weekend (1 available) included full weekend logo inclusion

PRESENTING:

\$125,000 presenting naming for an Irie Weekend event i.e. Golf Tournament presented by BRAND NAME (5 available)

DIAMOND:

\$75,000

GOLD:

\$25,000

PLATINUM:

\$50,000

SUPPORTING SPONSORSHIPS:

\$10,000





The Miami
IAMI
New Times
STREET

EXTRA!
EXTRA!



Local 10 abc

Miami Heat DJ gears up for Irie Weekend

People

Anthony Motta cruises in a golf cart at the weekend's Paper Zee Sugar 16th Annual Irie Weekend Big Golf Classic presented by Adidas in Miami.

7 NEWS MIAMI

16th Annual Irie Weekend swings into action to raise funds for kids

CBS NEWS MIAMI

EXTRA

December 2022 Fresh Pix
Anthony Motta and DJ Irie caught up at the Paper Zee Sugar 16th Annual Irie Weekend Big Golf Classic presented by Adidas in Miami Beach, Florida.

iHeart

Ty Dolla \$ign & Rae Sremmurd Deliver Rare Performances At IRIE Weekend

OCEAN DRIVE

"MIAMI IS SUCH A PICTURESQUE CITY, YOU WOULD HAVE TO GO OUT OF YOUR WAY TO FIND AN UNSIGHTLY VIEW. THERE'S JUST SO MUCH BEAUTY EVERYWHERE."
 -IRIE

MIAMI NewTimes

DJ Irie Talks About Turnin' It All the Way Up for 14th Irie Weekend

US WEEKLY

Sweethearts
Sean Paul hits the stage during DJ Irie's Give From the Heart #Inspire Dinner Gala presented by Tito's Handmade Vodka

Forbes

How DJ Irie Built A Group Of Marketing Businesses And Reinvented Miami Nightlife

SEE FOR
YOURSELVES



VIDEO HIGHLIGHTS



Irie Foundation #Insp-IRIE Gala



Adidas Big Golf Classic



LIV Friday Night



Saturday Pool Party



E11even Aftr-Drk Closing Party



2022 Full Weekend Recap



OCTOBER 2023

For more information or to create a custom sponsorship package please contact:

sponsorships@irieweekend.com

irieweekend.com