



SEVENTEENTH

EIGHTEENTH

OCTOBER
9-12

IRIE
WEEKEND

IWXVIII



ABOUT IRIE & IRIE WEEKEND

“THE DJ GOT US FALLIN’ IN LOVE”

Although Miami is his stomping ground, on a national and international level DJ Irie is impossible to miss. You’ve probably seen him perform as the official DJ to Jamie Foxx and with the 3-time NBA World Champion Miami HEAT and performances at VH1’s Pepsi Super Bowl Fan Jam, Sports Illustrated Awards, FIFA World Cup Brazil, BET Awards, MTV, the Nickelodeon Teen Choice Awards, Good Morning America, MLB Home Run Derby and the Halftime show at the Orange Bowl for seven consecutive years, DJ Irie knows no boundaries. Most recently, Irie has been the DJ of choice for the reigning NFL Super Bowl Champs, the Kansas City Chiefs performing at their exclusive after parties for the last two years.

DJ Irie is a philanthropic entrepreneur who uses his skills to benefit others. The annual IRIE WEEKEND, which benefits the IRIE FOUNDATION and Big Brothers Big Sisters Miami, focuses on music, arts and sports for local at-risk youth. Irie also makes himself available to other charitable groups he admires such as: Make-AWish, St. Jude, The Special Olympics, Cystic Fibrosis Foundation, Wade’s World, Udonis Haslem Foundation, Alonzo Mourning Charities, Odessa Chambers Foundation, The United Way, The Jason Taylor Foundation and also sits on the board for the Grant Cardone Foundation.

OUR WHY ...OUR FUTURE

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: EIGHTEEN

“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 media impressions with the highly coveted multicultural millennial consumer.

For the past 18 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 Miami.

Our 18th Annual Irie Weekend #IW XVIII will take place this October 2024 with a full itinerary of events; fundraising for our FUTURE.

WORKING SCHEDULE

WEDNESDAY, OCTOBER 9, 2024

- Irie Foundation’s Big Serve Youth Tennis Clinic

THURSDAY, OCTOBER 10, 2024

- Irie Foundation’s Gather & Give Dinner

FRIDAY, OCTOBER 11, 2023

- Irie Weekend Big Golf Classic ft. 19th Hole “Lawn Lounge”
- Irie Weekend Friday Night at LIV

SATURDAY, OCTOBER 12, 2023

- Game, Set & Give Pro-Am Tennis Tournament
- Closing Party at E11VEN 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 2024! We have something for everyone throughout the weekend...Gather & Give, Golf & Grub, 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 dinner party made for Miami's royalty, hitting the greens while taking in the salty breeze, living it up and being a part of #TeamNoSleep.

BRAND PARTNERSHIPS Partner with Irie and Irie Weekend to amplify your brand's message. Create custom content, on-site branding and interactive experiences.



PAST ATTENDEES AND PERFORMERS!



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



SHAGGY



PITBULL



AMANDA ANISIMOVA



FLO RIDA



RAE SREMMURD



DIPLO



AMANDA SACCOMANNO



MARSHMELLO

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 | DIEGO BONETA | DION WATERS | DJ WILLIAMS | EMMANUEL OGBAH | FAT JOE | FLOYD MAYWEATHER | FRED TAYLOR | 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 | MASE | MECHAD BROOKS | MIKE SIMS-WALKER | MONTANA TUCKER | NATALIE LAROSE | NELLY | NEVILLE HEWITT | NEYO | NICK CANNON | O.T. GENASIS | PAT O'DONNELL | PAT RILEY | PIERRE GARCON | RASHAD MCCANTS | REGGIE BUSH | ROCCO DISPIRITO | SCOTT DISICK | SEAN PAUL | SELITA EBANKS | SERAYAH MCNEILL | SHAD MOSS | SHARNA BURGESS | SHAWN MARION | SHEMAR MOORE | STEPHANIE PRATT | STEPHEN TULLOCH | STERLING SHEPARD | TERENCE J | TERRELL OWENS | T.I. | TYLER JOHNSON | TIMBALAND | T-PAIN | TRAVIS MCCOY | VERONICA VEGA | WINSTON MOSS | WYCLEF JEAN

BRING YOUR BRAND TO LIFE

LET'S THINK OUTSIDE THE BOX

Dedicated on-site activation footprint to showcase your brand, custom build outs, photo booths 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.







The Miami
New Times

EXTRA! EXTRA!

DJ Irie Brings us a preview of his "Irie Weekend" fundraiser to benefit the Irie Foundations.

17th Irie Weekend to feature fundraisers, celebs, big parties, sports events — all to help underserved youth

IRIE WEEKEND IS COMING UP THIS WEEK
Irie Weekend is one of South Florida's highly anticipated weekends of the year

DJ Irie talks annual fundraiser, new additions, and star-studded lineup

Everything You Need To Know About DJ Irie's Annual Irie Weekend

Anthony Mackie kicks off Irie Weekend

DJ Irie and T.I. attend the Irie Weekend Closing Celebration at E11even Miami where T.I. gave a special performance.

FORE The Kids
Anthony Mackie and DJ Irie kicked off the Weekend at the Irie Foundation FORE The Kids Golf Clinic presented by IMG at Topgolf Miami.

Anthony Mackie takes the stage to ring in the Weekend at the Irie Foundation FORE The Kids Golf Clinic at Topgolf Miami.

October 2023 Fresh Pix
Anthony Mackie and DJ Irie kicked off the Weekend at the Irie Foundation FORE The Kids Golf Clinic presented by IMG at Topgolf Miami.
Photo: Getty Images

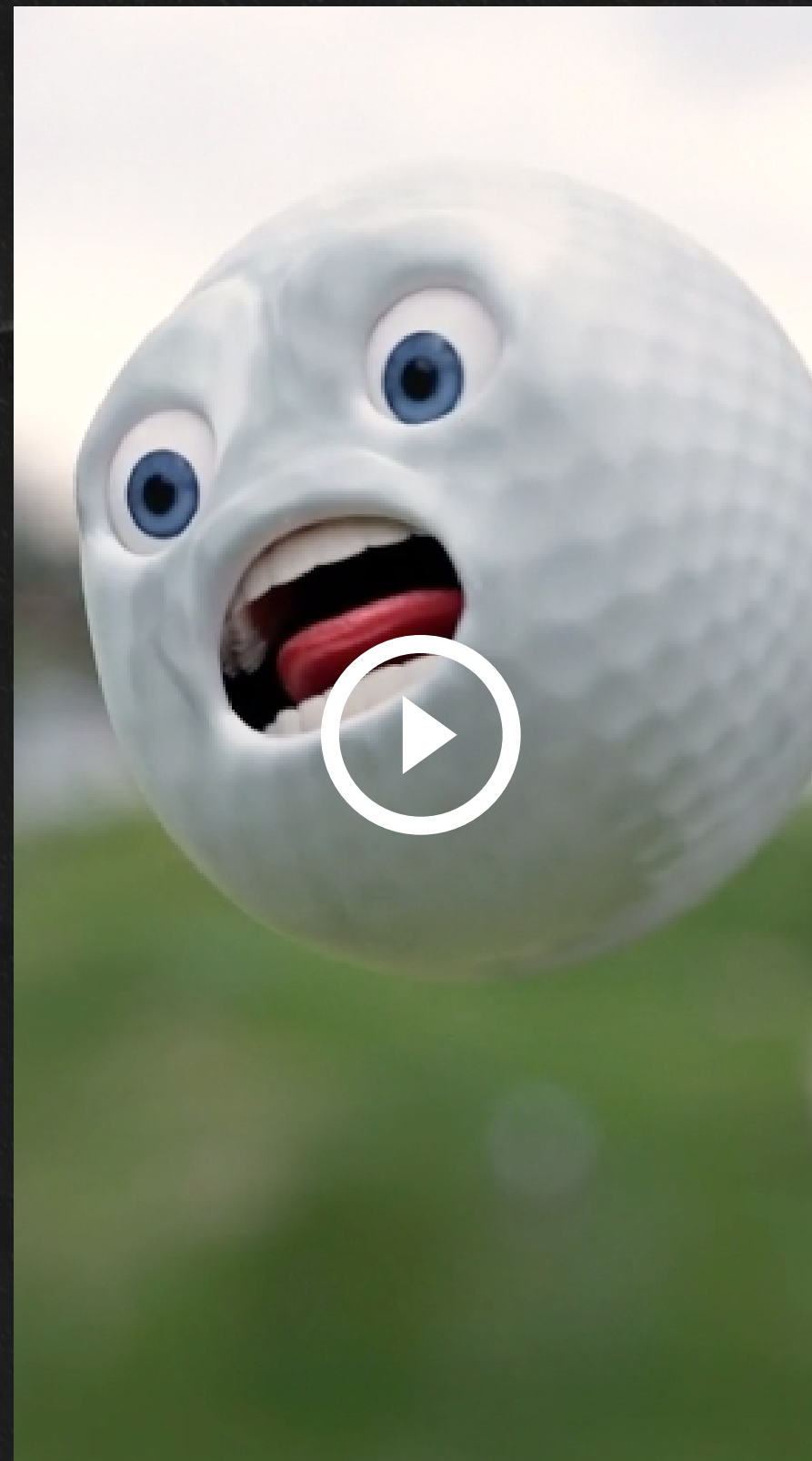
2023 MEDIA IMPRESSIONS: 210 + MILLION IMPRESSIONS
2014 - PRESENT MEDIA IMPRESSIONS: 2.5 + BILLION MEDIA IMPRESSIONS

SEE FOR YOURSELVES

2023 VIDEO RECAPS



Gather & Give Dinner



Adidas Big Golf Classic



Game, Set & Give



Full Recap



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.

SUPER STAR SPONSORSHIP: \$250,000 (1 AVAILABLE)
“BRAND NAME Irie Weekend” including brand logo inclusion in weekend logo art

BIG STAR: \$125,000 (5 AVAILABLE)
Presenting naming rights for an Irie Weekend event i.e. “Golf Tournament presented by BRAND NAME”

SHINING STAR:
\$75,000

BRIGHT STAR:
\$50,000

RISING STAR:
\$25,000

BLUE STAR:
\$10,000



For more information or to create a custom sponsorship package please contact:
sponsorships@iriewweekend.com

iriewweekend.com