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JERMAINE GIBBS: BALTIMORE UPRISING AFTER THE DEATH OF FREDDIE GRAY

# RISE: BALTIMORE AFTER FREDDIE GRAY

Creative Brief





**OBJECTIVE**

**CAPTURE THE DECADE-LONG JOURNEY OF BALTIMORE, MARYLAND RESIDENTS' SINCE THE DEATH OF FREDDIE GRAY, THROUGH DEMANDS FOR JUSTICE, TO LIVING WITH THE MEMORIES OF A CITY ONCE ON FIRE.**

**BACKGROUND**

Jermaine Gibbs, a Baltimore native, and nationally recognized photographer, captured the full scope of anger, grief and prayers for calm during the weeks of civil unrest throughout the weeks of April 2015. Gibbs "Freddie Gray Series" was not merely a gallery of moments captured, but artfully represented a pointed offense against the heart and soul of the city. Since its publication, Gibbs work has appeared in the Smithsonian Museum's National Museum of African History & Culture, and other national galleries that seek to offer patrons a stirring, first-person perspective of one of the most meaningful events in the city's history.

Gibbs has now committed to building upon his celebrated work by capturing the imagery and voices of Baltimore residents who live in the wake of the 2015 event, their testimonies, fears, concerns and a hope for a better tomorrow.



**THE PROJECT TIMELINE IS APPROXIMATELY 3 MONTHS, ALIGNING WITH THE PLANNED SUMMER 2025 RELEASE & TOUR SCHEDULE.**

The budget for **RIISING: BALTIMORE AFTER FREDDIE GRAY** is \$100,000, which satisfies all expenses for the development, production and promotion of the print and digital products. The budget is fully informed by considerations for:

- Baltimore resident photo & video assignments;
- Written narratives developed by journalists;
- Photo, video and narrative editing;
- All equipment related to production;
- Promotion travel, leases and related expenses;
- Public relations;
- Release-round printing;
- Digital marketing.

The **RISING: BALTIMORE AFTER FREDDIE GRAY** project target audience personas are:

- Baltimore residents who experienced the related events;
- National residents that seek to learn more about the historic event;
- News & media organizations;
- Educational institutions;
- Professional & amateur historians.



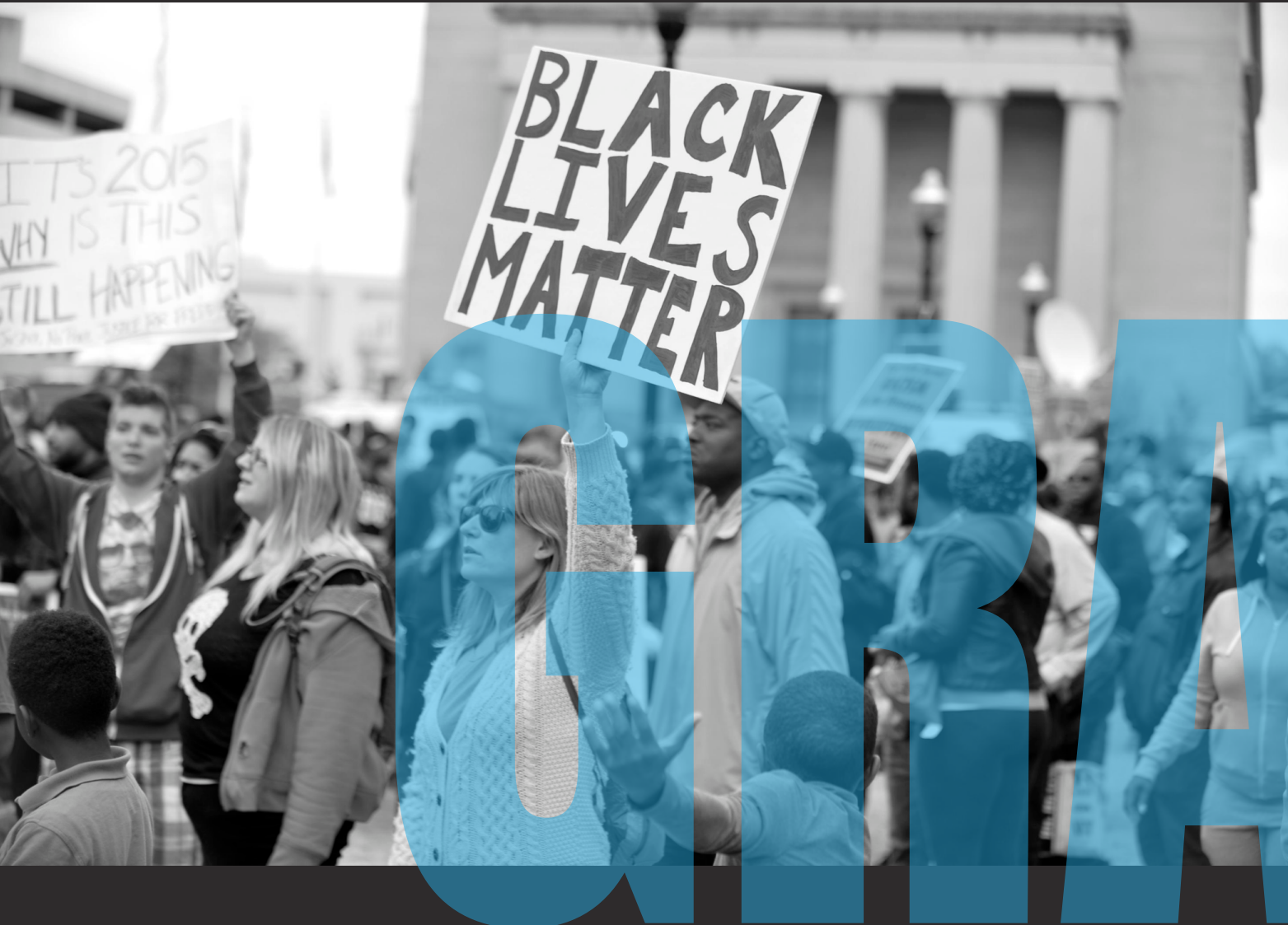
**KEY MESSAGES**

**FREDDIE GRAY WAS NOT ALONE.  
OUR CHILDREN WILL NOT BE THE NEXT  
...FREDDIE GRAY.  
BALTIMORE DEMANDS JUSTICE.  
WE WILL NEVER FORGET.**

**DELIVERABLES**

The **RIISING: BALTIMORE AFTER FREDDIE GRAY** deliverables:

- A hardback, print photo essay/gallery book of approximately 100 pages, containing professionally captured photos, testimonies and narratives;
- Digital platform hosting all deliverables;
- Print and digital promotional collateral.





**SPONSORSHIP TIERS**

## **Title Sponsors**

The most prominent brand visibility and exposure offered, your brand name/logo will be directly associated with **RISING: BALTIMORE AFTER FREDDIE GRAY**, effected by placement on the cover of all print and digital products; marketing collateral, event-related branding and media communications. Our Title Sponsor will also have the opportunity to share their brand's interests in our project during planned events.

**\$10,000**

## **Presenting Sponsors**

The second most prominent brand visibility and exposure offered, your brand name/logo will be directly associated with **RISING: BALTIMORE AFTER FREDDIE GRAY**, effected by placement on interior pages of all print and digital products; marketing collateral, event-related branding and media communications. Our Presenting Sponsor will also have the opportunity to share their brand's interests in our project during planned events.

**\$5,000**

## **Associate Sponsors**

Brand name/logo will be directly associated with **RISING: BALTIMORE AFTER FREDDIE GRAY**, effected by placement on marketing collateral, event-related branding and media communications.

**\$2,500**

# GRAY