



**SUE-HAM  
ENTERTAINMENT, LLC  
presents the Stage Play  
“ SALON DRAMA ”**

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## **ABOUT THE Company & Owner: “ Sue - Ham Entertainment, LLC”**

*The vision of Sue - Ham Entertainment, LLC is to write, produce, and direct plays and movies that deal with real life experiences. Sue-Ham’s plays and movies deliver positive, thought-provoking messages. It is our goal to entertain, educate and enlighten our audiences with life changing, heartfelt messages.*

Sulondia R. Hammond, also known as Sue-Ham, is a writer, producer, and director. She was born and raised in Kingstree, SC to the proud parents of James and Betty Hammond on March 30, 1974. Sulondia knew at an early age that performing was her passion. The ability to captivate an audience and bestow strong messages of love, forgiveness, social awareness, and peace is a gift that only the Almighty can bestow. Sulondia has used this gift in various school plays, as a hostess for hair and fashion shows, host for poetry and jazz nights, two professional stage plays in Jacksonville, NC, and in her home church, Evangelistic Temple WOCC in Kingstree, SC.

Growing up in the eighties and nineties, Sulondia’s dream was to perform in front of millions on stages across the world, but she let the fear of failure and being from a small town convince her to seek other passions. Instead of pursuing her acting career, she joined the United States Marine Corps (USMC). Sulondia served the Corps faithfully for eight years and 10 months. Her most memorable times were those spent in Iwakuni, Japan.

While content with the USMC, Sulondia felt her life was still not quite complete. On April, 6, 2001, she bid the military farewell. In her parting speech to her commanders, peers and juniors, she stated it was time to move on and pursue her acting career. She advised them to keep their ears open for Sulondia “Sue-Ham” Hammond. However, instead of pursuing her passions, she tried consistently, but with no success, to fight the urge to perform. She tried convincing herself that she needed to live in New York or California, that she needed to be younger, that she needed to be thinner, that she needed to experience more, that she needed to become a better writer, but God saw differently. Sulondia wants all of you to know that when God has given you something, He means for you to use it!!! Not use it when you get ready, but when He’s ready. If God has given it to you, there should be no room for fear. The thought of failure should make you laugh, for with God there are no failures, only life-learned lessons.

Sulondia thanks all her friends and family for pushing her to greater heights. However, while her family and friends’ words were encouraging, it wasn’t until July 10, 2006, when Sulondia lost her earthly father that she realized life was so-so-so short. Her father died of cancer at the early age of 56. What was more devastating is that no one saw it coming, for he displayed no symptoms of sickness. A strong man, James Ervin Hammond, was he, and to know that strong man no longer existed in the physicality, compelled her to set aside her fears and embrace the life God had ordained for her. Betty Hammond, her mother, she thanks for giving her the gift of humor and an overwhelming zest for life.

Sulondia’s three beautiful creations, her daughter, Destiny Moore and her sons, Kelvin L. Moore Jr. And Jackson Perkins, have always been her biggest fans and supporters. Sulondia’s only wish is to be pleasing in God’s eyes, be a blessing to others through her craft and humanitarian skills, and last but not least, be someone her kids can look up to as she looks up to her parents. In parting, Sulondia believes that now is her time. God has positioned her and made room for her gifts. She is no longer out for vanity and fame, but rather to impart gifts of healing, laughter, second chances, and hope. Please never stop believing. Whom God blesses, no man can curse!!!

## **EVENT PROFILE**

*The Stage Play “Salon Drama” focuses on the life of a small town girl that has BIG aspirations to be an owner of a successful salon franchise. The play elaborately details the struggles the young woman endures on her journey of life. Salon Drama compels viewers to never give up on their hopes and dreams, no matter the obstacles and hardships experienced along the way. This play takes you inside the life of a young hair stylist. It allows you to see and experience the adversities endured by the tenacious, hard-working stylist. On the set of “Salon Drama”, the hair stylist deals with multiple conflicts from losing her father to cancer to dealing with envious and vindictive coworkers that constantly devise plans for her demise.*

*Salon Drama is an urban, inspirational play that caters to the entire human race. It’s an edgy, thought provoking, uplifting, emotional, and incredibly funny play that will leave audiences yearning for an encore.*

## ***MARKETING STRATEGY:***

**Name of Event.:** *Salon Drama*

**Location.:** *Myrtle Beach Convention Center, Myrtle Beach, SC*

**Type of Event.:** *Stage Play*

**Date.:** *September 25- 26 , 2010*

**Promotions.:** *Press release, TV, Radio, Billboards, Email Blast, and flyers*

**Target Audience:** *South & North Carolina, working class professionals, students, businesses, churches, organizations*

**Media Exposure:** *BET, Local TV News Stations, State Newspapers, Local Newspapers, Foxy 95.5, Hot 104.1, 97.7, The Beat, Gospel 1330, Gospel 106, The Big DM, Twitter, FaceBook, [www.suehamentertainment.com](http://www.suehamentertainment.com) Journals, email blast and online advertisement through various sources*

**Tour Dates/ Cities:** *TBA - will tour for a year nationwide*

**All Advertisement is set to begin on July 10, 2010 and run through September 26, 2010 with the potential to reach over 802,000 households weekly.**

### ***BENEFITS:***

**As a play sponsor you can expect to receive acknowledgment in the following Salon Drama promotional vehicles:**

**Print and Electronic Media-** Print Media includes Press Releases, Posters, billboards, email blast, t-shirts and Flyers. Press releases are sent out to local, regional, national and international media regarding Salon Drama special events and offerings. Newspaper ads placed in South and North Carolina. In addition, 30,000 flyers will be distributed throughout South Carolina, North Carolina, and Georgia to promote screenings and events connected to *Salon Drama* allowing opportunity for sponsor's logos to be printed on these devices for promotion. **[www.suehamentertainment.com](http://www.suehamentertainment.com)** - Sponsors and marketing partners may receive logo placement and hyperlinks from our website in sections which pertain to *Salon Drama*. Email blast weekly reaching more than 100,000 email addresses. In addition, there will also be twitter, my space and face book pages created with links to the website and promotional T-shirts.

**Public Recognition and Acknowledgment** Special recognition at press conferences and screenings in reference to *Salon Drama*.

**Radio/Television -** *Salon Drama* receives a diverse amount of radio and television interviews which may be tagged with sponsor identification. Radio Spots will begin on July 10, 2010 and run through September 26, 2010 with the potential to reach more than 602,000 listeners weekly.

### **AUDIENCE DEMOGRAPHICS**

Play audiences comprise a broad demographic population and by advertising through several media outlets such as TV, radio, print media, internet and email blast you will reach a broad audience with varied age, household income and culture.

## **Sponsorship Levels:**

**We invite you to become a partner in the excitement of the stage play "Salon Drama." This show will begin touring September 2010 and will tour for a year. Please be aware that due to the popularity of this event, time and opportunities for corporate sponsorships are limited.**

**Please feel free to contact our offices for more information.**

### **PLATINUM SPONSORSHIP \$20,000.00**

- \*Recognition on TV spots
- \*Recognition on Radio Spots
- \*Recognition on Billboards
- \*Recognition on all flyers and any other promotional material
- \*Recognition by announcer throughout the program
- \*Ten (10) tickets floor seating
- \*Full page in cast/ad booklets
- \*Vendor Booth space
- \*Prominent display of promotional banners, logo and/or signs during events
- \*Recognition at after party
- \*Listing as sponsor on the Sue - Ham Entertainment Company Website
- \*Link to the Premier sponsor's website on the Sue- Ham Entertainment, LLC website

### **GOLD SPONSORSHIP \$10,000.00**

- \*Recognition on Radio Spots
- \*Recognition on Billboards
- \*Recognition on all flyers and any other promotional material
- \*Recognition by announcer throughout the program
- \*Six (6) tickets floor seating
- \*Full page in cast/ad booklets
- \*Vendor Booth space
- \*Prominent display of promotional banners, logo and/or signs during events
- \*Recognition at after party
- \*Listing as sponsor on the Sue - Ham Entertainment Company Website
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### **SILVER SPONSORSHIP \$5,000.00**

- \*Recognition on Radio Spots
- \*Recognition on all flyers and any other promotional material
- \*Recognition by announcer throughout the program
- \*Four (4) tickets floor seating
- \*Half page in cast/ad booklets
- \*Prominent display of promotional banners, logo and/or signs during events
- \*Recognition at after party
- \*Listing as sponsor on the Sue - Ham Entertainment Company Website
- \*Link to the Premier sponsor's website on the Sue- Ham Entertainment, LLC website

**BRONZE SPONSORSHIP \$2,000.00**

\*Recognition on Radio Spots

\*Recognition on all flyers and any other promotional material

\*Two (2) tickets floor seating

\*Half page in cast/ad booklets

\*Recognition at after party

\*Listing as sponsor on the Sue - Ham Entertainment Company Website

\*Link to the Premier sponsor's website on the Sue- Ham Entertainment, LLC website

**Contact:**

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