



**“Let’s make the 50th Anniversary of Hip-Hop
a time to engage. Look to the future, support,
effect change!”**

— Ice-T, featured artist of Legends Recordings



Click here =>

[Ice T's 50th Anniversary of Hip Hop sizzle video](#)

INTRODUCTION

Legends Recordings is proud to present the 50th Anniversary of Hip-Hop.

- **Act as master collaborator for the 50th Anniversary of Hip Hop by paying homage to the Hip Hop culture across its core elements**
- **Launch the largest fundraising initiative in Hip Hop history**
- **Grant and manage merchandising rights and coordinated licensing programs while ensuring the artists and photographers are fairly paid for the use of their assets**



AUGUST 11TH, 1973

New York city

THE BRONX

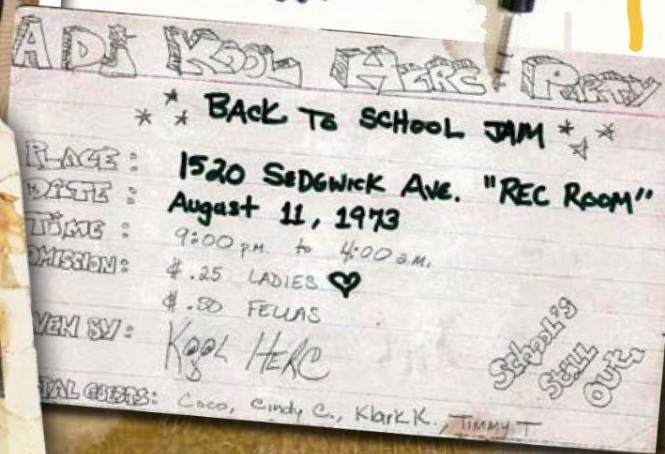
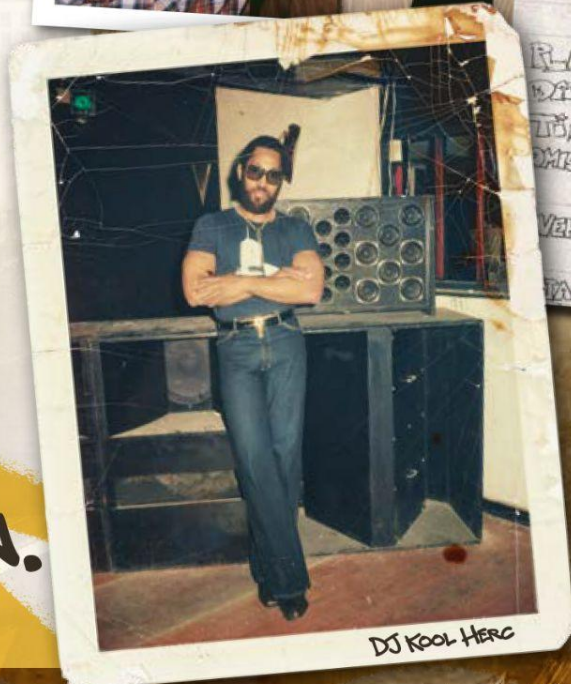
In the rec room of an apartment building on Sedgwick Avenue, an eighteen-year-old Clive Campbell throws a back-to-school party with his younger sister Cindy.

Friends and neighbors dance to the familiar sounds of artists like James Brown, Aretha Franklin, and The Meters — only something has changed...

Behind two turntables, Clive, better known as DJ Kool Herc, plays two copies of the same record, a technique known as the merry-go-round where one moves back and forth, from one record to the next, looping the percussion portions of each track to keep the beat alive.

And amongst this community of dancers, artists, musicians and poets...

HIP-HOP IS BORN.



ON, ON, ON-ON AND ON...
THE BEAT DOESN'T STOP UNTIL
THE BREAK OF DAWN!*

- THE SUGAR HILL GANG



THE POWER OF THE PEOPLE

Often described as the voice of the streets, MC's speak truth to power.

It was the dawn of a new era, an era that would soon be dominated by names like The Sugar Hill Gang, Grandmaster Flash and The Furious Five, Kurtis Blow and the Funky 4+1... Pioneers who took the culture to the next level by detailing the grim realities of life in the ghetto over the beat.

THE FUNKY 4+1



THE SUGAR HILL GANG



KURTIS BLOW



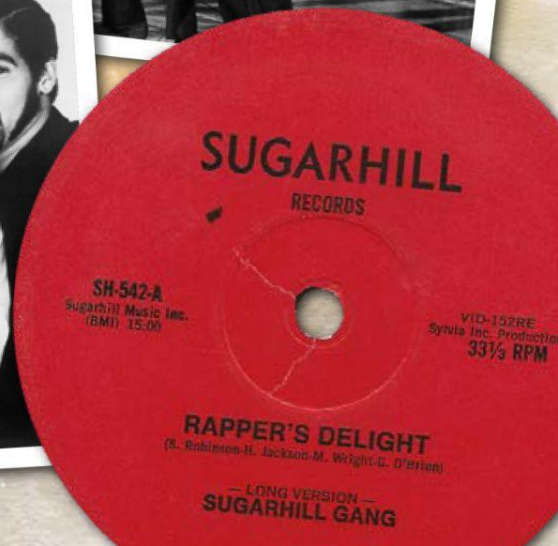
GRANDMASTER FLASH AND THE FURIOUS FIVE



A cultural phenomenon that swept the globe.

What began as youthful expression from Black, Latino and Caribbean youth in the south Bronx quickly spilled over into all five boroughs. And when The Sugarhill Gang released “Rapper’s Delight” in 1979, the Hip-Hop sound swept across America and beyond as the single became a Top 40 hit on music charts around the world.

Then, in 1981, Deborah Harry, the lead vocalist of Blondie invited the Funky 4+1 to perform on “Saturday Night Live” where they performed their hit song “That’s the Joint” becoming the first hip-hop group ever to appear on national television.



THE SUGARHILL GANG

Throughout the 1980's Hip Hop's influence spread like wildfire as new artists emerged from cities all throughout the country. And like their predecessors, they innovated at every turn, pushing the limits of music, dance, fashion and art taking the culture to new heights they never imagined.

GRANDMASTER CAZ



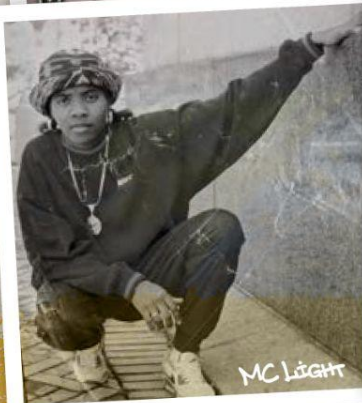
DJ JAZZY JAY



ICE-T



QUEEN LATIFAH



MC LIGHT



SALT-N-PEPA & SPINDERELLA



RUN-DMC



BIZ MARKIE

ELEMENTS OF HIP-HOP



RAPPING



DJING

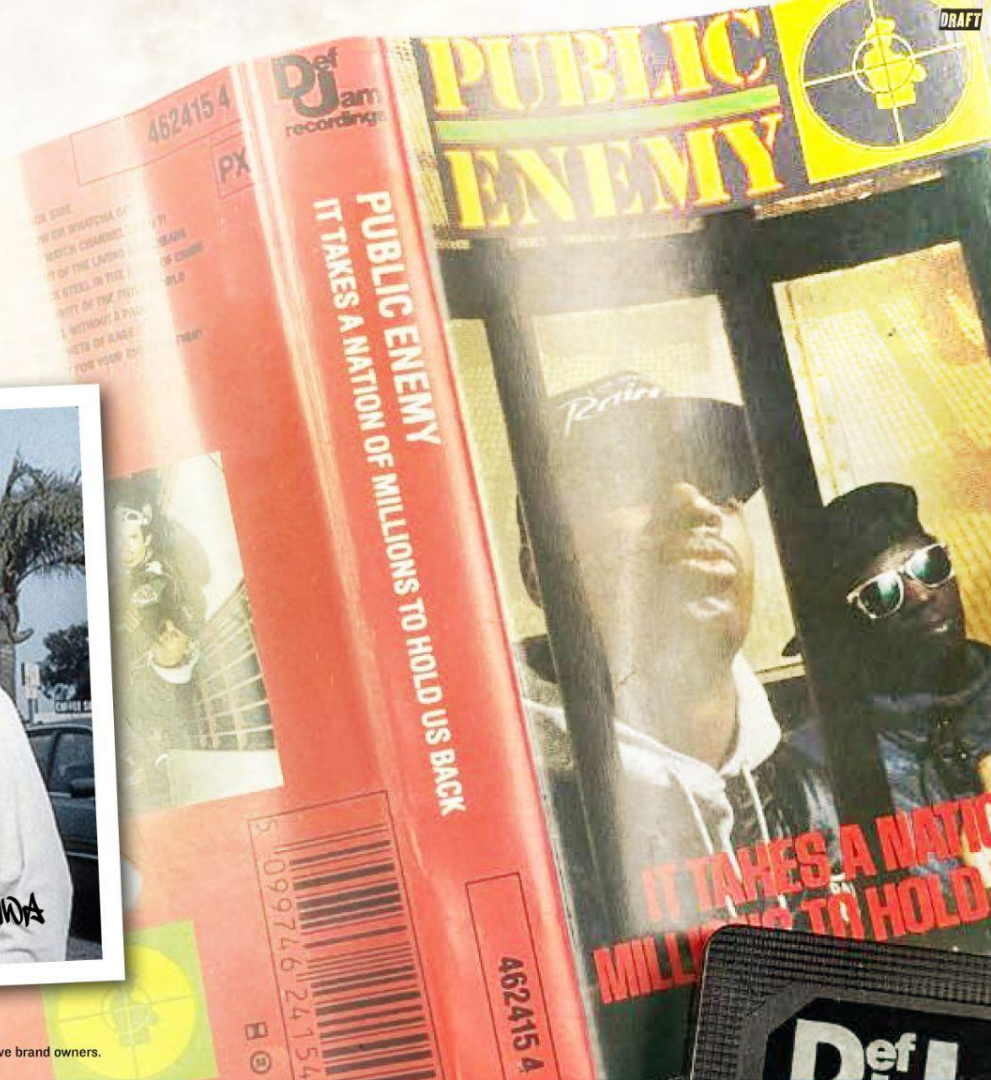


GRAFFITI



B-BOYING/
B-GIRLING

From coast to coast conscious MC's like Chuck D of "Public Enemy" and Dr. Dre of "NWA" created songs like "Fight the Power" and "Express Yourself" detailing the everyday struggles of disenfranchised youth who always raise their fist in the face of oppression.



NOTE: All images of people and product featured here are for inspiration only and may not be reproduced. All images are the property of their respective brand owners.

Generation after generation our connection gets stronger.

From Jay Z's Roc Nation to Meek Mill's Reform Alliance, artists today are more engaged than ever before. Whether it be through messages in their music or physically showing up for a march or a rally, they aren't afraid to leverage their power to effect change.

So as we prepare to celebrate the 50th Anniversary of Hip-Hop we must also think about its future.

But with so much stacked against us what more can we do?



KENDRICK LAMAR



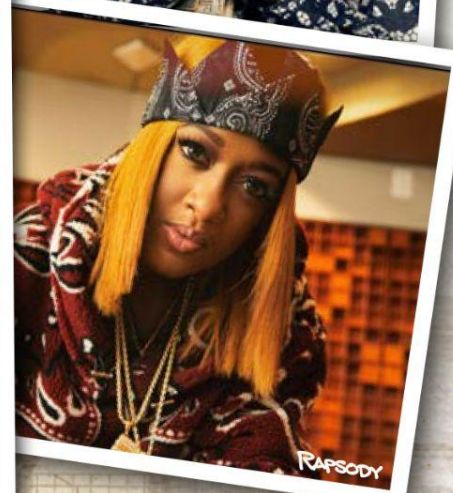
MEEK MILL



JAY Z



JAY Z



RAPSODY

INTRODUCING THE WORLD'S FIRST

Hip-Hop Community Fund



Partnering with [Beats Rhymes & Relief](#), a 501(c)3 that harnesses the power of Hip-Hop to raise awareness and support for global humanitarian relief projects, we've launched the Hip-Hop Community Fund, the first of it's kind focused on wholistic approach to healing.

With an initial goal of raising \$250,000,000 this fund will be used to issue grants to 50 U.S. based organizations with missions to improve the community through at-risk youth services, violence prevention, criminal justice reform, food security and health and wellness services. By building a bridge that connects our beloved community and the organizations working hard within it to the resources they need to sustain their work, we can help ensure a safer, brighter, more equitable future for Hip-Hop Culture and the communities that birthed it.

THE BENEFACTORS

Violence Prevention



Food & Housing Security



Criminal Justice Reform



Health & Wellness



Youth Services





The 50th Anniversary of Hip Hop Team and the Universal Hip Hop Museum have aligned to collaborate on key tentpole events to:

- **Increase awareness and excitement for the Golden Anniversary**
- &**
- **Raise funds for the Hip Hop Community Fund**

Events will celebrate the core elements of Hip Hop through live activations that will include graffiti artists, breakdancers, dj's, rappers.

Two events being planned are a Nov. 5th event at UBS Arena and a 2023 Public Art Event in Times Square, NY.



OUR MONEY MATTERS

It's no secret that the financial system has failed when it comes to keeping wealth in Black and Brown communities. We suffer from a lack of access to capital as well as a general understanding of money management, investing and transferring wealth from generation to generation. That's why we've partnered with Carver Federal Savings Bank to house the Hip Hop Community Fund. This Black owned financial institution was founded in 1948 by a group of civic-minded community leaders dedicated to enhancing the economic viability of underserved neighborhoods and we look forward to building a lasting relationship.

But it's not just where we bank that matters. Transparency, ethics and governance relating to grant making, geographic focus, spending, investment and management of the Hip Hop Community Fund are of the utmost importance as well.

Our Advisory Board will be composed of 7 members with extensive experience in the worlds of higher education, law, health care, Hip Hop, technology, business and government.

PEACE
LOVE
&
UNITY



2023/2024 - PIVOTAL DATES TO CONSIDER

Hip Hop
Celebration
Day



AUG 11

Hip Hop
Celebration
Month



NOVEMBER

Black History
Month



FEBRUARY

Women's History
Month



MARCH

Black Music
Month &
BET Awards



JUNE

UHHM
Opens



END OF '24



TALENT PARTICIPATION

The 50th Anniversary of Hip-Hop merchandise will feature a wide variety of artists capturing the spirit of the music through the decades. This all-star lineup will garner attention from fans of all ages.

- **Ice-T**
- **Donald D**
- **Grand Wizzard Theodore**
(invented scratching)
- **Grandmaster Melle Mel**
(Grandmaster Flash and the Furious Five)
- **DJ Jazzy Jay**
- **Method Man**
- **Mysonne**
- **Eric B**
- **Everlast (Syndicate)**
- **Kool Keith (ultramagnetic mc's)**
- **Scorpio**
- **Ultramagnetic**

PHOTOGRAPHERS

Ernie Paniccioli

GRAFFITI ARTISTS

- **Lady Pink**
- **Mr. Kaves**
- **DJ Lead**
- **Josh Ivory**
- **Mike Deco Morales**
- **Kevie Kev**
- **Tommy the Animator**
- **CES**
- **Ease TM7**

We are in discussions with several additional renowned artists,

ASSET CATEGORIES



Original 50th Graphics



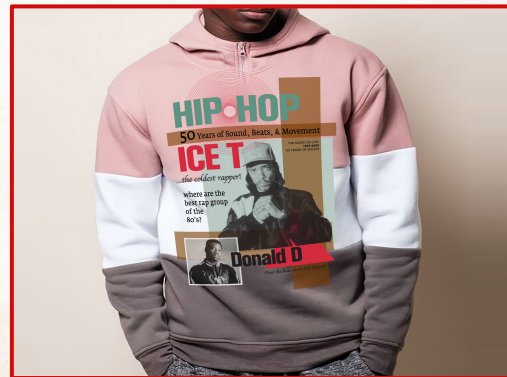
Commissioned 50th Graffiti



Vintage Posters



Rap/DJ Artist Photographs



Breakdancing Photos/Graphics*



*Breakdancing will be an Olympic Sport in 2024

BRANDING

Primary Logos

FILE NAME: 50AOHH_Primary_Logos.ai

This is the official logo for the 50th Anniversary of Hip-Hop. Other designs can be created using these words, but the primary logo should always be visible on product.

When used on product the logo yellow can change to coordinate with the overall graphic or product colorway.



Full Color Logo



Black and White Logo



One Color Logo

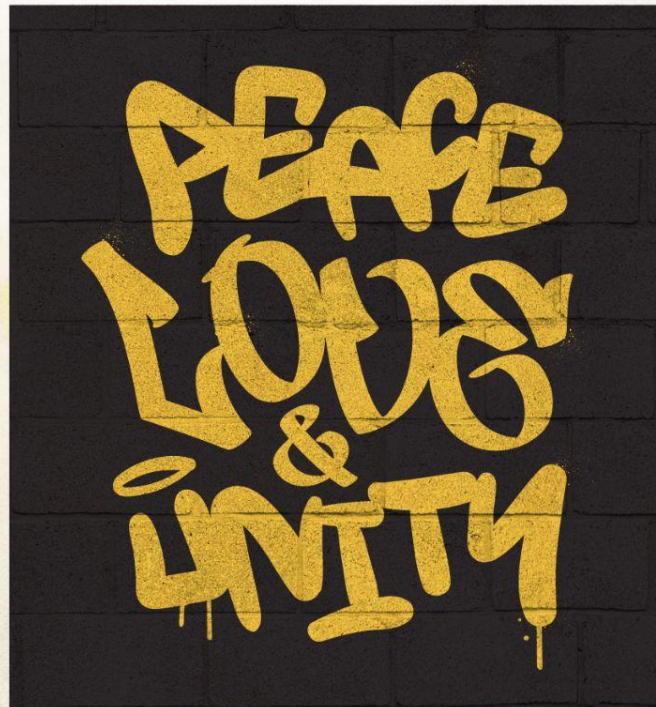
BRANDING

Official Slogan

FILE NAME: 50A0HH_Slogan.ai

Championed by Africa Bambaataa and the Zulu Nation, the themes of Peace, Love & Unity capture the spirit of the Hip-Hop community in its formative years. It is an essential part of the licensing program.

The provided wordmark can be used on product, packaging, and marketing materials where applicable.



PACKAGING

Hangtag

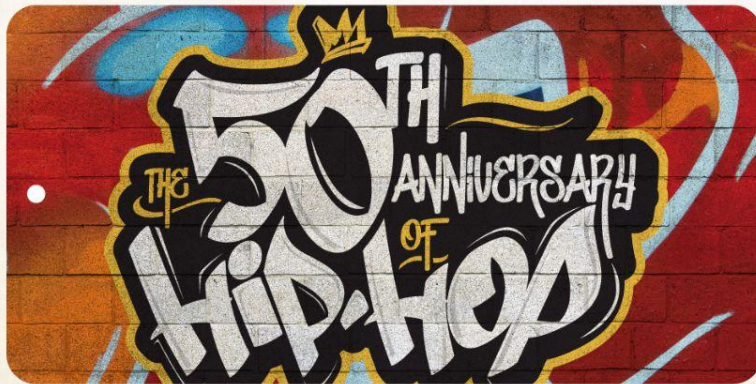
FILE NAME: 50AOHH_Hangtag.ai

This hangtag features the primary logo on the front as well as on the back with product information and the slogan. The brick wall treatment is part of the official packaging system and layered art files are provided.

The following legal lines should appear on all product and packaging:

™ & © 2022 Legends Recordings, LLC.

All Rights Reserved.

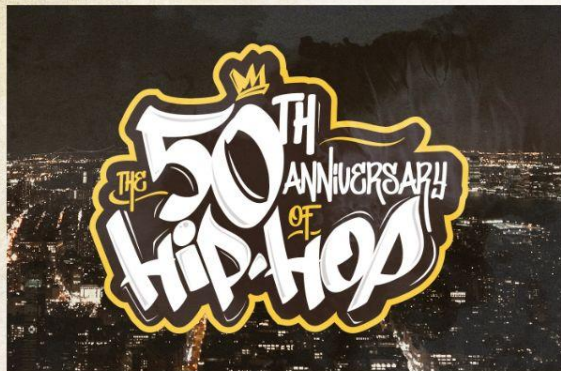


Front



Back

The following backgrounds are approved for use on product under the primary logo. All other backgrounds require approval.



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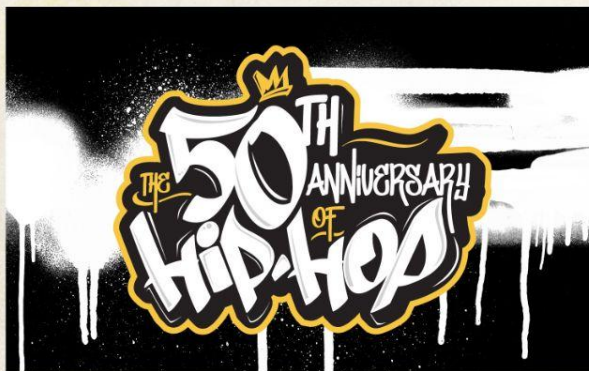
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FILE NAME: 50AOHH_Background_03.ai



FILE NAME: 50AOHH_Background_04.ai



FILE NAME: 50AOHH_Background_05.ai



FILE NAME: 50AOHH_Background_06.ai



FILE NAME: 50AOHH_Graffiti_12.psd



FILE NAME: 50AOHH_Graffiti_12.psd



FILE NAME: 50AOHH_Graffiti_14.psd



FILE NAME: 50AOHH_Graffiti_15.psd



FILE NAME: 50AOHH_Graffiti_15.psd



FILE NAME: 50AOHH_Graffiti_15.psd



FILE NAME: 50AOHH_Graffiti_02.psd



FILE NAME: 50AOHH_Graffiti_03.psd



FILE NAME: 50AOHH_Graffiti_04.psd



FILE NAME: 50AOHH_Graffiti_05.psd



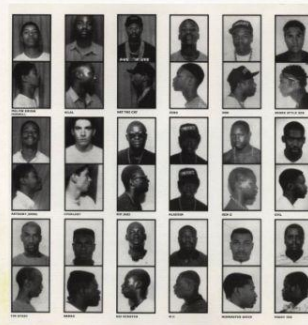
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FILE NAME: 50AOHH_Photo_02.jpg



FILE NAME: 50AOHH_Photo_03.jpg



FILE NAME: 50AOHH_Photo_04.jpg



FILE NAME: 50AOHH_Photo_05.jpg





Kool Keith



Jadakiss (Lox)



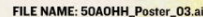
Grand Wizzard Theodore



Ice T



FILE NAME: 50A0HH_Poster_02.ai



FILE NAME: 50A0HH_Poster_05.ai



FILE NAME: 50A0HH_Poster_04.ai



FILE NAME: 50A0HH_Poster_05.ai



FILE NAME: 50A0HH_Poster_06.ai

POTENTIAL PRODUCT CATEGORIES

- **Apparel**
 - T's, Hoodies, Tracksuits
- **Footwear**
- **Headwear**
 - Snapbacks, Skullies, Bucket, etc.
- **Sunglasses**
- **Records/Vinyls**
- **Posters & Social Stationery**
- **Books**
- **Tech Accessories**
- **Gifts, Toys, Games & Novelties**



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Making Merchandise Matter

