

1 · EXECUTIVE DECISION DOCUMENT

THE EXECUTIVE DECISION BRIEF

How Vituity can turn one Atlanta event into a credible, repeatable health-and-culture platform.

PREPARED FOR ERIN EDWARDS, CMO, VITUITY · PREPARED BY LEIGH BURGESS, BOLD INDUSTRIES GROUP · PRIVATE WORKING MATERIAL

THE OPPORTUNITY

Do not sponsor the moment. Shape what it becomes.

Hip hop now spans grandparents, parents, and emerging adults. Atlanta brings the cultural credibility, HBCU ecosystem, health institutions, and community networks to put those generations in one room. The opportunity is larger than a single event: build a platform that makes health easier to enter, discuss, and act on.

77%

of studied intergenerational programs improved outcomes for both generations

71K+

students across six core Atlanta campuses in the pilot recruitment pool

3

Vituity Cares pillars mapped directly to event experiences

Music gives people a reason to come. Trusted voices give them a reason to listen. Practical health connections give the event a reason to matter.

THE STRATEGIC CHOICE

One event, not two

NOT THIS

A corporate health fair with a concert attached. A logo-first sponsorship. A broad festival built faster than trust, operations, or clinical safeguards can support.

BUILD THIS

One integrated experience that moves from a Health Market to honest conversations to a closing show — with one message, one visual system, and one measurable health action for every attendee.

THE DECISION TO MAKE NOW

- 1 Approve a seven-day feasibility sprint. Lock a venue/date path, cultural partner, producer, budget envelope, and anchor-artist route.
- 2 Position Vituity as the health strategy and community-impact engine. The brand owns useful experiences, not the concert.
- 3 Use the October 2026 pilot to buy the 2027 property. Prove demand, create the impact report, and convert fresh momentum into the April 2027 build.
- 4 Protect quality. If the gates do not hold, reduce scope or move the event. Smaller is better than compromised.

SEVEN-DAY SPRINT

Five gates before anything goes public

The sprint turns a compelling concept into an executive-quality decision. It is deliberately short, private, and evidence-led.

GATE	WHAT MUST HAPPEN
1 — VENUE + DATE	Confirm the primary venue path and a credible fallback. Validate the operating window before public promotion.
2 — CULTURAL PARTNER	Secure Chubb Rock or the selected host/curator path as a partner in the concept, not only a performance quote.
3 — PRODUCER + OPERATIONS	Put an experienced event producer beside the CMO team and translate the integrated experience into a workable production plan.
4 — BUDGET + PARTNERS	Set the budget envelope, sponsorship architecture, community-partner roles, and what Vituity will own visibly.
5 — TALENT + LAUNCH	Identify one realistic Atlanta anchor route and build the launch sequence around executed commitments, trusted channels, and staged reveals.

THE SUPPORT

An embedded strategic partner for the CMO and team

Leigh would help hold the whole system together: executive decisions, narrative, campaign architecture, creative integration, partner alignment, and proof. The work is designed to reduce fragmentation across internal leaders, agencies, producers, artists, clinicians, and community partners.

Executive alignment

Turn competing ideas and constraints into clear choices, decision gates, and a disciplined path to go or no-go.

Narrative + positioning

Keep the concept culturally credible, health-centered, and easy for the CEO, partners, artists, media, and audiences to understand.

Campaign architecture

Build one message system across Long Game, Generation Health, Every Generation ATL, and Generations Live.

Anthem integration

Use the Long Game song as a strategic platform and content engine, not a creative extra placed at the end.

Partner experience

Clarify where Vituity leads, where community institutions lead, and how co-branding protects trust.

Measurement + proof

Define the few outcomes that matter and convert event results into the impact story that funds the next year.

The goal is not to add more work to the CMO team. It is to give the team a strategic center of gravity.

RECOMMENDED NEXT STEP

Put the right people in one working session

Begin with a 45-minute CMO and core-team conversation to pressure-test the October path, decide what Vituity should own, and confirm the seven-day sprint. The immediate output is a shared decision frame — not another presentation.

THE FIRST QUESTION

Are we building an event, or are we building a platform that can earn trust, produce proof, and return to Atlanta year after year?