

3 · CEO / CMO STRATEGIC BRIEFING · OCTOBER 2026 PILOT

HIP HOP + HEALTH ATL GENERATIONS LIVE

Where the music that shaped us meets the health that carries us forward.

CEO / CMO STRATEGIC BRIEFING · OCTOBER 2026 PILOT · RESEARCH CURRENT AS OF SEPTEMBER 3, 2026 · PRIVATE WORKING MATERIAL

CORE RECOMMENDATION

Approve a seven-day feasibility sprint for an indoor, one-day Atlanta pilot serving approximately 1,200–1,800 attendees. Use hip-hop as the engagement mechanism and health as the purpose. Position Chubb Rock as cultural partner, host, curator and connector — not only as a performer. Avoid an outdoor public festival in October 2026 because Atlanta outdoor festival applications require a 90-day lead and there is no rush option.

EXECUTIVE BRIEF

The opportunity is not to create a health conference followed by a concert. The opportunity is to create one integrated cultural health experience in which music gives people a reason to come, trusted voices give them a reason to listen, and practical health connections give the event a reason to matter.

The decision for the CEO

- 1 **Approve the pilot.** Authorize a 2026 indoor pilot rather than a large outdoor festival. Target 1,200–1,800 attendees in a venue that can scale to roughly 2,200.
- 2 **Authorize a feasibility sprint.** Give the team seven days to secure the date/venue path, Chubb Rock commitment, an event producer, preliminary budget and anchor-artist strategy.
- 3 **Define Vituity's role.** Position Vituity as the health strategy and community-impact engine behind the experience, not simply as a logo sponsor.
- 4 **Set one health outcome.** Every attendee should leave with at least one meaningful health action, resource, connection or new understanding. Measure this in aggregate without putting PHI into marketing systems.

Why this could work now

- Atlanta combines global hip-hop credibility, major healthcare institutions, a dense college ecosystem, HBCU leadership, and an audience that naturally spans generations.
- ONE Musicfest is officially on pause for 2026, creating unusual late-October cultural whitespace in a market that is normally difficult to enter.
- Vituity already has brand permission for this territory: its public platform includes community impact, Health In Place, Brilliance, and Vituity Cares Live!, an evening of music, connection and purpose supporting underserved communities and future healthcare professionals.

- Chubb Rock brings legacy credibility, current touring activity and a nationally syndicated radio platform. His role can extend from performance into curation, host duties, artist introductions and media amplification.

THE KEY CONSTRAINT

Time is the dominant risk. This is a seven-to-eight week build. The concept should get smaller, not sloppier. A well-produced 1,500-person pilot can become a scalable annual property; an overbuilt first-year festival could damage the idea before it has the chance to prove itself.

THE EXPERIENCE

One event, not two

The central design principle should be integration. Health conversations should feel culturally alive. Music should carry meaning beyond entertainment. The event should move between insight, story, participation and performance rather than separating “conference” and “concert” into different identities.

WORKING POSITIONING

HIP HOP + HEALTH ATL: GENERATIONS LIVE — A one-day intergenerational Atlanta experience bringing artists, students, clinicians, community leaders and multiple generations of hip-hop fans together to make health more relevant, more accessible and easier to talk about.

Audience architecture

NEXT	College students, graduate students, emerging professionals, student artists, future healthcare professionals.
NOW	Young and mid-career adults, healthcare professionals, parents, cultural connectors and community leaders.
LEGACY	Gen X, alumni, parents, mentors, longtime hip-hop fans and established leaders.
BRIDGE	Artists, clinicians, creators and hosts who can translate across generations and make the health conversation feel human.

Recommended program arc

TIME	MOMENT	PURPOSE
2:30–3:30	THE HEALTH MARKET	DJ, creator content, community partners, health resources, food, activations and social capture.
3:30–3:45	THE OPEN	Chubb Rock + healthcare leader: why culture and health belong in the same room.
3:45–4:15	WHAT OUR GENERATIONS WERE NEVER TAUGHT	Three generations in one conversation about health, prevention, trust and what families do not always discuss.
4:20–4:50	THE ARTIST’S BODY	Performance, sleep, mental health, movement, longevity, stress and sustaining a career.
4:55–5:20	NEXT GENERATION	Student voices, future-health challenge and emerging artist moment.
5:25–5:55	CHUBB ROCK CONVERSATION	From pre-med to hip-hop: the paths we take and the health we carry with us.
6:00–7:00	CULTURE HOUR	Food, DJ, health activations, networking, sponsor/partner experiences.
7:00–9:45	HIP HOP + HEALTH LIVE	Student/local opener, bridge act, legacy act, Chubb Rock and one anchor artist.

Illustrative flow only. Final timing should be developed with the event producer, artists, venue and clinical partners.

What the event must not become

- ❑ A conventional ballroom conference with a concert tacked on at night.
- ❑ A corporate health fair with a famous artist as decoration.
- ❑ A sprawling outdoor festival that cannot be permitted or produced well in the available runway.
- ❑ A clinical screening event without licensed partners, clear consent, privacy boundaries, emergency planning and appropriate follow-up pathways.

HOW CONCERT-ANCHORED EVENTS LAUNCH — AND WHERE CONFERENCE AND CONCERT DNA MEET

The launch sequence that works

1 · LOCK THE ANCHOR

Date, venue and anchor talent contracted before anything goes public. No announcement without executed agreements.

2 · SEED TRUST CHANNELS

Campus crews, radio, community partners and artist channels briefed with toolkits before launch day.

3 · ANNOUNCE WITH PURPOSE

Concept + anchor + why-it-matters in one moment; waitlist opens same day to capture the spike.

4 · REVEAL IN WAVES

Artist reveals, student finalists and partner drops keep new news flowing; retargeting spend concentrates in the final 14 days.

5 · CONVERT + RENEW

Event + 48-hour content burst → impact report inside 10 days → sponsor renewal and next-year waitlist while proof is fresh.

This is the launch spine behind successful concert-anchored properties (and this briefing’s Phase 0–4 plan): announcements are earned by contracts, momentum comes from staged reveals through trusted channels, and the property compounds through the post-event proof loop.

Conference × concert: same machine, different engine

CONFERENCE ONLY	SHARED DNA — WHERE THEY ARE THE SAME	CONCERT ONLY
Sells the agenda: topics, speakers, credentials	Anchor names sell tickets — keynote or headliner, the draw is a person	Sells the artist: lineup is the message
Daytime, seated, session blocks	A hard date creates deadline-driven marketing and scarcity	Evening, standing, energy arc to a headliner
Registration + badges; B2B sponsor booths	Sponsors underwrite in exchange for audience access	GA/VIP tickets; consumer brand activations
Audience arrives to learn and network	Registration funnel, reminder cadence, no-show management	Audience arrives to feel something together
ROI: leads, OE credit, thought leadership	Day-of content capture feeds a year of media	ROI: attendance, merch, fan data, brand heat
Marketed via employers, associations, email	Post-event report drives renewal — the real product is the annual property	Marketed via artist channels, radio, socials

Why GENERATIONS LIVE fuses them: the program arc runs conference DNA (conversations, expert voices, purpose) through a concert engine (one room, DJ energy, artist headliners, evening climax). The Health Market opens like an expo floor, the talks run like festival-stage conversations, and HIP HOP + HEALTH LIVE closes like a show — one integrated experience, not a conference with a concert attached.

AUDIENCE POTENTIAL AND RECRUITMENT MATH

The Atlanta college ecosystem alone is large enough to fill the pilot many times over. The planning challenge is not total addressable audience; it is converting a small, well-targeted share through trusted campus and cultural channels.

INSTITUTION	ENROLLMENT SIGNAL	RECRUITMENT IMPLICATION
Georgia State — Atlanta campus	35,000+	Large downtown student base; use Spotlight Programs Board, student organizations and campus media.
Georgia Tech undergraduate	21,028	High concentration of student organizations; strong innovation and wellness angles.
Morehouse College	2,500+	Core HBCU, alumni and intergenerational relevance.
Spelman College	2,000+	Core HBCU, women's health and student leadership relevance.
Clark Atlanta University	4,198	Strong cultural, communications, alumni and HBCU recruitment potential.
Emory College undergraduate	~6,400	Public health, medicine, student leadership and health research ecosystem.
Core six-school planning pool	71,000+	Conservative local planning pool before graduate/professional students, alumni and other campuses.

Enrollment figures are planning signals from official institutional sources and use different census dates/definitions. They are not a forecast of attendance. Georgia State figure uses Atlanta campus rather than its full multi-campus system to keep the local recruitment estimate conservative.

Recommended attendance target

SEGMENT	PLANNING TARGET	PRIMARY ACQUISITION ENGINE
Students / emerging leaders	600–800	Campus ambassadors, student orgs, HBCU/AUCC channels, sponsored student tickets, Next Beat artist competition.
Gen X / alumni / music fans	300–450	Chubb/artist channels, alumni groups, radio, creators, community partners, paid social/audio.
Healthcare / community	250–400	Vituity, health systems, NCQA/AACR ecosystem, community health organizations, clinicians.
Sponsors / VIP / media	100–150	Partners, local media, artist guests, executive invite strategy.
Target actual attendance	1,200–1,800	Design venue and ticketing for a 2,000–2,200 ceiling, not a 5,000-person first-year promise.

RECRUITMENT PRINCIPLE

Do not market at students. Build the event with them. Recruit a 10–15 person Student Advisory Council and a campus ambassador network immediately. The council should influence artist mix, topics, language, campus distribution and what feels authentic versus corporate.

Recruitment concepts

BRING YOUR OG.

Paired intergenerational tickets: students bring a parent, mentor, professor, aunt/uncle or the person who introduced them to hip-hop; older attendees bring someone from the next generation.

THE NEXT BEAT.

Atlanta college artists submit one track or performance clip. Finalists receive social promotion and one winner opens the concert.

CAMPUS CREW.

2–4 lead ambassadors per priority campus plus student-organization partners, trackable codes and content kits.

SPONSORED STUDENT ACCESS.

Use sponsor-funded blocks and/or low-cost reserved tickets. For free tickets, consider a small refundable reservation deposit to reduce unused inventory.

OCTOBER 2026 ATLANTA LANDSCAPE

October is crowded. That is both the risk and the recruitment opportunity. The event should avoid the city's biggest concentration points while using those same gatherings to recruit partners, speakers, students and audiences for a later date.

DATE	EVENT / CONDITION	IMPACT	USE STRATEGICALLY
Sept 28–Oct 3	Georgia State Homecoming	HIGH student competition	Recruit after Homecoming; campus crew, Spotlight, student orgs.
Oct 4–7	NCQA Health Innovation Summit — GWCC	HIGH healthcare-executive competition	Potential health speakers, sponsors and affiliate ecosystem.
Oct 10	Morehouse Homecoming	VERY HIGH AUC competition	Recruitment and alumni partner, not event date.
Oct 10–11	Atlanta Pride Festival	VERY HIGH consumer/media/sponsor competition	Potential health-equity/community partner after Pride.
Oct 11–17	Clark Atlanta Homecoming Week	VERY HIGH AUC competition	Recruit on-campus for a later event.
Oct 15	Vituity Brilliance26 — Hilton Atlanta	INTERNAL resource competition	Potential content/leader bridge; protect internal bandwidth.
Oct 18–21	AACR Cancer Health Disparities — Hilton Atlanta	HIGH health-equity competition	Strongest health-collaboration opportunity; Morehouse School of Medicine co-chair.
Oct 22–24	Georgia Tech Homecoming	HIGH student/alumni competition	Recruitment partner; avoid main event window.
Oct 22–25	Emory Homecoming + Food & Music Festival	HIGH student/alumni competition	Recruit public-health, medicine and student leaders.
Oct 24–25	Hawks opener + major music/sports weekend	HIGH entertainment competition	Avoid downtown consumer event.
Oct 26	Relatively lighter citywide night	BEST CURRENT WHITESPACE	Investigate first for venue and talent.
Oct 27	Alvaro Diaz + Skilla Baby hip-hop shows	DIRECT MUSIC COMPETITION	Avoid if student/hip-hop conversion is central.
Oct 28	Hawks vs Heat + Iron & Wine + rap/club events	HIGH entertainment competition	Eastern unavailable; avoid if possible.
Oct 29	Hawks vs Cavs + Jon B + multiple concerts	MODERATE–HIGH competition	Possible second-choice only with strong venue geography and lineup.
Oct 30–Nov 1	Halloween + multiple music/culture events	HIGH entertainment competition	Avoid.

DATE RECOMMENDATION

Investigate Monday, October 26 first. It currently appears to offer the cleanest late-October whitespace after the major Homecoming weekends and before the direct hip-hop competition on October 27, Hawks games on October 28–29, and Halloween programming. A Monday is less conventional, so the event should begin late afternoon and use a strong artist lineup to make the evening feel intentional. All dates must be rechecked immediately because venue and concert calendars are still changing.

Important market opening. ONE Musicfest, one of Atlanta's most important multi-generational urban music properties, states on its official website that it is on pause for 2026. That removes what would normally be the largest late-October cultural competitor and creates a potential partnership opportunity with the OMF/Sol Fusion ecosystem. Their experience in artist programming, sponsorship, festival operations and Atlanta audience development is more valuable than simply viewing their pause as empty calendar space.

VENUE AND PRODUCTION RECOMMENDATION

Because it is September 3, an outdoor public festival is not a responsible October 2026 plan. Atlanta states that outdoor festival permit applications are due 90 days before the event and that late applications are automatically denied; there is no rush option. The first-year pilot should be indoors at a professionally operated music venue with built-in sound, lighting, security infrastructure, ticketing capability and production staff.

VENUE	CAPACITY SIGNAL	ASSESSMENT	PUBLIC CONTACT
The Eastern	50–2,300 private-event range; legal concert capacity 2,200	Best overall cultural/production fit. BeltLine access, strong sound/light, rooftop, parking/rideshare. Oct 28 already booked; Oct 26/27 must be confirmed now.	Margarita Rios, Director of Sales — margarita@zeromile.com; events@zeromile.com
Tabernacle	25–2,200	Excellent downtown alternative, historic brand, near GWCC/hotels. Oct 27 and Oct 28 are already booked, so date flexibility is limited.	404-659-9022; Live Nation Special Events private-event inquiry
Variety Playhouse	200–1,100	Strong smaller pilot fallback if budget/timeline requires a tighter first-year scope.	Margarita Rios — margarita@zeromile.com
Terminal West	50–650	Use only for an intentionally intimate pilot or VIP/stakeholder version.	Margarita Rios — margarita@zeromile.com

Immediate venue action

- 1 Send a same-day RFP to The Eastern/Zero Mile and ask specifically about October 26 and any late-October private-event holds that have not yet been publicly announced.
- 2 Ask Zero Mile for alternate capacity options if The Eastern is unavailable; one sales conversation can cover The Eastern, Variety Playhouse and Terminal West.
- 3 Run a parallel Live Nation inquiry for Tabernacle availability on any viable late-October date, but do not delay the overall go/no-go waiting for one venue.
- 4 Ask the Atlanta Convention & Visitors Bureau Destination Services team to support venue RFPs, supplier referrals, hotel blocks and attendance-building resources.

CHUBB ROCK AND ARTIST STRATEGY

Chubb Rock should be approached as a cultural partner, not simply a line item on a talent budget. His value is the combination of performance credibility, multi-generational recognition, current radio reach and potential industry relationships. His official booking page states that he continues to perform nationwide with a 45-minute set and is managed by Dr. Marlon “Doc” Fuller; his official site also promotes a weekday syndicated radio show in markets across the country.

Proposed Chubb role

- Cultural co-host / master of ceremonies for the health-to-concert transition.
- Curatorial partner for one or two legacy/bridge acts and an emerging/student artist.
- Artist-introduction channel: ask Chubb and Doc Fuller which relationships can realistically be activated in six weeks.
- Pre-event content partner: short conversations on what different generations learned — or did not learn — about health.
- Radio/media amplifier through his current show and Atlanta relationships, subject to station and syndication approvals.
- Signature fireside: “From Pre-Med to Hip-Hop: The Paths We Take and the Health We Carry With Us.”

Artist prospect architecture

TIER	PROSPECTS TO TEST	STRATEGIC USE
Anchor / Atlanta icon	Ludacris; Big Boi; Killer Mike; Jermaine Dupri; Goodie Mob/CeeLo; T.I.	Largest earned-media and attendance upside; also highest budget/availability complexity. Choose one anchor, not several.
Legacy / intergenerational	Doug E. Fresh; Big Daddy Kane; MC Lyte; Rakim; KRS-One; Salt-N-Pepa	Strong fit with Chubb’s era and intergenerational story. Relationship and availability must be verified through Chubb/manager and professional representation.
Atlanta bridge	Arrested Development / Speech; respected Atlanta DJ/host; local legacy act	Can provide Atlanta authenticity and bridge between national legacy and student audiences.
Next generation	One Atlanta emerging act + The Next Beat student winner	Makes the event genuinely intergenerational and gives campuses a reason to recruit.

These are strategic prospect names, not confirmed Chubb Rock relationships or availability. The first outreach should ask Chubb/Doc Fuller which artists are both relationship-accessible and realistic for the date/budget. Never publicly imply participation before contract execution.

BOOKING SEQUENCE

1) Secure Chubb/Doc Fuller. 2) Ask for a relationship-based shortlist of 5–8 realistic artists. 3) Obtain formal quotes/holds through authorized representation. 4) Choose one anchor based on audience draw, mission fit, cost and schedule. 5) Build the rest of the lineup around the anchor rather than collecting unrelated names.

POTENTIAL COLLABORATORS — USE OCTOBER AS A NETWORK

POTENTIAL COLLABORATOR	WHY IT MATTERS	RECOMMENDED ASK
Morehouse School of Medicine / AUCC Student Health & Wellness Center	Health credibility + direct access to Morehouse/CAU students + behavioral/primary care/wellness expertise.	Invite as health-content/activation partner; student health resources; clinician voices; co-design student health topics.
AACR Disparities26 ecosystem	National health-disparities experts and advocates in Atlanta Oct 18–21; co-chair Melissa B. Davis is at Morehouse School of Medicine.	Invite selected local experts/advocates; use as credibility pipeline, not a formal co-brand without approval.

POTENTIAL COLLABORATOR	WHY IT MATTERS	RECOMMENDED ASK
NCQA Health Innovation Summit	Healthcare quality, equity, digital health and provider/payer leaders in Atlanta Oct 4–7.	Identify speakers, sponsors and health-innovation partners. NCQA allows affiliate event requests during its Summit, but the event itself should be later.
ONE Musicfest / Sol Fusion ecosystem	Deep Atlanta music/festival/sponsor knowledge; 2026 festival is paused.	Explore strategic advice, production/partner introductions, sponsorship learning or cultural collaboration.
Georgia State Spotlight Programs Board	Student-run social/cultural/entertainment programming with major campus reach.	Campus recruitment partner, artist competition amplifier, student creators and event promotion.
Morehouse + Spelman + Clark Atlanta	Core AUC student/alumni communities and Homecoming energy.	Campus Crew, Bring Your OG, student organizations, alumni, student health and media.
Georgia Tech + Emory	Additional students plus innovation/public-health/medicine communities.	Target student orgs, public health, health tech, student media and campus leadership.
Atlanta Pride	Large October cultural/community platform.	Explore post-Pride health equity, mental health, inclusive care and community partner relationships.
Atlanta Convention & Visitors Bureau	Venue/supplier RFPs, site inspections, destination marketing and attendance-building support.	Use immediately for feasibility, supplier recommendations and hotel/visitor support.

VITUITY CO-BRANDING — THREE STRONG PLATFORMS

Vituity should own a meaningful part of the experience rather than simply presenting the event. The strongest ideas connect directly to public Vituity platforms already centered on community impact, Health In Place, health equity and music-driven purpose.

1. Health In Place: ATL

A high-design health experience built around the idea that health should meet people where they are. Vituity publicly describes Health In Place as care designed to meet patients “when, where, and how” they need it. The event can translate that idea from care delivery into a community-facing experience.

- Ask-a-clinician conversations and health navigation.
- Mental health and stress resources.
- Preventive-health education and trusted community referrals.
- Clinician storytelling and short “What I wish people knew” content.
- No collection of clinical PHI in the marketing activation. Any screening/clinical service must be operated by an appropriate licensed clinical entity with privacy, consent and follow-up procedures.

2. The Beat of Better Health — presented by Vituity

Vituity can own the core conversation stage rather than the concert itself. The visual language can connect a sound waveform with a heartbeat. This is the place for artist + clinician conversations about mental health, longevity, preventive health, family health and the health habits different generations inherited.

- Gives Vituity visible thought-leadership ownership without making artists feel like corporate endorsers.
- Creates reusable content for social, recruiting, employer brand and community impact.
- Any adaptation of Vituity taglines or trademarked campaign language should be cleared internally before launch.

3. Vituity Cares Next Gen: Health x Culture Lab

- A student competition built around one challenge: “How would you use culture to improve one health behavior in your generation?” Student teams submit concepts; finalists present live; artists, clinicians and marketing leaders select a winner.
- Potential prize: microgrant, mentorship, executive access, internship/career exposure or development support.
 - Creates a concrete reason for universities to recruit students and gives Vituity a future-healthcare-professional pipeline story.
 - Aligns with Vituity Cares Live!, which publicly supports underserved communities and opportunities for future healthcare professionals.

OPTIONAL IP — REQUIRES RIGHTS CLEARANCE

Explore a Chubb Rock-approved “Treat ’Em Right” health activation only if Chubb and relevant rights holders explicitly authorize the use. The creative fit is strong, but it should remain optional until rights, compensation and brand/legal terms are clear.

MARKETING, RECRUITMENT, ADVERTISING AND COMMUNICATIONS

The music that raised us. The health that carries us forward.

Campaign platform: one idea that can flex by audience without changing the core meaning.

AUDIENCE	MESSAGE LANE
Students	Your sound. Your health. Your future.
Gen X / alumni	We grew up with the music. Now let's talk about growing well.
Healthcare	Culture already has people's attention. Health should be part of the conversation.
Families	Two generations. One conversation we probably should have had sooner.
Artists / creators	Your platform can move more than culture.

Recommended channel strategy

ENGINE	CHANNELS	HOW TO USE IT
Partner / owned	Vituity, Chubb Rock, artists, universities, student orgs, alumni, community health partners.	Highest trust and lowest acquisition cost; secure toolkits and posting commitments in writing.
Short-form social	Instagram Reels, TikTok, YouTube Shorts, creator posts.	Artist/clinician clips, generational questions, student artist competition, behind-the-scenes.
Audio / radio	Chubb radio ecosystem + Atlanta urban/classic hip-hop opportunities.	Trust transfer, host interviews, artist drops, ticket giveaways, health conversation segments.
Campus activation	Geofenced social, ambassadors, student media, QR activations at Homecoming and student centers.	Use existing October campus energy to recruit for a later event.
Paid retargeting	Site visitors, video viewers, engaged social audiences, abandoned registration.	Concentrate spend in final 14 days; rotate artist, purpose and scarcity creative.
Earned media	Atlanta TV/radio, culture, Black media, healthcare media, campus outlets, podcasts.	Pitch culture + health + intergenerational Atlanta story, not “corporate event.”

Suggested paid-media mix

Use percentages as a starting allocation, not a fixed budget. Rebalance based on artist media inventory, university partner reach and early conversion data.

SHARE	CHANNEL
30–35%	Social video — IG / TikTok / YouTube short-form; artist and student creative.
20–25%	Audio / radio — Atlanta urban/classic hip-hop plus Chubb-related inventory subject to approval.
15–20%	Campus geofencing — priority campuses, student centers, Homecoming zones.
10–15%	Creators — Atlanta student creators, health creators, alumni and culture voices.
10–15%	Retargeting — video viewers, site visitors and unconverted registrants.

Communications phases

PHASE	TIMING	PRIMARY OUTPUT
PHASE 0 — FEASIBILITY	Sept 3–10	Internal decision, venue/talent holds, risk review, partner sounding, budget gates. No public announcement.
PHASE 1 — WHY THIS	Sept 11–17	Concept announcement, Chubb video, date/venue, purpose, waitlist/tickets.
PHASE 2 — WHO IS COMING	Sept 18–30	Artist reveals, Vituity platform, campuses, health partners, Campus Crew, Next Beat.
PHASE 3 — THE CONVERSATIONS	Oct 1–12	Short-form questions: What did your generation get wrong about health? What did your parents never discuss? What habit changed your life?
PHASE 4 — WHY YOU NEED TO BE THERE	Oct 13–event	Artist videos, student finalists, press, scarcity, partner amplification, reminders and logistics.
EVENT + 48 HOURS	Event day	Live content, health-action prompts, press room, photo/video capture, attendee follow-up, resource recap.
POST-EVENT	Within 10 days	Impact report, partner thank-you, content series, 2027 interest list, sponsor renewal conversations.

SEVEN-WEEK EXECUTION PLAN AND GO/NO-GO GATES

HARD GATE

By approximately September 10, the team should have a credible venue/date path, Chubb Rock commitment or hold, event producer, Vituity executive sponsor, preliminary cost envelope and at least one realistic anchor-artist route. If those are not true, reduce scope or move the concept to 2027 rather than forcing a compromised launch.

TIMING	MUST HAPPEN
Sept 3–5	CEO/CMO alignment; define objective, owner, audience, budget envelope; contact Chubb/manager, venues, ACVB, producer.
Sept 6–10	Venue/talent feasibility; legal/compliance; partnership sounding; decide go/no-go and date.
Sept 11–15	Contract Chubb/venue/producer; shortlist anchor act; confirm health partner model; campus lead outreach; build landing page.
Sept 16–20	Public launch; artist contract(s); Campus Crew; partner toolkits; paid-media setup; earned-media embargo pitches.
Sept 21–30	Artist reveals; student competition; campus activations; sponsor closing; production planning; safety/medical plan.
Oct 1–10	Content campaign; partner pushes; student finalist selection; media interviews; check ticket pace and adjust spend.
Oct 11–18	Program lock; artist/clinician capture; press announcement; final partner training; venue production advance.
Oct 19–event	Conversion sprint; final rehearsals; credentialing; security/medical/logistics; event guide; content capture plan.
Event + 10 days	Impact reporting, health-resource follow-up, content distribution, sponsor results, 2027 recommendation.

Budget decision gates

A precise budget should not be invented before venue and talent quotes. The CEO should approve a cost architecture and decision gates first. The largest variables are talent, venue/production and event operations.

BUDGET BLOCK	WHAT IT INCLUDES
Talent	Chubb, anchor artist, supporting acts, DJs/hosts, travel/hospitality, backline, rights.
Venue + production	Rental, sound/lighting/video, stage labor, load-in/out, security, ticketing, cleaning, insurance.
Marketing + media	Paid media, radio/audio, creators, design/content, PR, printing/campus activations.
Health experience	Clinical/community partner costs, activation build, resource materials, licensed services if any.
Guest experience	F&B, accessibility, VIP, transportation, signage, credentialing, student support.
Legal / compliance / contingency	Contracts, rights, privacy, permits if applicable, emergency planning, 10–15% contingency.

SUCCESS MEASURES AND RISK CONTROLS

Define success before launch

DIMENSION	MEASURE
Audience	1,200–1,800 actual attendees; attendance by segment; check-in rate; campus source.
Intergenerational mix	Share of NEXT/NOW/LEGACY audience; Bring Your OG participation; age-band mix from optional registration fields.
Health impact	% reporting one new health action/intention/resource connection; aggregate resource interactions; no PHI in marketing analytics.
Content	Video views, completion rates, social engagement, artist/partner amplification, earned media.
Trust / brand	Post-event brand association, usefulness, likelihood to recommend/return, open-text themes.
Partnership	Number/quality of campus, health and community partners; sponsor satisfaction; 2027 renewal interest.
Pipeline	2027 waitlist / pre-interest; student ambassadors retained; future health/culture project opportunities.

Top risks and controls

RISK	LEVEL	CONTROL
Timeline	High	Seven-day feasibility gate; indoor venue; proven producer; reduce scope if contracts lag.
Talent availability/cost	High	Chubb relationship route first; hold multiple prospects; one anchor + curated supporting lineup.
Crowded October calendar	High	Prioritize Oct 26; recruit through Homecomings; avoid direct Oct 27–29 conflicts when possible.
Corporate feel / authenticity	High	Student advisory council; Chubb cultural role; artist-led content; avoid over-branding.
Clinical/privacy exposure	High	Licensed partners, consent/follow-up, emergency plan; marketing does not collect/store PHI.
Vituity internal bandwidth	Medium-High	Protect Brilliance26 and other Vituity events; use one accountable executive sponsor and dedicated event producer.
No-show / free ticket risk	Medium	Trackable partner codes, waitlist, reminder cadence, sponsor blocks, optional refundable reservation deposit.
Safety/security	High	Professional venue, credentialed security, EMS/medical plan, clear bag/entry policy, artist advance, incident command.

PRIORITY CONTACTS AND OUTREACH ROUTES

All contacts below are publicly listed. Verify names, roles and availability before outreach. Artist relationships and private contact information should be handled through authorized managers/agents.

ORGANIZATION	ROUTE	PUBLIC CONTACT	RECOMMENDED USE
Chubb Rock	Official booking / manager	Managed by Dr. Marlon “Doc” Fuller	chubbrock.com/booking
The Eastern / Zero Mile	Margarita Rios, Director of Sales	margarita@zeromile.com; events@zeromile.com	777 Memorial Dr SE, Atlanta
Tabernacle	Venue / private events	404-659-9022	152 Luckie St NW; Live Nation Special Events
Atlanta Convention & Visitors Bureau	Destination Services	404-521-6392	Venue RFP, suppliers, hotel/site support, attendance building
Mayor’s Office of Special Events	Outdoor permitting	specialevents@atlantaga.gov; 404-330-6741	Use for permit confirmation; outdoor festival deadline is already missed for October.
Georgia State Spotlight Programs Board	Student programming	spotlight@gsu.edu; 404-413-1610	Student entertainment/programming and campus amplification
Spelman Student Affairs	Student engagement	studentaffairs@spelman.edu; 404-270-5138	Student organizations and campus leadership
Spelman Community Engagement	Jazmine Kelley, Director	jazminekelley@spelman.edu	Community partnership route
Morehouse College	Alumni Relations	alumni@morehouse.edu; 470-639-0400	Alumni + intergenerational recruitment
AUCC Student Health & Wellness Center	Student health partner	shwcrequests@msm.edu; 404-756-1241	Primary care, behavioral health, wellness and campus health reach
AUCC SHWC Wellness	Bria Pringle-Weston, Wellness Coordinator	bpringleweston@msm.edu; 404-756-5779	Programs/health promotion partnership
Clark Atlanta University	Alumni / Homecoming leads	lsaddler@cau.edu; shill@cau.edu; nparker@cau.edu	Homecoming and alumni engagement routes
Georgia Tech Center for Student Engagement	Student organizations	engage@gatech.edu; 404-894-3458	600+ RSO ecosystem and student leadership
Emory Civic & Community Engagement	James Roland, Senior Director	jroland@emory.edu; 404-727-0373	Community partnership + student engagement
Emory Campus Life	Campus Life	campuslife@emory.edu; 404-727-5693	Student-life amplification
ONE Musicfest	Sponsorship / partnership	partnerships@onemusicfest.com	2026 pause creates potential ecosystem collaboration
Atlanta Pride	Media	media@atlantapride.org	Media/community route; use official site for broader partnership inquiry

First 10 outreach moves — in order

- 1 Chubb Rock / Dr. Marlon “Doc” Fuller:** ask for a 30-minute partnership conversation, not a performance quote first.
- 2 The Eastern / Zero Mile:** request October 26 availability, full private-event quote, production inclusions and alternative Zero Mile venue options.
- 3 Professional event producer:** secure a producer with Atlanta concert + branded-event experience who can own contracts, production, security, day-of operations and vendor management.
- 4 Vituity CEO / executive sponsor:** approve objective, brand role, budget envelope and clinical/community guardrails.
- 5 AUCC Student Health & Wellness Center / Morehouse School of Medicine:** explore health-content and student-health partnership.

- 6 **Morehouse / Spelman / Clark Atlanta student and alumni leaders:** activate Student Advisory Council and Campus Crew.
- 7 **Georgia State Spotlight Programs Board:** explore student programming, artist competition and recruitment amplification.
- 8 **ONE Musicfest partnership team:** ask for a strategic conversation around Atlanta audience/festival ecosystem and 2026 pause.
- 9 **AACR/Morehouse health-disparities ecosystem:** identify 2–3 expert/advocate voices whose work can translate to the public event.
- 10 **Atlanta Convention & Visitors Bureau:** request venue/supplier support and late-October event-market intelligence.

OFFICIAL RESOURCES AND SOURCE LINKS

Use these pages as the working source of truth for dates, capacity and public contacts. Re-verify all event calendars and venue availability before contracting because late-October schedules continue to change.

- City of Atlanta outdoor event applications — 90-day outdoor festival lead; 30-day large gathering/assembly lead.
- City of Atlanta Special Events FAQ — public permit contact and no-rush policy.
- The Eastern rental information — private-event capacity and Margarita Rios contact.
- The Eastern venue details — legal concert capacity and venue features.
- Tabernacle private events — private-event capacity and venue information.
- Atlanta Convention & Visitors Bureau Destination Services — RFP, site inspection, supplier and attendance-building support.
- Georgia State Homecoming 2026 — Sept 28–Oct 3.
- Morehouse Homecoming 2026 — Oct 10.
- Clark Atlanta Homecoming Week — Oct 11–17.
- Georgia Tech Homecoming & Reunion Weekend — Oct 22–24.
- Emory Homecoming & Family Weekend — Oct 22–25.
- Atlanta Pride media center — Oct 10–11 and media contact.
- NCQA Health Innovation Summit — Oct 4–7, Georgia World Congress Center.
- AACR Cancer Health Disparities 2026 — Oct 18–21, Hilton Atlanta; Morehouse School of Medicine co-chair.
- ONE Musicfest — official notice: on pause for 2026.
- ONE Musicfest FAQ — public sponsorship and accessibility contacts.
- State Farm Arena event calendar — late-October Hawks/concert competition.
- Discover Atlanta events — citywide late-October event scan.
- Chubb Rock official booking — manager and booking route.
- Chubb Rock official site — syndicated radio and current performance information.
- Vituity Community Impact — community engagement and health equity alignment.
- Vituity Events & Experiences — Vituity Cares Live!, Brilliance, MVMNT and other experience platforms.
- Vituity Health In Place — patient-centered care meeting people when, where and how they need care.
- Vituity Brilliance26 — Oct 15 at Hilton Atlanta.
- AUCC Student Health & Wellness Center — student health, behavioral health and wellness services/contact.
- Georgia State Spotlight Programs Board — student programming and contact.
- Spelman Student Affairs — Student Affairs and Community Engagement public contacts.
- Morehouse contact page — alumni and general contacts.
- Georgia Tech Center for Student Engagement — student-organization route.
- Emory Civic & Community Engagement — community engagement leadership and contacts.
- Georgia State enrollment signal — 52,000+ system enrollment; use Atlanta-campus-specific figure for local model.
- Georgia Tech undergraduate demographics — Fall 2025 undergraduate enrollment 21,028.
- Morehouse College — 2,500 traditional and online students.
- Spelman FAQ — over 2,000 enrolled students.
- Clark Atlanta spring enrollment report — Spring 2026 total enrollment 4,198.
- Emory enrollment signal — Fall 2025 Emory College undergraduate population approximately 6,400.

CEO ONE-PAGE DECISION SUMMARY

THE PROPOSITION

Launch a one-day, indoor Atlanta pilot in late October 2026 that uses hip-hop culture to create an intergenerational health experience. Target 1,200–1,800 attendees, with Chubb Rock as cultural partner/host/curator, one additional anchor artist, college-student participation, and a Vituity-owned health platform.

APPROVE NOW

- Seven-day feasibility sprint through approximately September 10.
- Indoor venue strategy; investigate October 26 first.
- Chubb Rock partnership conversation and artist-network test.
- Dedicated professional event producer and preliminary budget envelope.
- Vituity co-brand strategy centered on Health In Place, community impact and/or Next Gen Health x Culture Lab.

DO NOT APPROVE YET

- Outdoor public festival — permitting runway has passed.
- Public artist announcement before executed agreements.
- Clinical screenings without licensed operators, privacy/follow-up structure and risk review.
- A large multi-day concept that exceeds the production capacity of a seven-week runway.

What must be true by the go/no-go meeting

- 1 A credible venue/date path exists and can be contracted quickly.
- 2 Chubb Rock is committed or seriously held in the desired expanded role.
- 3 At least one realistic crowd-drawing artist route is open and budgetable.
- 4 A professional producer is in place to own production, safety and day-of execution.
- 5 Vituity has clarity on brand role, executive ownership, compliance boundaries and funding.
- 6 At least three university/health partners are willing to activate, not merely endorse.
- 7 The team agrees on the primary health outcome and how it will be measured without collecting PHI in marketing systems.

BOTTOM LINE

This concept has enough strategic fit to justify a rapid feasibility sprint. The best 2026 version is a focused, culturally credible indoor pilot that proves demand, produces measurable health and brand impact, and creates the foundation for a larger annual Atlanta property in 2027.