

ATLANTA / HIP HOP + HEALTH

STRATEGIC PARTNERSHIP SCOPE

A focused way for Leigh Burgess and Bold Industries Group to support the CMO, protect the concept, and help the team move from decision to proof.

Prepared for Erin Edwards, CMO, Vituity Private working material

THE ROLE

Hold the center while the work moves fast.

This event will involve executives, event producers, agencies, artists, clinicians, universities, community partners, and sponsors. Each group can do excellent work and still pull the idea in a different direction. Leigh serves as the strategic integrator beside the CMO: keeping the decisions, narrative, campaign, experience, and proof connected.

The role is not another layer of approval. It is the connective tissue that helps the right work move faster.

01 — EXECUTIVE DECISIONS

Prepare choices, decision briefs, tradeoffs, and go/no-go gates so leadership can decide quickly without losing the underlying strategy.

02 — BRAND + NARRATIVE

Own the master story and message architecture across executives, artists, communities, media, internal teams, and attendees.

03 — CAMPAIGN SYSTEM

Translate the strategy into launch phases, content lanes, channel roles, toolkits, and the Long Game participation engine.

04 — EXPERIENCE INTEGRATION

Keep health, conversations, music, the anthem, Vituity activations, and partner moments inside one coherent event arc.

05 — PARTNER ALIGNMENT

Create clear roles and brand boundaries across Vituity, clinical partners, cultural partners, campuses, and community institutions.

06 — MEASUREMENT + PROOF

Define success before launch, protect privacy boundaries, and turn results into the post-event case for 2027.

HOW THE WORK FITS

Clear ownership across the core team

WORKSTREAM	PRIMARY OWNER	LEIGH SUPPORTS
Executive direction	CMO + executive sponsor	Decision design, tradeoffs, briefs, alignment
Event production	Event producer + venue	Experience intent, integration, quality checks
Clinical delivery	Licensed clinical partners	Audience language, trust, privacy boundaries
Artist booking	Talent buyer + cultural partner	Role clarity, platform fit, campaign integration
Creative execution	Agency + production creatives	Creative strategy, message system, review
Marketing launch	CMO team + channel owners	Campaign architecture, cadence, toolkits, proof loop

WORKING CADENCE

Fast enough for October. Disciplined enough for trust.

DAILY CORE-TEAM HUDDLE

A short decision-focused rhythm during the feasibility window, with a live decision log and named owners.

WEEKLY INTEGRATION REVIEW

Producer, marketing, creative, partner, and clinical leads review the event as one system.

TWICE-WEEKLY CMO BRIEF

One page: what changed, what needs a decision, what is at risk, and what happens next.

EXECUTIVE GATE MOMENTS

Formal go/no-go checks protect the brand from forcing an underbuilt event into public view.

PHASE PATH

From decision to the next year

FEASIBILITY	Seven days	Decision frame; venue/date path; cultural partner; producer; budget envelope; talent route; scope recommendation.
LAUNCH	Weeks 2–4	Master narrative; message map; campaign phases; partner toolkits; reveal sequence; Long Game content engine.
CONVERSION	Final 14 days	Audience segmentation; trusted-channel activation; creative rotation; executive issue resolution; event readiness story.
EVENT + 48 HOURS	Live + immediate	Message integrity; content capture priorities; health-action prompts; media narrative; partner visibility.
PROOF + 2027	10 days onward	Impact story; leadership recap; sponsor renewal; partner coalition; 2027 recommendation and roadmap.

THE NEXT STEP

Begin with the decision, not the deliverables

The first conversation should answer three questions: What does Vituity want to own? What must be true for October to be credible? What decisions need to be made within seven days? From there, the exact engagement can be scoped around the level of support the CMO team needs.

RECOMMENDED START

A 45-minute working session with the CMO, executive sponsor, marketing lead, and proposed event lead — followed by the seven-day feasibility sprint.