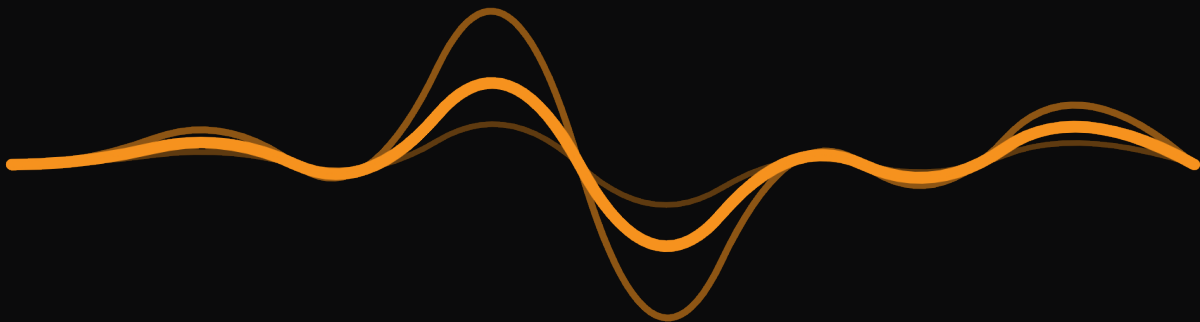


LONG GAME: GENERATION HEALTH



EVERY GENERATION ATL · GENERATIONS LIVE · POWERED BY VITUITY

BUILT FOR THE LIFE AHEAD.

One Atlanta event can open the door.
A lasting platform can change what happens next.

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ATLANTA / HIP HOP + HEALTH

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
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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.
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THE DECISION TO MAKE NOW

- Approve a seven-day feasibility sprint. Lock a venue/date path, cultural partner, producer, budget envelope, and anchor-artist route.
- Position Vituity as the health strategy and community-impact engine. The brand owns useful experiences, not the concert.
- 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.
- 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.

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?

ATLANTA / HIP HOP + HEALTH

ATLANTA STRATEGY + EVIDENCE REPORT

The case for an intergenerational hip-hop health platform, the 2026 pilot, and the path to a repeatable 2027 property.

Research and planning synthesis current as of September 3, 2026
Prepared by Leigh Burgess, Bold Industries Group



THE THESIS

Culture earns attention. Trust makes health actionable.

The concept works when the music, health experience, community institutions, and intergenerational design operate as one system. The event is not the intervention by itself. It is the convening point that moves people toward conversation, screening, resources, and follow-up.

Promise what the evidence supports: connection, screening, and literacy - not cures.

WHY INTERGENERATIONAL Programs that bring age groups together show consistent benefits in social connection, cross-age attitudes, and mental wellbeing. The strongest case is relational and educational, not a claim of physical-health transformation.	WHY HIP HOP Hip-hop-based health education has a research-backed model: memorable multisensory content can improve health literacy, and younger people can carry messages into their families.
WHY ATLANTA The city combines global hip-hop credibility, major health institutions, HBCU leadership, college density, and community networks with real authority.	WHY VITUITY Vituity Cares already works across representation, vulnerable communities, and social determinants. The event gives those pillars one visible, public expression.

AUDIENCE POTENTIAL

The recruitment problem is conversion, not market size.

35K+ Georgia State Atlanta-campus enrollment signal	21K+ Georgia Tech undergraduate enrollment signal	71K+ conservative six-campus planning pool
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MOREHOUSE + SPELMAN HBCU leadership, alumni, health equity, student voice, and intergenerational relevance.	CLARK ATLANTA Culture, communications, student media, alumni, and campus-crew potential.
EMORY Public health, medicine, student leadership, and research ecosystem.	GSU + GEORGIA TECH Scale, student organizations, innovation, wellness, and downtown reach.

Recruitment principle: Do not market at students. Build the event with them. A 10-15 person Student Advisory Council and a campus ambassador network give the campaign trust, feedback, and reach before paid media begins.

THE EXPERIENCE

One energy arc from health to music

2:30	THE HEALTH MARKET	DJ, food, community partners, health resources, activations, and social capture.
3:30	THE OPEN	Cultural host and healthcare leader explain why culture and health belong in the same room.
3:45	WHAT WE WERE NEVER TAUGHT	Three generations discuss prevention, trust, and what families do not always talk about.
4:20	THE ARTIST'S BODY	Sleep, movement, mental health, stress, performance, and sustaining a career.
4:55	NEXT GENERATION	Student voices, the Health x Culture Lab, and the emerging-artist moment.
5:25	CULTURAL PARTNER CONVERSATION	The path from pre-med to hip hop, the choices we make, and the health we carry.
6:00	CULTURE HOUR	Food, DJ, networking, health activations, and sponsor experiences.
7:00	GENERATIONS LIVE	Student opener, bridge act, legacy voice, cultural partner, and one anchor artist.

The health experience should feel culturally alive. The music should carry meaning beyond entertainment.

VITUITY PLATFORM

Own useful experiences, not the concert

HEALTH IN PLACE: ATL

The health experience zone: ask-a-clinician conversations, preventive education, mental-health resources, clinician stories, and licensed partner services. Vituity becomes visible through usefulness.

THE BEAT OF BETTER HEALTH

The conversation stage: artists, clinicians, students, and families make hard health topics approachable. The output becomes a reusable content and employer-brand engine.

VITUITY CARES NEXT GEN: HEALTH x CULTURE LAB

A student challenge asking how culture can improve one health behavior. Finalists present live; the winner receives a microgrant, mentorship, and career exposure.

CO-BRANDING CHOICE

Three ways in

A - PRESENTING SPONSOR

Low lift. Vituity receives exclusive healthcare presenting rights, supplies visible clinician volunteers, and owns a scholarship moment. Fastest to close; the risk is reading like an ad buy.

B - CARE VILLAGE

Recommended for the pilot. Vituity owns a named health zone, staffing, experience standards, and an impact report. It becomes a repeatable asset that can travel.

C - MULTI-YEAR TITLE CO-BRAND

High commitment. Shared naming, IP, governance, scholarship, mentorship, and co-published outcomes. Best after the pilot proves the coalition and Vituity earns the right to expand.

RISK AND SAFEGUARDS

Trust is a design requirement

TIME Seven to eight weeks is the dominant risk. Use hard gates and narrow the event before compromising quality.	CLINICAL BOUNDARIES Licensed partners own consent, screening, emergency procedures, and follow-up. No personal health information enters marketing systems.
CULTURAL CREDIBILITY Artists are collaborators, not corporate endorsers. Community institutions and students help shape the work.	OVER-BRANDING Vituity leads through the experiences it makes possible. Brand presence follows usefulness and visible clinician participation.
TALENT DEPENDENCE The concept should be strong enough to survive a lineup change. Hold one credible anchor route and more than one fallback.	MEASUREMENT CLAIMS Track connection, participation, literacy, screenings, and linkage to care. Do not imply that one event creates clinical outcomes it cannot prove.

MEASUREMENT

One action now. Proof for the next year.

The most important day-of outcome is simple: every attendee leaves with at least one meaningful health action, resource, connection, or new understanding.

ON THE DAY Attendance and generation mix; Bring Your OG participation; screenings and resource connections; Health x Culture Lab participation; health-literacy and cross-age attitude measures; content engagement.	AFTER THE EVENT Linkage to care; return intent; older-adult social connection where appropriate; student mentorship and pipeline participation; partner renewal; 2027 interest list and coalition persistence.
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THE PROOF LOOP

Event + 48-hour content burst -> impact report within 10 days -> sponsor and partner renewal while results are fresh -> 2027 announcement built on evidence.

SELECTED EVIDENCE BASE

Planning sources used in the underlying report

- Campbell Systematic Reviews (2023) - intergenerational activities and older-adult wellbeing.
- Ageing Research Reviews (2021) - cognitive, social, and health outcomes across 44 studies.
- Archives of Gerontology and Geriatrics (2025) - systematic review of intergenerational interventions.
- Hip Hop Public Health and Columbia Neurology - multisensory health education and youth as intergenerational advocates.
- Morehouse School of Medicine Prevention Research Center - community coalition and prevention-program models.
- Grady Health System Health Equity reporting - community fairs, screenings, mobile services, and follow-up infrastructure.
- Vituity and Vituity Cares public materials - mission, workforce, vulnerable-community, social-determinant, and clinic-event programs.
- Official institutional enrollment sources for Georgia State, Georgia Tech, Morehouse, Spelman, Clark Atlanta, and Emory.

Planning note: Enrollment figures use different census dates and definitions and are directional recruitment signals, not attendance forecasts. Venue, artist, festival, and organizational facts should be revalidated before any public launch or contract decision.

PATH FORWARD

Pilot the format. Build the property.

SEPTEMBER 2026 - FEASIBILITY

Executive alignment, venue/date path, cultural partner, producer, budget envelope, talent route, legal and clinical guardrails.

OCTOBER 2026 - PILOT OR RECRUITMENT WINDOW

If the gates hold, run the indoor pilot. If they do not, use the month for partner conversations, campus recruitment, content capture, venue holds, and the 2027 permit file.

NOVEMBER-DECEMBER 2026 - PROOF

Publish the impact story, renew partners, hold the coalition, and convert the audience into the 2027 interest list.

JANUARY-APRIL 2027 - SCALE

Secure the permit and site, activate campus crews, reveal talent in waves, and build the full event during National Minority Health Month.

The pilot proves the property. The proof earns the next year. The next year is the long game.

CAMPAIGN IN THE WORLD | ATLANTA LAUNCH

SEE THE IDEA BEFORE THE FIRST BEAT DROPS.



OUT-OF-HOME CAMPAIGN

The identity reaches people before they reach the event.

Built for the life ahead becomes the invitation.

CAMPAIGN IN THE WORLD | ONE SYSTEM

FROM THE STAGE TO EVERY TOUCHPOINT.



GENERATIONS LIVE | THE WAVE BECOMES THE VISUAL RHYTHM



CREDENTIAL | APPAREL | WRISTBAND | MOBILE | PARTNER MATERIALS

ATLANTA / HIP HOP + HEALTH · OFFICIAL LYRIC SHEET

LONG GAME

The anthem · Legacy MC × Next Generation MC · Generations Live, Atlanta

Performance direction: two distinct rap voices; dry, conversational cold open; no sung hook, choir, or crowd effects; the trade strips to drums and bass.

COLD OPEN — DRY VOICE, ALMOST CONVERSATIONAL

Fast gets attention.

Lasting gets a name.

Different game.

VERSE 1 — LEGACY MC

I watched a lot of bright lights turn into receipts
Watched a good year make a man think he couldn't miss a beat
Everybody loves the run when the room says yes
Nobody tells you what it costs to stay good at your best

So I learned where to spend it, learned what to protect
Which calls need an answer, which ones can wait till next
Kept a few people close who don't care what I gross
Who knew me before the room and'll know me after the toast

That's wealth to me now, I got different math
I don't need every door, I need years on the path
Still sharp, still moving, still changing the plan
Still young enough to listen, old enough to understand

I don't need the whole room stopping when I walk through
I'd rather leave something useful when I pass it to you
Because the real flex ain't how loud the night got
It's waking up years later and still liking what you got

HOOK — RAPPED, DRY, LOCKED INTO THE POCKET

Long game.

Keep something for later.

Keep your name, keep your nerve, keep your people even greater.

Long game.

Let the quick money wait.

I don't need the whole thing now if now comes with an expiration date.

Long game.

New hands, same weight.

Take what lasts, leave the rest, put your own name on the plate.

Long game.

No speech, no campaign.

If I can't enjoy the life when I get there, what'd I win anyway?

VERSE 2 — NEXT GENERATION MC

I came up where the clock got a notification
Everybody moving like rest needs an explanation
Numbers on the screen make a Tuesday feel major
By Friday you forgot what you were celebrating

So I'm learning not to confuse motion with range
Not every open door deserves my name
Not every room with a camera deserves my face
And a fast route ain't worth much if I hate where it takes me

Don't hand me the answers, hand me the scar tissue
Tell me which rooms charge interest when they clap for you
Tell me what looked like a win but cost more than it paid
I'll bring new language to the lessons that stayed

I don't want your lane, I got somewhere to go
But I want to know what you know that the algorithm don't
What survives when the numbers quit feeding your pride
How to build something big and still have a life on the side

I want the work and the miles and the people I love
Want a full tank left when they say I've done enough
So if this generation gets anything right
Maybe we stop treating burnout like proof we arrived

TRADE — ALTERNATING MCS, BEAT STRIPPED TO DRUMS + BASS

LEGACY: I know what lasts. **NEXT:** I know what's moving.

LEGACY: I know what fame takes. **NEXT:** I know what I'm refusing.

LEGACY: Keep your word. **NEXT:** Keep your edge.

LEGACY: Keep your people. **NEXT:** Keep what's left.

BOTH:

**Keep enough of yourself
to enjoy what you earn.**

FINAL VERSE — TRADING BARS

LEGACY: I got miles behind me. **NEXT:** I got miles in view.

LEGACY: I don't need you to copy me. **NEXT:** I need what got you through.

LEGACY: Take the lesson. **NEXT:** Lose the limits.

LEGACY: Change the rhythm. **NEXT:** Keep the spirit.

BOTH:

**Different year on the calendar.
Same reason we're still in it.**

FINAL HOOK

Long game.

Keep something for later.

Keep your name, keep your nerve, keep your people even greater.

Long game.

Let the quick money wait.

I don't need the whole thing now if now comes with an expiration date.

Long game.

New hands, same weight.

Take what lasts, leave the rest, put your own name on the plate.

Long game.

Still here.

Still good.

Still got somewhere to go.

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.