

MUSIC • MENTAL WELLNESS
the 
**Ebonized
Chill**
EXPERIENCE
ENTREPRENEURSHIP • INNOVATION

EBONIZED

CHILL

EXPERIENCE

COLLEGE MENTAL HEALTH &
MUSIC ACTIVATION

6-Hour On-Campus Experience • Produced by EvoEvents | Music Evolved Records

MUSIC
HEALS.
CRIPOWERS
TOGETHER,
WE RISE.



ENTERTAIN.
EDUCATE.
EMPOWER.
REAL CHANGE
STARTS HERE.



MUSIC
ENTERTAINS.



MENTAL HEALTH
MATTERS.



EDUCATION
EMPOWERS.



COMMUNITY
TRANSFORMS.



LEGACY
LASTS.

PART OF THE

Ebonized Chill EXPERIENCE TOUR

THE EBONIZED CHILL

COLLEGE EXPERIENCE

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The Ebonized Chill College Experience is a **6-hour immersive campus activation** designed to support **student mental wellness**, creative expression, and career readiness through the intersection of music, entrepreneurship, and culture.

As part of the Ebonized Chill Experience tour, this experience connects your campus to a **larger movement**—giving students access to a multi-city platform focused on **real-world growth**, **industry exposure**, and **personal development**.



**ONE EXPERIENCE.
MANY CAMPUSES.
LIMITLESS IMPACT.**

OVERVIEW



The Ebonized Chill College Experience blends education, entertainment, and industry insight to create a **high-impact student engagement program**.



Students don't just attend—they **participate, learn**, and leave with **actionable tools** for both personal and professional growth.



THIS ACTIVATION IS INTENTIONALLY DESIGNED TO ALIGN WITH AND SUPPORT KEY CAMPUS PRIORITIES, INCLUDING:



STUDENT MENTAL HEALTH & WELLNESS INITIATIVES

Promoting emotional well-being, self-care, and resilient student communities.



STUDENT AFFAIRS PROGRAMMING & ENGAGEMENT

Delivering high-impact programming that attracts, retains, and empowers students.



DEI & CULTURAL ENRICHMENT EFFORTS

Celebrating diverse voices, perspectives, and creative expressions.



CAREER SERVICES & WORKFORCE DEVELOPMENT

Providing real-world insight, mentorship, and pathways to career success.



BY BRIDGING MULTIPLE DEPARTMENTS, THE EXPERIENCE **INCREASES CROSS-FUNCTIONAL FUNDING OPPORTUNITIES**, REDUCES APPROVAL FRICTION, AND DELIVERS **MEASURABLE STUDENT IMPACT**.



03

PROGRAM
BREAKDOWN

PART I

EBONIZED CHILL

COLLEGE EXPERIENCE

MUSIC • MENTAL WELLNESS
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Chill**
EXPERIENCE
ENTREPRENEURSHIP • INNOVATION

A 6-HOUR IMMERSIVE CAMPUS ACTIVATION

1

MENTAL HEALTH WORKSHOP

Facilitated by: Licensed Mental Health Professional & Certified Wellness Facilitator (Credentials available upon request). Co-facilitated by Ebony "The Ebonizer" Baylock, Certified Cognitive Behavior Coach & Certified Emotional Intelligence Coach.



INTERACTIVE SESSION FOCUSED ON:

- Managing stress, anxiety, and burnout
- Mental wellness in high-pressure academic environments
- Creative expression as a healing and coping tool
- Building resilience, self-confidence, and emotional regulation

2

KEYNOTE + LIVE PERFORMANCE

Ebony "The Ebonizer" Baylock, M.S. – Award-winning entertainer, speaker, and CEO of Music Evolved Records and UCrave TV, known for blending music, storytelling, and mental health advocacy to create transformational audience experiences.



EDUCATION & CREDENTIALS:

- Bachelor of Science in Business Management
- Master of Science in Management & Leadership
- Doctor of Business, Administration (DBA), Edgewood University (Starting August 2026)
- Certified Professional Workshop Facilitator
- Certified Cognitive Behavior Coach
- Certified Emotional Intelligence Coach

ACCOLADES & EXPERIENCE:

- Award-winning performing artist and national entertainer
- Former member of Walt Whitman & The Soul Children of Chicago
- Has performed on stages with and alongside Yolanda Adams, Nick Carter, and Celine Dion
- Featured artist on the Reachin' the Nations album
- CEO & Founder of Music Evolved Records (Label-as-a-Service ecosystem)
- CEO of UCrave TV (streaming platform for independent creators)
- Speaker and facilitator for leadership, mental wellness, and workforce development programs

★ Inspirational keynote on leadership, resilience, and personal growth

🎵 Mental health advocacy woven through storytelling and music

👥 Live performance experience with high student engagement

3

HOSTED EXPERIENCE

Jeff "Mr. No Chill" Baylock – Comedian, host, and live event personality known for high-energy audience engagement, relatable storytelling, and creating memorable, interactive experiences for diverse audiences.



BACKGROUND & EXPERIENCE:

- Nationally performing comedian and event host
- Co-founder of the Ebonized Chill Experience Tour
- Experienced in hosting live shows, college events, and entertainment activations
- Has hosted and co-produced sold-out comedy and live entertainment events
- Known for blending comedy with real-life storytelling to connect with younger and diverse audiences

SPECIALTY & IMPACT:

- Expert in audience engagement and energy management
- Uses humor to create safe, open environments for conversations around mental health and personal growth
- Skilled in facilitating transitions, panels, and live programming seamlessly



Event hosting, facilitation, and moderated transitions



Comedy and relatable dialogue to maintain student energy



Audience warm-up and crowd engagement throughout the day

4

ENTREPRENEURSHIP IN MUSIC & TECHNOLOGY SESSION

Focused on practical career pathways students can pursue immediately:



Careers in music beyond performing – publishing, sync, A&R, management



Music technology and AI innovation opportunities



Brand building, digital monetization, and content ownership



Entrepreneurship fundamentals for creative professionals

★ EDUCATE. ENTERTAIN. EMPOWER. EQUIP.

ONE EXPERIENCE. ENDLESS IMPACT.

04

PROGRAM
BREAKDOWN

PART II

EBONIZED CHILL

COLLEGE EXPERIENCE



5

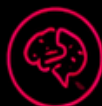
GUEST SPEAKERS & INDUSTRY PANEL

PANELIST CATEGORIES MAY INCLUDE:

- Licensed mental health professionals
- Music industry executives
- Technology founders and product leaders
- Creative entrepreneurs and digital creators
- Local alumni leaders and community voices



PANEL DISCUSSION TOPICS:



Mental health in entrepreneurship and creative careers



Career pathways in entertainment, tech, and media



Business ownership, monetization, and innovation

6

STUDENT Q&A SESSION

Moderated open dialogue allowing direct, unscripted engagement between students and all speakers and industry professionals on the panel.



7

MEDIA DELIVERABLES PACKAGE

Professional media assets co-branded and delivered to the university within **10 business days** post-event:



Event recap footage (highlight reel)



Student testimonial video clips



Social media content package (platform-ready cuts)



Co-branded university media assets for admissions, marketing, and DEI use

8

MEET & GREET + STUDENT LEADERSHIP NETWORKING



Photo opportunities with Ebony and featured speakers



Student leadership and campus influencer networking



VIP student interaction for select participants



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ONE EXPERIENCE. ENDLESS IMPACT.

05

PAST EVENT HIGHLIGHTS

EBONIZED CHILL

COLLEGE EXPERIENCE

MUSIC • MENTAL WELLNESS
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ENTREPRENEURSHIP • INNOVATION

PAST EVENT HIGHLIGHTS & TESTIMONIALS

PROVEN IMPACT ACROSS LIVE EXPERIENCES, CAMPUSES & COMMUNITIES



Partnered with the **National Alliance on Mental Illness Louisiana** to support mental health awareness initiatives through live programming, storytelling, and community engagement



Collaborated with the **Depression and Bipolar Support Alliance** in Chicago to support mental health advocacy, education, and community-centered programming



Delivered high-energy, large-scale programming reaching **500+** middle school students, faculty, and community members in a single activation at **Donelson Middle School in Nashville**



Successfully **engaged** students, educators, professionals, and community stakeholders through a dynamic blend of music, storytelling, and interactive learning experiences



Produced and hosted **sold-out** live entertainment and community events, combining performance, education, and audience participation



Created **safe, engaging environments** that encourage open dialogue around mental health, personal growth, and career pathways



Consistently deliver **high audience engagement**, participation, and retention across multi-hour programming



WHAT THEY'RE SAYING

“The Ebonized Chill Experience brought our students together in a way that was real, relatable, and impactful. It sparked conversations that continue long after the event.”



– School Administrator
Nashville, TN

“This was more than a performance—it was a movement. Our students left inspired, empowered, and better equipped.”



– Student Affairs Director
Baton Rouge, LA

“From the content to the energy, everything was intentional and transformative. We can't wait to partner again!”



– Campus Program Coordinator
Chicago, IL

“A perfect blend of mental health, education, and entertainment. Our students are still talking about it!”



– Teacher
Nashville, TN



REAL STORIES. REAL IMPACT. REAL CHANGE.



06

TESTIMONIALS
& IMPACT

EBONIZED CHILL


COLLEGE EXPERIENCE

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WATCH THE EXPERIENCE IN ACTION

Donelson Middle School — Nashville

Hear directly from students,
faculty, and leadership:  Click the play button to watch

 https://www.youtube.com/watch?v=-_HxT4awhd0



WHAT PEOPLE ARE SAYING

“

“The Ebonized Chill Experience created a powerful and engaging environment for our students. It opened the door for meaningful conversations around mental health while keeping them fully engaged through music and interaction.”



SCHOOL ADMINISTRATOR
Donelson Middle School

“

Our students were not only entertained—they were inspired. The combination of real-life experiences, music, and practical guidance made this one of the most impactful programs we've hosted.



PROGRAM DIRECTOR
NAMI Louisiana

“

I've never seen students this engaged for this long. They were participating, asking questions, and truly connecting with the message. It was more than an event—it was an experience.”



PROGRAM COORDINATOR
DBSA

IMPACT SNAPSHOT



500+
ATTENDEES
(SINGLE-DAY
ACTIVATION)



STUDENTS,
FACULTY &
COMMUNITY
ENGAGEMENT



PARTNERSHIPS
WITH NATIONAL
MENTAL HEALTH
ORGANIZATIONS



MULTI-HOUR
ENGAGEMENT
(6+ HOURS)



HIGH AUDIENCE
INTERACTION &
PARTICIPATION



REAL STORIES. REAL IMPACT. REAL CHANGE.

EDUCATE. ENTERTAIN. EMPOWER. EQUIP.

MENTAL HEALTH BY THE NUMBERS

THE STATE OF COLLEGE STUDENTS, GEN Z & MUSIC



MENTAL HEALTH IS A CAMPUS PRIORITY. THE NUMBERS DON'T LIE.

College students and Gen Z face unprecedented mental health challenges—while also tapping into the power of music, connection, and community to heal and thrive.

“

Today's students are asking for more than entertainment—they're asking for **support, connection, and purpose**. It's time we meet them where they are.

”



COLLEGE STUDENTS



60%

of college students meet the criteria for at least one mental health problem.

– American College Health Association (ACHA)



85%

of students reported feeling overwhelmed by all they had to do at some point in the past year.

– ACHA



37%

reported feeling so depressed it was difficult to function.

– ACHA



13%

seriously considered suicide in the past 12 months.

– ACHA



GEN Z (AGES 13–26)

1 IN 2

Gen Z individuals say their mental health negatively impacts their daily life.

– McKinsey Health Institute

50%

of Gen Z say they've experienced a mental health challenge.

– Deloitte 2024 Gen Z Survey



THE POWER OF MUSIC



77%

of Gen Z say music positively impacts their mental health.

– Billboard x Morning Consult



81%

of people agree that music helps reduce stress and anxiety.

– Mind Matters Campaign



78%

use music as a way to relax, focus, or cope with emotions.

– YouGov



74%

believe music creates a sense of community and connection.

– Spotify Culture Next Report



THE OPPORTUNITY

Students are searching for:

- ✓ Safe spaces to be heard
- ✓ Real conversations about mental health
- ✓ Creative outlets for expression
- ✓ Career pathways with purpose

**WE BRING ALL OF THAT—
IN ONE UNFORGETTABLE
EXPERIENCE.**



THIS IS MORE THAN AN EVENT. IT'S A MOVEMENT THAT MEETS A REAL NEED.

By investing in student mental wellness, we invest in retention, academic success, and lifelong impact.

Healthy students.
Engaged campuses.
Stronger communities.
BETTER FUTURES.



MENTAL HEALTH. MUSIC. COMMUNITY. CHANGE.

EDUCATE. ENTERTAIN. EMPOWER. EQUIP.



LOGISTICS & REQUIREMENTS



WHAT'S INCLUDED IN THE BOOKING FEE



INCLUDED IN BASE FEE

- Ebony "The Ebonizer" Baylock (keynote, live performance, meet & greet)
- Jeff "Mr. No Chill" Baylock (hosting, facilitation, audience engagement)
- Industry panel coordination and speaker integration
- Full run-of-show development and day-of event coordination
- Promotional asset package (flyers, social graphics, marketing copy)
- Media Deliverables Package (post-event video + content assets)
- Pre-event planning call(s) with campus stakeholders



CAMPUS PROVIDES

- Venue / auditorium or approved event space
- AV equipment (microphones, PA system, projector/screen)
- AV technician/operator (on-site support required)
- Event security and crowd management (if required by campus)
- Student registration and attendance tracking
- Catering / hospitality (optional, based on campus preference)
- Parking and campus logistics coordination



TRAVEL & LODGING

- Travel and lodging are not included in the base fee and will be quoted separately based on event location

(Optional: Can be bundled into total contract upon request)



PARTNERSHIP. PURPOSE. IMPACT.

LET'S BUILD AN EXPERIENCE
THAT CHANGES LIVES.



BOOKING & PAYMENT INFORMATION

PLAN AHEAD. PARTNER WITH PURPOSE.



BOOKING LEAD TIME

BOOKING TIMELINE

- Minimum lead time required: **6–8 weeks** prior to event date
- Ideal planning window: **2–4 months** in advance (recommended for multi-department approvals)
- Spring / Fall availability: **Booking open now** – limited dates available



FROM CONSULTATION TO CONTRACT

- Discovery / consultation call to agreement: **3–7 business days**
- Contract + invoice issued within **48 hours** of confirmation

MARKETING PREP

- Promotional assets delivered: **3–4 weeks** prior to event date
- Final run-of-show confirmed: **1 week** prior to event



PAYMENT TERMS

PAYMENT SCHEDULE

- Booking deposit: **50%** due upon signed agreement
- Remaining balance: Due **14 days** prior to event date

ACCEPTED PAYMENT METHODS



CHECK



ACH / BANK TRANSFER



INSTITUTIONAL
PURCHASE ORDER (PO)



CANCELLATION POLICY



60+ DAYS
PRIOR TO EVENT

50% of deposit refunded



30–59 DAYS
PRIOR TO EVENT

Deposit is non-refundable;
no remaining balance owed



UNDER 30 DAYS
PRIOR TO EVENT

Full contract amount due



STRONG PARTNERSHIPS. CLEAR COMMUNICATION. POWERFUL IMPACT.

WE'RE HERE TO MAKE YOUR EVENT UNFORGETTABLE & EASY TO EXECUTE.











INVEST IN IMPACT. EMPOWER FUTURES.

TRANSPARENT PRICING. POWERFUL RETURNS.



STANDARD UNIVERSITY BOOKING FEES

Pricing is tiered by institution type to reflect budget structures, student population size, and the level of coordination required. All packages include the full Ebonized Chill College Experience, Media Deliverables Package, and post-event impact report.

INSTITUTION TYPE	INVESTMENT	SUGGESTED FUNDING SOURCE
 Community College	\$12,500	 Student Activities, Title III
 State University	\$18,500	 Student Affairs, Wellness, DEI
 Private University	\$25,000	 Programming Budget, Endowment
 Tier-1 / Large Institution	\$35,000	 Multi-Department Co-Funding, Sponsorship



VALUE CONTEXT

A comparable independently assembled activation—including a keynote speaker, live performer, professional host, licensed mental health workshop, industry panel, and media production—typically ranges from **\$40,000–\$80,000+**.

The Ebonized Chill Experience delivers all of these components in a single, turnkey, high-impact program, reducing coordination burden while maximizing student engagement and institutional value.



ATTENDANCE CAPACITY & SCALING

The base activation is designed for high-impact engagement with up to 1,000 students.

Additional capacity can be accommodated as follows:

ATTENDANCE TIER	ADDITIONAL INVESTMENT
Up to 1,000 students	Included
1,001 – 1,500 students	+\$5,000
1,501 – 2,000 students	+\$10,000
2,000+ students	Custom pricing

★ **Note:** The university manages student registration and attendance. EvoEvents provides full programming, coordination, and promotional support.



ONE EXPERIENCE. ENDLESS IMPACT.

EDUCATE. ENTERTAIN. EMPOWER. EQUIP.



11

PREMIUM PARTNERSHIP PACKAGE

PREMIUM COLLEGE + WEEKEND PARTNERSHIP PACKAGE



For institutions located within official Ebonized Chill tour markets seeking deeper engagement, expanded visibility, and integration into the full weekend experience.



Available in tour markets only. Contact to confirm city availability.



INVESTMENT: \$45,000 – \$65,000

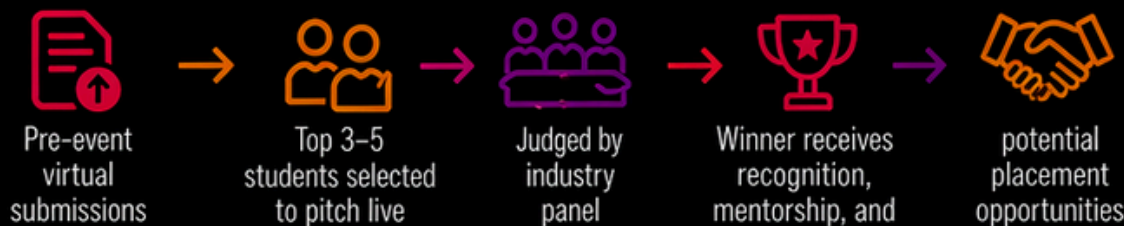
Pricing is based on:

- Market size and event city
- Number of student passes included
- Level of branding and visibility integration
- Degree of customization and institutional involvement

PREMIUM PACKAGE INCLUDES

COMPONENT	DETAILS
Full Thursday Campus Activation	Complete 6-hour on-campus experience
Weekend Event Passes	25–50 complimentary student passes to the public event
University Logo Placement	Featured on all city-facing promotional materials
On-Stage Recognition	Acknowledgment during the main weekend event
Dedicated University Booth	Branded space at the weekend venue
Panel Participation	University representative featured on industry panel
Co-Branded Media & Press	Inclusion in tour press, media, and marketing
Internship & Volunteer Pipeline	Priority access for students to tour roles

OPTIONAL ADD-ON STUDENT PITCH COMPETITION (EXPANDED ACTIVATION)



STRONGER TOGETHER. GREATER IMPACT. LASTING CHANGE.

EDUCATE. ENTERTAIN. EMPOWER. EQUIP.



12

WHY
UNIVERSITIES
CHOOSE US

WHY UNIVERSITIES CHOOSE THE EBONIZED CHILL EXPERIENCE



A HIGH-IMPACT, TURNKEY PROGRAM THAT DELIVERS REAL RESULTS

The Ebonized Chill Experience is more than an event—it's a strategic campus activation designed to support student wellness, engagement, and career readiness while aligning with institutional priorities.

Universities choose this experience because it delivers measurable impact, cross-department value, and a seamless execution model.

WHAT SETS US APART



MENTAL HEALTH + CULTURE INTEGRATION

We uniquely combine mental wellness programming with music, storytelling, and live engagement—creating an experience students actually connect with.



MULTI-DEPARTMENT ALIGNMENT

Designed to support Student Affairs, Counseling Services, DEI, and Career Services—unlocking shared budgets and faster approvals.



TURNKEY EXECUTION

We handle programming, talent, coordination, and content—reducing the burden on internal teams.



HIGH STUDENT ENGAGEMENT

Our format drives active participation, not passive attendance, across multi-hour programming.



BUILT FOR TODAY'S STUDENTS

Blends entertainment, education, and real-world career exposure in a format that resonates with modern audiences.

POST-EVENT IMPACT REPORT

Included with every booking



Every Ebonized Chill campus activation includes a Post-Event Impact Report, delivered within 7–10 business days, providing the data institutions need to document outcomes and justify programming investment.

REPORT INCLUDES

REPORT COMPONENT	PURPOSE
Verified attendance count	Institutional headcount documentation
Student satisfaction survey results	Outcomes data for Student Affairs & grant reporting
Learning outcomes summary	Alignment with NASPA / ACPA programming standards
Social media recap (reach & impressions)	Marketing and admissions performance insights
Photo and video asset inventory	Deliverables log for institutional records
Testimonial quotes (student & faculty)	Ready-to-use content for future marketing

STRATEGIC PARTNERSHIPS & MEDIA AMPLIFICATION

MEDIA PARTNER: UCRAVE TV

Provides extended visibility through digital media distribution, content amplification, and post-event exposure.



MARKETING & DISTRIBUTION PARTNER: RADIO AIRPLAY PROS

Supports promotional reach and audience engagement through targeted music and media campaigns.



INSTITUTIONAL VALUE

- Supports mental health and wellness initiatives
- Enhances student engagement and retention efforts
- Provides career exposure and workforce development opportunities
- Generates content assets for marketing, admissions, and branding
- Delivers measurable outcomes for reporting and funding justification



THE BOTTOM LINE

Impact. Efficiency. Results.

The Ebonized Chill Experience delivers the impact of multiple programs in one—saving time, maximizing budgets, and creating a meaningful experience students remember.



MENTAL WELLNESS

CULTURE

CONNECTION

CAREER READINESS

**ONE EXPERIENCE.
ENDLESS IMPACT.**

13

NEXT
STEPS

NEXT STEPS.

LET'S CREATE IMPACT TOGETHER.

Thank you for your interest in bringing The Ebonized Chill Experience to your campus. We're excited to partner with your university to create a memorable, high-impact experience that empowers students, supports wellness, and drives meaningful outcomes.



READY TO GET STARTED? HERE'S WHAT HAPPENS NEXT:



01

REQUEST A CONSULTATION

Reach out to schedule a discovery call with our team. We'll learn about your goals, timeline, and campus priorities.



02

RECEIVE CUSTOM PROPOSAL

We'll provide a tailored proposal, investment options, and answer any questions you may have.



03

CONFIRM & SECURE DATE

Once approved, we'll finalize the agreement, secure your date, and begin planning your activation.



04

PLAN & PROMOTE

We collaborate on details, deliver promotional assets, and build excitement across campus.



05

DELIVER IMPACT TOGETHER

We execute a powerful experience your students will remember—and your institution will be proud of.

LET'S BUILD SOMETHING EXTRAORDINARY.

YOUR STUDENTS.
YOUR CAMPUS.
OUR MISSION.



LET'S CONNECT

WE'RE HERE TO HELP BRING YOUR VISION TO LIFE.



EMAIL

info@music-evolved-international.com



WEBSITE

www.ebonizedchillexperience.com/collegeactivation



FACEBOOK

@ebonizedchill



INSTAGRAM

@theebonizedchill



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