



DMTI | BMG

# The 360 Academy

Real-World Industry Knowledge and Skills for Adolescents.



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# 360 Academy

Community Sustainment through the introduction of entrepreneurial know-how.

# 360 Academy?

DMTI and Block Music Group have partnered up to establish a new affordable and foundational program for the Art's in CFL. The project will be known as the 360 Academy. This project is about encouraging essential principles and behaviors that will drive generational development.

Selected youth for this program will acquire proficiencies that facilitate Community Sustainment through the introduction of entrepreneurial know-how, alternative verticals, social engineering and societal alignments.





## **Our Objective**

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Our objective is to offer a series of business skillsets for pre-teens and young adults. The curriculum is Art's focused with a critical drive on understanding the Music & Entertainment Production Industry.

We desire to provide at no to little cost programs that will attract the local youth, providing them positive and constructive resources that redirects them from lesser possibilities such as juvenile disenfranchisement or other impediments.

We understand that by offering these programs to the community youth that we will drive stronger and positive behaviors that, in the end, drives growth by creating and presenting real opportunities that are often inaccessible to low-income juveniles and their families.

# BMG

## About our Target

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Our target is low to mid-income youth that has an interest in learning about Music and Entertainment Production. The target age is Nine to Seventeen-year-old juveniles. Based on income and academic behaviors, the students may qualify for an inhouse scholarship that is provided by the Making a Difference by Making a Change Foundation (M.A.D.M.A.C).

For those that do not qualify for an inhouse scholarship, supplemental pricing is available. Juveniles from higher-income families may pay at cost. Please understand that the cost of the program is very affordable, and even for higher-income families, the program will remain accessible.

# 360 Team



The 360 team consists of community leaders and members of DMTI, Block Music Group, and a host of affiliates. The project is spearheaded by Demetrius Bradley of Block Music Group and the M.A.D.M.A.C. Foundation, and Sierraleone Macalus of DMTI.



# M.A.D.M.A.C



**M.A.D.M.A.C:** - [madmacfoundation.us](http://madmacfoundation.us)

Making a Difference by Making a Change Foundation is a registered 501 (c)(3) non-profit organization. Our mission is to reach out to our local communities providing a helping hand. We are continually working to encourage our districts to make a change within their lives and the surrounding collective. We have united in caring for those in need. M.A.D.M.A.C Foundation is here, always changing today for a better tomorrow.

## **M.A.D.M.A.C Mission:**

Making a Difference by Making a Change Foundation works hard every day in hopes of a better tomorrow. We believe that a simple act of kindness can go a long way. As a community-based organization, we are reaching out to our communities to give a helping hand, constantly working on improving ourselves to make a bigger impact on our community and those surrounding. Anywhere from feeding the hungry or being a simple open ear, we are here, changing today for a better tomorrow.

# DMTI



D O M I N I O N

**DMTI:** - [dominion-online.biz](http://dominion-online.biz)

Dominion Marketing Technologies is in the business of providing music and entertainment marketing services on a hierarchy basis. Our clients include promoters, record labels, musicians, venues, and all supporting factors of the industry. Our primary focus is dedicated to the expansion of semi-national to national artists and affiliated venues. Our secondary focus is on artist development and promotion, concentrating on educating local, semi-national to national artists.



# BMG

## Block Music Group:

Block Music Group is a publishing and recording complex based in Sanford, Florida. Our team consists of Songwriters, Artists, Producers, Engineers, Artist developers, and more. At BMG, we do it for the music and for the blocks.



BLOCK MUSIC GROUP

# 360 Academy Initiatives

The 360 Academy is a new affordable and foundational program for the Art's in CFL. The program will offer the necessary rudiments and skills for the growth and development of Professional Artistry. Through this program, artists and future entrepreneurs can learn about the core of the entertainment industry. The program will consist of the following:



## Business 101

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*B101 (Becoming the Boss) focuses on Music Industry Marketing, Event Creation, Promotions, Booking & Ticketing, & Basic Publishing.*



## Artist Development

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*Learn how to master your Art. Stage Performance, Image, Crowd mastering, Performance techniques, Instrument instruction, and more.*



## Music Production

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*Understanding the core fundamentals of Recording Software and Beat Programming.*



## Music Engineering

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*Understanding Acoustics, Soundboard, and Mastering inputs and Levels.*



## Composition

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*Learn the basic and core fundamentals of Music Theory and Songwriting Pedagogy.*



# 360 Academy Initiatives

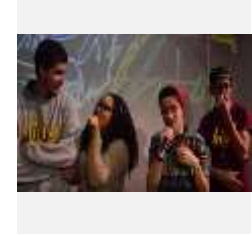
The presentation type for these instructions list as follows:



Private

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*Provided in half to one-hour increments.  
Target class size 1-2 students.*



Ensemble

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*Provided in half to one-hour increments.  
Target class size 1-5 students.*



Group

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*Target class size ten students.*



Workshops

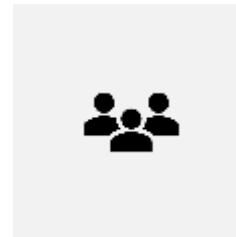
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*Target class size ten students.*



# M.A.D.M.A.C. Initiatives and services

Sponsors and affiliates include: Save A Lot, Walmart, Pepperidge Farm, JJ Fusion, Private Donations, and many others.



## Teen Mentoring

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We offer outreach programs that are conjunct with the Boys and Girls Club, Westside Community, and 21st Century.



## Community

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Community service programs target adolescents with a focus on higher education & offers counseling for those involved with the court systems.



## Tutoring

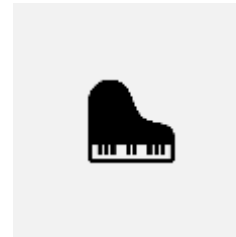
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We offer an all-ages Laubach tutoring programs that's centralized around reading and writing.



## M.A.D.M.A.C. Initiatives and services

We have been able to offer more than 20,000 meals for the community; Driving a strong focus on Children, The Homeless, Veterans, and the Elderly of Sanford.



### Audio Production

Mastering Audio & industry recording techniques, now aligning with DMTI 360 Academy.



### Weekly Feeding

We have been able to offer more than 20,000 meals for the community; Driving a strong focus on Children, The Homeless, Veterans, and the Elderly of Sanford.



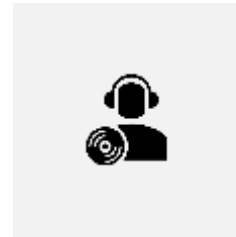
### Volunteers

We have a stable staff of more than a dozen vetted volunteers and are growing.



# M.A.D.M.A.C. Initiatives and services

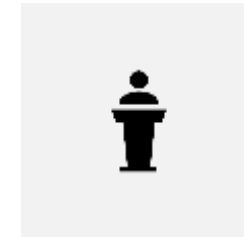
The M.A.D.M.A.C. Foundation is on the board of the Community Engagement Council. Our focus is about bridging the gap between the Sanford Community and the Sanford Police Department.



## DJ M.A.D.M.A.C

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We often align with the Sanford Ladies 327 for specific events.



## Motivational

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We offer a workshop that is motivational based, with a focus on personal growth and community engagement.



## CEC | Sanford

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The M.A.D.M.A.C. Foundation is on the board of the Community Engagement Council.



**"There is no  
power for change  
greater than a  
community  
discovering what  
it cares about."**

**MARGARET J. WHEATLEY**

**Altogether Now!**

# **Altogether Now!**

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**"The greatness of a community is most accurately measured by the compassionate actions of its members." – Coretta Scott King**

Let's take a moment and have some plain talk. We now live in a world where division and incivility are becoming the mainstream of our national culture. The family structure for many has declined, and both children and adults are rapidly losing their way.

We fear that if we don't do something to change the dynamic of this failing culture that we will all be at a loss. We don't expect to change the world, but maybe together we can be the spark that begins others to change, and to start a dialogue of civility. And to be honest, we have always believed that the best way to start change is by focusing on the proper educating and development of our community youth.



# **Altogether Now!**

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## How do we do this?

We do this by running to the front with anti-street/poverty programs like The Midway Coalition, The M.A.D.M.A.C. Foundation, The 360 Academy, The Community Engagement Council, and many others.

Sustainment comes through know-how. And with the 360 Academy, that know-how is what we're going to be offering to our community. The 360 Academy will offer an alternative to poverty-focused behaviors by offering real-world industry knowledge and skills.

Children who could only have dreamed of learning industry skills can now engage those opportunities through our community program.

# **Altogether Now!**

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How do we do this?

How many of our youth are interested in being a Rapper, Singer, Producer, Videographer, Filmmaker, Songwriter, or more? Getting our youth involved with the tools of sustainment and other social alignments is what we need to make a change. Adolescents that start in Art's grow up to be strong contributors to society. Even if their passion for the Arts change, their acquired tools of self-respect, discipline, and care for the community stays alive.


Our Future doctors, Entrepreneurs, Aviators, Scientist, teachers, Entertainment Moguls and others are out there, looking for direction, searching for hope, and are searching for answers. We at the 360 Academy, M.A.D.M.A.C. Foundation, Midway Coalition and DMTI get it! We know that together as a team, we can make a difference.





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# 360 Academy

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