



Soul Train, BET, and PMM Agency, thank you so much for agreeing to participate in the 50<sup>th</sup> Anniversary Soul Train weekend. This curated soulful experience will be felt throughout the city, and the legacy, heritage, music, black culture and excellence will be amplified.

On Friday and Saturday, a custom wrapped BET/Soul Train sprinter van along with Soul Train enthusiasts will “pop up” at various iconic locations in each borough to surprise and delight fans with custom branded items to generate awareness around the iconic 50<sup>th</sup> Anniversary of Soul Train Awards. Cultural enthusiasts from all boroughs and beyond are encouraged to come out and support, to celebrate, salute, and honor all things Black excellence.

***On Sunday, NYC and the culture will make history from New York City on November 21, 2021. BET will power a Guinness World Record Soul Train Line at Marcus Garvey Park in Harlem.*** Appropriately, in the home of the Harlem Shake, the line will be led by some of New York's icons of dance to celebrate the heritage of the Soul Train. A New York style block party to follow, with Soul Train-esque vibe and the Soul Train Scramble Board.

**All participants for the SOUL TRAIN LINE on Sunday must be over the age of 12 and fully VACCINATED.**

**VERIFICATION REQUIRED UPON ENTRY.**

**\*\* DONATION TO ORGANIZATION FOR PARTICIPATION REQUIREMENTS\*\***

- Must be present
- Check-in for official count promptly at 11am est
- One official count taken per org
- Counting stop towards contributions at 1p est
- Contributions begin at 50 people
- \$500 for every 50 Soul Train Line formal dance participants
- Up to \$2500 contribution per organization of Soul Train Line formal dance participants
- Official Organizational Photo
- Commemorative Gifts to each STL official dance participant
- Organization Named Official Partner

Details for the day are below:

**Activation:** World’s Largest Soul Train Line 2021

**Date:** Sunday 11/21/2021 / 11A-12P Vaccination Verification Check-In at VIP Tent  
12P Line Promptly Starts

**Location:** Marcus Garvey Park, Harlem, NY (120<sup>th</sup> and Madison Ave entrance)

**Target Audience:** College Students, Music Enthusiasts, Content Creators, Influencers,  
Dance Communities/Groups, Celebrities from NY, Fraternities and  
Sororities, Youth Groups/Organizations, Churches

**Registration Link:** [www. betsoultrainline21.com](http://www.betsoultrainline21.com)



Soul Train Awards Participation  
Letter



**Additional Information and Asks:**

- Participate in the Soul Train Line on Sunday, November 21, 2021, at 12P
- Rep your organization, your neighborhood, the culture. ***Wear your paraphernalia***
- Share the details far and wide with your colleagues, friends, family and alumni organizations
- 1-2 posts about your participation in the Soul Train Line using the social card and flyer provided

***BREAKING THE WORLD RECORD FOR THE LONGEST SOUL TRAIN LINE ON SUNDAY.***

*On-site check in contacts: Jade Williams-PMM-614-370-0293 / Michaela Hughes-PMM- 614-364-3875*

**PRESENTED BY PMM AGENCY | CONFIDENTIAL & PROPRIETARY**