



THE RECONNECT

Christian Hip-Hop Weekend

A Transformational Experience for the Youth



Executive Summary: **The Reconnect 2025**

A Christian Hip-Hop Weekend to Restore Faith, Identity, and Purpose in Youth

The Problem

Today's youth are experiencing a mental health and identity crisis. Many are disconnected from faith, family, and purpose. Depression, anxiety, and suicide are rising at alarming rates. Without authentic guidance, young people are turning to algorithms and influencers for identity formation—with devastating consequences.

The Solution

The Reconnect is a multi-day Christian Hip-Hop experience designed to **reignite faith, restore purpose, and foster belonging**. Through live music, mentorship, and community engagement, we meet youth where they are—both culturally and spiritually—and guide them to a place of hope and transformation.

What It Includes

- 3-day events with CHH concerts, workshops, and inclusive worship
- Long-term mentorship and development beyond the weekend
- Leadership tools and training for churches and community partners

Why It Matters for Businesses

The Reconnect isn't just a youth event—it's an investment in the stability of families, churches, and future leadership pipelines. When youth are healthy and purpose-driven, businesses and communities thrive.

How You Can Help

Join as a **Platinum, Gold, Silver, or Bronze Partner**—or create a custom package. Benefits include national media exposure, executive coaching opportunities, and meaningful impact in the lives of young people.

Let's rebuild identity, revive purpose, and restore faith together.

holyculture.net | jamesrosseau@holyculture.net.



We are losing a generation.

Young people are **anxious, overwhelmed**, and **searching** for something steady in a world that constantly shifts. The noise is loud. The pressure to perform, fit in, and figure it all out is leaving many of them **exhausted**.

Disconnected from faith. Disconnected from purpose. Disconnected from themselves.

Without real guidance, they are turning to social media and surface level trends to shape their identity. **But what they truly need is peace, belonging, and direction.**

When young people are disconnected, so is the stability of our communities, our future workforce, and our leadership pipeline. **What affects them affects us all.**

That's why this moment requires a community-wide response, with your business at the forefront of the solution.

Together, we can build purpose driven spaces that restore identity, create safety, and prepare the next generation to lead. **Because strong churches build strong communities, and strong communities build strong businesses.**

Beneath the filters and scrolls is a silent crisis

Suicide is now the second leading cause of death for **youth ages 10 to 24**.

Teen sadness and hopelessness have risen from **28% to 42%** in just 10 years.

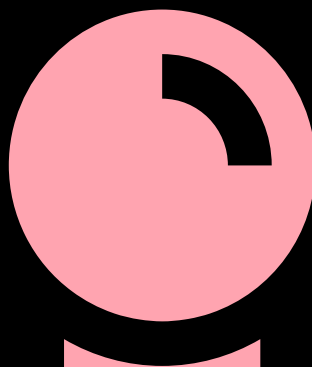
Alcohol-related deaths surged nearly **30% between 2016 and 2021**

1 in 5 teens faces a diagnosed mental health condition each year in the U.S.

In the absence of real guidance, they're turning to algorithms, influencers, and surface-level culture to define who they are. But behind the curated posts and highlight reels is a generation quietly craving peace, purpose, and a place to belong.

Depression is rising. Substance use is numbing the pain, and suicide is now a daily reality for too many.

They're not just looking for answers. They're looking for identity. They're looking for home.



Our Solution: The Reconnect

The Reconnect Christian Hip Hop Weekend is a multi-day experience designed to reignite faith, identity, and purpose in the lives of young people. Through Christian Hip Hop performances, dynamic speakers, hands-on workshops, and authentic community engagement, The Reconnect addresses the emotional, psychological, and spiritual needs of today's youth, with initial plans to launch in major metropolitan cities across the United States.

STEP 1

Partner with Local Churches and Community Leaders

Build strategic partnerships to serve youth through trusted community and church leaders.

STEP 2

Equip and Empower Local Leaders

Train and equip leaders to reach youth with relevant tools, resources, and ongoing support.

STEP 3

Transform Lives and Communities

Host powerful 3-day events that combine live CHH concerts, mentorship workshops, and inclusive Sunday worship.

The Role of the Artist: At The Reconnect, artists step beyond performance to guide and uplift the next generation. They lead workshops, mentor youth, and use their platforms to build trust and connection while helping young people feel seen, supported, and inspired to grow

Why Your Business Matters

Strong communities = Strong businesses.



The Reconnect is a long term investment in the **stability, health, and future of our communities.**

When young people thrive, so do our neighborhoods, local economies, and institutions. But they need spaces that speak their language, reflect their culture, and lead them toward purpose.

Your partnership helps:

- Restore **trust** between youth and their communities
- Support faith based **mentorship and leadership development**
- Build the kind of cultural infrastructure that keeps young people **engaged, resilient, and prepared** to lead

Why Your Business Matters

This is a chance for your business to stand at the intersection of **impact** and **influence**. Because when you invest in the next generation, you are not just changing lives. You are helping shape the future we all depend on.

What Your Support Will Make Possible

- Create immersive weekend experiences that serve hundreds of youth each year with **music**, **mentorship**, and **purpose-driven connection**.
- Guide participants in building **confidence**, clarifying their **purpose**, and crafting **personal growth** plans rooted in faith and identity.
- Connect young people to **mentors**, **peer leaders**, and **supportive communities** that walk with them long after the weekend ends.
- Foster **emotional healing**, **spiritual renewal**, and **real transformation** through intentional spaces where youth feel seen, heard, and valued.



Our Organization Impact So Far

20+ years of influence in Christian Hip Hop

5M+ reached via SiriusXM listeners

283K+ app users and 1.5 million reached on social media

1,700+ Christian artists featured

Holy Culture TV launched on GLU TV

18 original radio shows on air

Award-Winning Platform:

01

KCA Kingdom Legacy Award.



02

GHH/CHH Hall of Fame Inductee.



03

2024 Spin Awards Winner.



04

2024 FlavorFest Impact Award.



05

2024 Kingdom Choice Awards Winner.



These milestones were only possible thanks to the generosity and partnership of business leaders and supporters like you.

How Your Business Can Get Involved



Corporate Matching Gift Challenge

Maximize your business's impact by **matching every dollar donated**, doubling contributions from individual supporters and amplifying the campaign's reach.

Your Business Benefits:

- High-visibility **branding on all campaign materials.**
- Featured mentions in **social media, email campaigns, and radio broadcasts**
- Recognition at **virtual fundraising events and leadership training sessions.**

How Your Business Can Get Involved

Brand Exposure Through Holy Culture Media

Engage thousands of faith-driven consumers nation-wide through strategic media placements.

Opportunities Include:

- **On-Air Radio Advertising** – Get featured on **Holy Culture Radio**, reaching a national audience.
- **Podcast Sponsorship** – Align your brand with **faith-driven content** that speaks to Christian entrepreneurs and leaders.
- **Social Media & Digital Placement** – Your brand will be **strategically placed** on Instagram, LinkedIn, YouTube, TikTok, and the Holy Culture Radio.
- **Dedicated Social Media Promotion** – Receive **five custom social media posts** across Holy Culture platforms.
- **On-Air Mentions** – Your brand will be **shouted out three times per week** on Holy Culture Radio.

Leadership & Team Development with James

Develop your leadership team and company culture through faith-driven executive coaching.

Opportunities Include:

- **Private Coaching with James:** Learn how to integrate faith, leadership, and business growth.
- **Team Training & Mentorship:** Strengthen company culture and leadership skills.
- **Exclusive Faith & Culture Business Summit:** Connect with Christian business leaders, influencers, and executives.

Sponsorship Levels & Business Benefits

We offer custom sponsorship packages to align with your business goals:

Sponsorship Level	Investment	Business Benefits
Platinum Partner	\$50,000+	Corporate Matching Gift Sponsor, Full Branding in all Campaign Materials, Executive Mentorship with James, Leadership Training for Your Team, Ten Social Media Posts, Custom Digital & On-Air Advertising Package.
Gold Partner	\$25,000+	Featured Podcast & Radio Sponsor, Business Highlight in Social Media & Email Campaigns, Five Social Media Posts, Exclusive Branding at Virtual Events.
Silver Partner	\$10,000+	Custom On-Air Advertisement & Social Media Promo, Logo Placement in Campaign Videos, Three Social Media Posts, Invite to the Business Summit.
Bronze Partner	\$5,000+	Logo Placement on Holy Culture Website, Two Social Media Posts, Business Shoutout on Radio.

Let's Reconnect—Together

Ready to **Make an Impact?**

Make a Custom Donation

Choose the amount that works best for you and help fund mentorship, youth programs, and community events.

[Give Now](#) →

Create a Custom Sponsorship Package

Let's build something that aligns with your values and creates long-term impact.

Contact **James Rosseau**

jamesrosseau@holyculture.net

Website

www.holyculture.net

    @holyculture

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- Common Sense Media – “Teens and Social Media 2023”
- Centers for Disease Control and Prevention (CDC) – “Youth Risk Behavior Survey,” 2023
- Barna Group – “A Biblical Worldview Has a Radical Effect on a Person's Life,” 2023



James B. Rosseau, Sr. (Trig)
Founder, The Corelink Solution
CEO, Holy Culture



James Rosseau Sr., known by many as “Trig,” is the Founder and CEO of **The Corelink Solution** a non-profit committed to empowering people to reach their potential. The organization delivers learning programs through that brand and faith-based media through the **Holy Culture** Radio on SiriusXM Channel 140.brand, including its reach to millions of listeners through **Holy Culture Radio on SiriusXM Channel 140**.

He brings 20+ years of expertise in creating growth and driving transformation with a diverse set of experiences as an executive on both sides of the P&L and across several industries, including insurance, healthcare, and financial services, operating as an executive in companies such as JPMorgan Chase, Allstate, and LegalShield.

James is a proud and active community member who serves on the **DeVry University** and Gospel Music Association Board of Trustees. He is also the author of **Success on Your Own Terms: 6 Promises to Fire up your Passion, Ignite Your Career and Create an Amazing Life**



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