

WEST COAST HIP HOP PIONEER

# ALONZO “LONZO” WILLIAMS

## Godfather of West Coast Hip Hop

Speaker • Author • Entrepreneur • Culture Bearer

The history. The business. The human story.  
From the man who helped build the movement.





## WHY BOOK LONZO

# A Voice Audiences Cannot Get from a Textbook.

Lonzo brings audiences inside the rooms where West Coast hip hop took shape. He built venues, labels and businesses, employed and developed talent, and lived through the industry's evolution.

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**FIRSTHAND HISTORY**

The people, decisions and relationships behind Dr. Dre, DJ Yella, Eazy E and the rise of Compton hip hop.

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**A BUILDER'S PERSPECTIVE**

Practical lessons in creating opportunity, building audiences, ownership, reinvention and survival.

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**CULTURE WITH CONSEQUENCE**

A living connection between music history, civic leadership, entrepreneurship and men's health.

# GIVE YOUR STUDENTS A STORY THEY CAN USE.

History, entrepreneurship, and creative leadership from someone who helped build the movement.



Illustrative classroom scene

## START WITH ONE TOPIC. BUILD THE RIGHT PROGRAM.

Choose a topic and format. Share your date, audience size, and book quantity. Build a presentation, interactive workshop, or presentation with Q&A around your students.

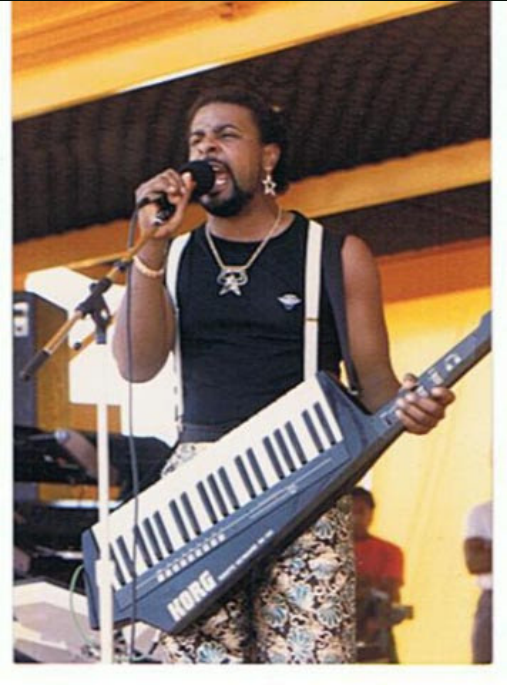
## IDEAS FOR YOUR CAMPUS

Music and business classes.  
Student organization events.  
Entrepreneurship programs.  
A campus book discussion with the author.

Choose a topic, select your format, and give your students a direct connection to the history.

# THE ROOTS OF THE MUSIC THEY KNOW.

Connect the early West Coast scene to the artists and sounds students recognize today.



LONZO ON STAGE

Students may know Kendrick Lamar. Lonzo connects that familiar name to the West Coast artists, venues, and business decisions that came before.

● 1970s

● 1980s

● LATE 1980s

● 1990s ONWARD

● 2010s ONWARD

**THE LOCAL SCENE**  
DJs, dance parties, and venues build audiences. Eve After Dark opens in 1979.

**WORLD CLASS WRECKIN’ CRU**  
Lonzo’s group includes Dr. Dre and DJ Yella before their N.W.A. years.

**N.W.A.**  
Dr. Dre and DJ Yella help bring Compton’s voice to a worldwide audience.

**DR. DRE**  
Production, artist development, and label building connect new generations.

**KENDRICK LAMAR**  
His 2012 major label debut connects TDE, Aftermath, and Interscope.

The early chapters, told firsthand. The cultural connections, made relevant to today’s students.

Historical references: Rock & Roll Hall of Fame, N.W.A. • Recording Academy, good kid, m.A.A.d city retrospective.

A VISUAL JOURNEY

# BEFORE THE HEADLINES.



EVE AFTER DARK • THE EARLY ROOMS



WORLD CLASS WRECKIN' CRU



ORIGINAL RECORD ARTWORK



| 1976                                                                                        | 1979                                                                                     | 1982-1984                                                                       | 1980s onward                                                                                 | TODAY                                                                                |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| THE DJ                                                                                      | THE VENUE                                                                                | THE LABELS                                                                      | THE MOVEMENT                                                                                 | THE NEXT CHAPTER                                                                     |
| Broadcast training, Disco Construction, Alpine Village youth dances and Record Shack roots. | Opened Eve After Dark at 22. A proving ground for talent and a platform for the culture. | Early labels and Kru Cut Records. "Slice," "Surgery" and the World Class album. | Founder and leader of World Class Wreckin' Cru. Music, film, authorship and cultural memory. | Chamber leadership, Hub City Legend, entrepreneurship education and cancer advocacy. |

# FIRSTHAND HISTORY. PRACTICAL LESSONS.

Four ready to book programs for colleges, universities, student organizations, and hip hop enthusiasts.

01

## From the DJ Booth to the Boardroom

From mobile DJ at 19 to nightclub owner at 22 and record company founder at 25. Lonzo shares the decisions that turned creative talent into businesses and helped shape a movement.

**WHAT STUDENTS TAKE AWAY**

Connect personal skills to business opportunities, ownership, and calculated risk.

**OPTIONAL WORKSHOP ACTIVITY**

Outline how a skill or creative interest could become a business.

BUSINESS • ENTREPRENEURSHIP • STUDENT LEADERSHIP

02

## West Coast Hip Hop Before N.W.A.

Explore the DJs, dancers, parties, venues, and creative communities that helped establish West Coast hip hop before gangsta rap became its dominant public image.

**WHAT STUDENTS TAKE AWAY**

Understand the wider cultural roots of a movement and whose stories receive attention.

**OPTIONAL WORKSHOP ACTIVITY**

Discuss how media coverage shapes which parts of cultural history are remembered.

HIP HOP STUDIES • MUSIC • HISTORY • CULTURAL STUDIES

Each topic is available as a 45 minute presentation plus 15 minute Q&A (\$500), or a 60 minute presentation plus 30 minute Q&A (\$750). Workshop adaptations are arranged in advance.

# BUILD THE BRAND. CREATE THE OPPORTUNITY.

Real experience in entrepreneurship, artist development, relationships, and reinvention.

03

## Hip Hop Entrepreneurship

Promoting Your Brand and Surviving the Game. Lonzo shares lessons in promotion, audience building, relationships, and reinvention across decades of industry change.

**WHAT STUDENTS TAKE AWAY**

Identify a clear brand message, ways to reach an audience, and habits that support business longevity.

**OPTIONAL WORKSHOP ACTIVITY**

Develop a simple brand message and identify one practical promotional move.

ENTREPRENEURSHIP • MARKETING • MUSIC BUSINESS

04

## Being the Godfather of West Coast Hip Hop

An inside look at the early days of West Coast hip hop: developing artists, creating labels, building relationships, innovating, and taking a chance on potential.

**WHAT STUDENTS TAKE AWAY**

Recognize talent, build creative partnerships, and understand the work behind artist development.

**OPTIONAL WORKSHOP ACTIVITY**

Work through a talent development or creative partnership scenario.

MUSIC • CREATIVE LEADERSHIP • ARTIST DEVELOPMENT

Workshop activities are agreed in advance within the presentation time. The \$500 format includes 45 minutes of presentation and 15 minutes of Q&A. The \$750 format includes 60 minutes of presentation and 30 minutes of Q&A.

# CHOOSE YOUR VIRTUAL EXPERIENCE.

The same rates apply to all four signature topics.

**PRESENTATION**

**\$500**

**60 MINUTES TOTAL**

A 45 minute presentation followed by 15 minutes of audience questions and conversation.

**PRESENTATION + Q&A**

**\$750**

**90 MINUTES TOTAL**

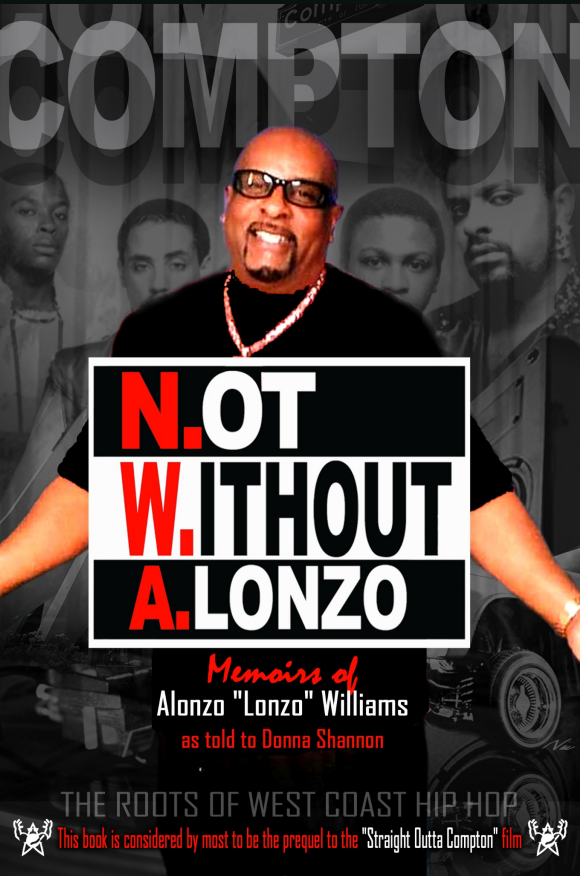
A 60 minute presentation followed by 30 minutes of audience questions and conversation.

**MAKE IT FIT YOUR STUDENTS**

Choose a topic and share your audience, course, or event goals. For an interactive workshop, agree on the activity and timing in advance. In person appearances and travel are quoted separately.

# NOT WITHOUT ALONZO

Bring the story into the classroom and keep the conversation going after the presentation.



## A FIRSTHAND ACCOUNT OF WEST COAST HIP HOP

Memoirs of Alonzo “Lonzo” Williams, as told to Donna Shannon. Pair the book with a campus presentation, course reading, student leadership activity, or hip hop history discussion.

**Retail price: \$20 per copy**

| QUANTITY    | PRICE PER BOOK | BOOK TOTAL  |
|-------------|----------------|-------------|
| 25 copies   | \$18           | \$450       |
| 50 copies   | \$17           | \$850       |
| 100 copies  | \$16           | \$1,600     |
| 250 copies  | \$15           | \$3,750     |
| 500 or more | Custom quote   | By quantity |

Bulk pricing applies to the quantities shown. Other quantities can be quoted. Shipping and applicable tax are additional.

# THREE EASY WAYS TO BRING LONZO TO CAMPUS.

Choose the group size that fits your class, student organization, department, or event.

**CLASSROOM PROGRAM**

25 books | \$450  
45 minute virtual presentation + 15 minute Q&A | \$500

**\$950**

PACKAGE TOTAL

**STUDENT ORGANIZATION PROGRAM**

50 books | \$850  
60 minute virtual presentation + 30 minute Q&A | \$750

**\$1,600**

PACKAGE TOTAL

**CAMPUS READING PROGRAM**

100 books | \$1,600  
60 minute virtual presentation + 30 minute Q&A | \$750

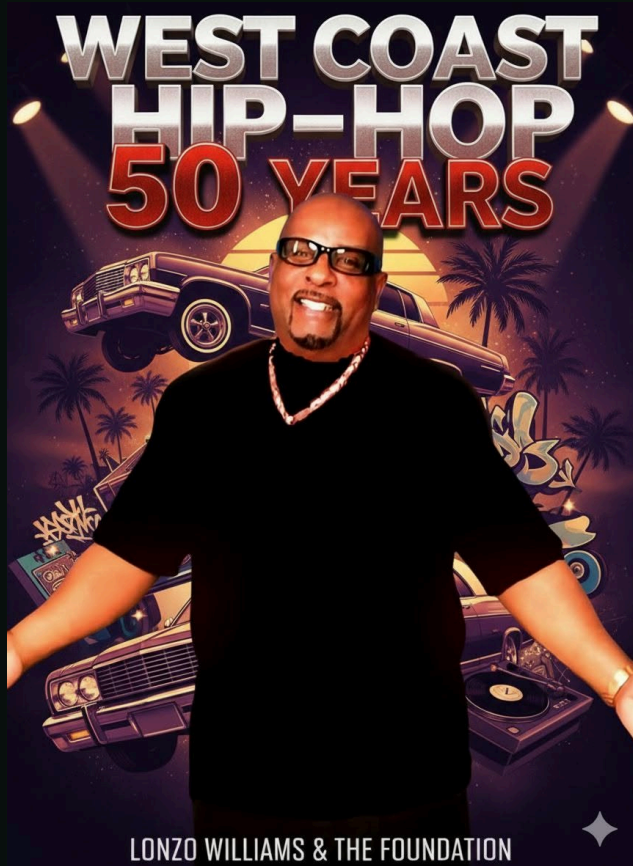
**\$2,350**

PACKAGE TOTAL

Books and presentation services are listed separately. Each institution determines its purchasing and budget requirements. Shipping and applicable tax are additional. Larger book orders and custom group sizes are available by quote.

## THE CREDENTIALS BEHIND THE CONVERSATION

# A LIVING ARCHIVE. STILL BUILDING.



## MUSIC &amp; ENTREPRENEURSHIP

## World Class Wreckin' Cru

Founder and leader. Owner of Eve After Dark.  
Founder of Kru Cut Records.

## BOOKS, DOCUMENTARIES &amp; FILM

## N.W.A. Not Without Alonzo

Author. Featured in Not Without Alonzo, Eve After Dark and Road to Eazy Street.  
Portrayed in Straight Outta Compton.

## LEADERSHIP &amp; COMMUNITY IMPACT

## Compton. Culture. Community.

President, Compton Entertainment Chamber of Commerce.  
Editor in chief, Hub City Legend. Entrepreneurship instructor.  
Prostate cancer survivor since 2011, mentor and producer of the annual Prostate Cancer Awareness Walk and Talk.

# LET'S MAKE HISTORY TOGETHER.

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Bring the stories, lessons, and legacy of West Coast hip hop directly to your students.

Whether you're planning a classroom discussion, campus event, or special presentation, Lonzo would love the opportunity to connect with your audience.

Let's start the conversation.

**LonzoWilliams.com**

**424-256-9211**

