

32ND ANNUAL — 2026 RECAP + YOUR 2027 OPPORTUNITY



Prudential Center • Newark, NJ • Friday, July 24, 2026

@HOT97

#HOT97SUMMERJAM26

HOSTS:
NESSA
MORNINGS WITH
MERO TEAM
DJ DREWSKI

DJ SET:
FUNK FLEX



20 **SUMMER JAM** 26

PERFORMING LIVE

7 PM - 11 PM

THE EXPERIENCE

THE BIGGEST PARTY TO EVER HIT AN ARENA

8 PM MAIN STAGE

FRENCH MONTANA • YUNG MIAMI
MARIAH THE SCIENTIST • ICE SPICE

“WELCOME HOME”

FETTY WAP

MAX B • DABABY • G HERBO • NATALIE NUNN
CASH COBAIN • ZEDDY WILL • OMAH LAY • HONEY BXB
SLEEPY HALLOW • 41 (KYLE RICHH, JENN CARTER, TATA & DEE BILLZ) • LEMMY

7 PM MAIN STAGE

CONWAY THE MACHINE • STOVE GOD COOKS • 38 SPESH • ALBEE AL
NEMS • KOCKY KA • DIANY DIOR • RYAN WITHERSPOON • BREANNIE
JDYMONDS • CHASE BELLY • BTB DEZZ • FERGIE BABY
NTG • KING BEAMO • MCVERTT • LA BIGGIE

JULY 24TH

7 PM - 11 PM

TICKETS ON SALE NOW

TICKETMASTER.COM AND SUMMERJAM.HOT97.COM

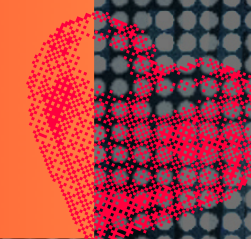
Prudential Center



For 32 years, Summer Jam has been hip-hop's biggest annual stage. In 2026, it returned to Prudential Center for a sold-out, two-stage show produced with The Black Promoters Collective and streamed live to HOT 97's YouTube audience. Now we're building 2027 — and looking for partners to build it with us.

A Legacy Built On Jersey Pride & New York Culture

THE NIGHT





SUMMER JAM

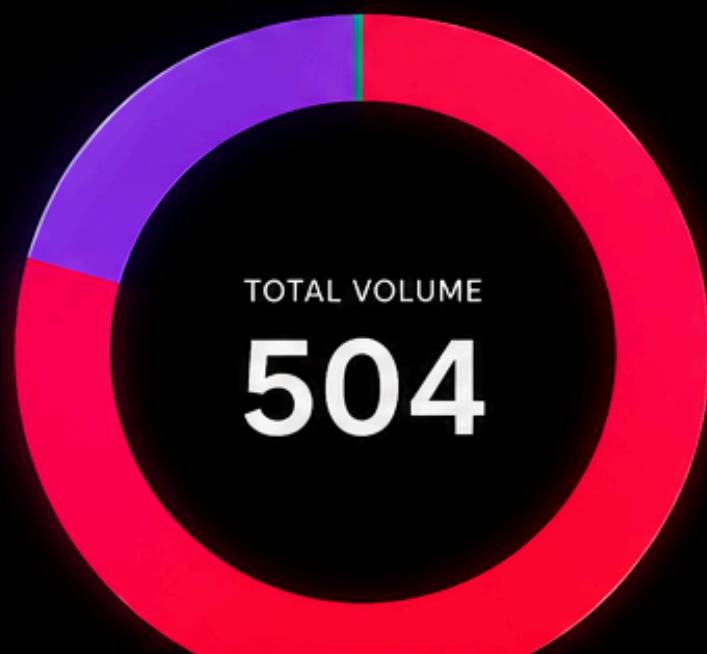
2026

PUBLISHING RECAP

A breakdown of published content and key performance during the publishing period.

VOLUME BREAKDOWN – OUTBOUND

View a breakdown of applied tags on published posts and sent messages during the publishing period.



	SUMMER JAM 2026	83.9%
	SUMMER JAM	15.9%
	#HOT97SUMMERJAM	0.2%



*MOST CONTENT.
BIGGEST IMPACT.*

PUBLISHED POST PERFORMANCE SUMMARY

View your key aggregated tag performance metrics from the publishing period.



IMPRESSIONS

20,925,310

Total times content was seen



ENGAGEMENTS

978,797

Total likes, comments, shares and saves



ENGAGEMENT RATE
(PER IMPRESSION)

4.7%

Percentage of impressions that drove engagement

**HOT 97 SUMMER JAM – PROVEN TRACK RECORD
2026 EVENT PERFORMANCE & AUDIENCE REACH**



Metric	Results
Fans in Attendance	12,000+
Social Media Impressions	60 Million +
Campaign Reach	6.4 Million+
Livestream Views	2.1 Million+ (user generated social views)
Artists Performing	31
Press & Media Mentions	
Social Media Video Views	

MEDIA HIGHLIGHTS:

"Prudential Center was sold out, but the performances were stripped-down and immediate; there wasn't an abundance of pyrotechnics and stagecraft. It kept the performers — and the performances — front and center. "

— [Okayplayer](#)

"More than three decades since its inception, HOT 97 Summer Jam continues to prove its status as an irreplaceable cultural staple—bridging timeless hip-hop heritage with the global future of the genre."

— [The Source](#)

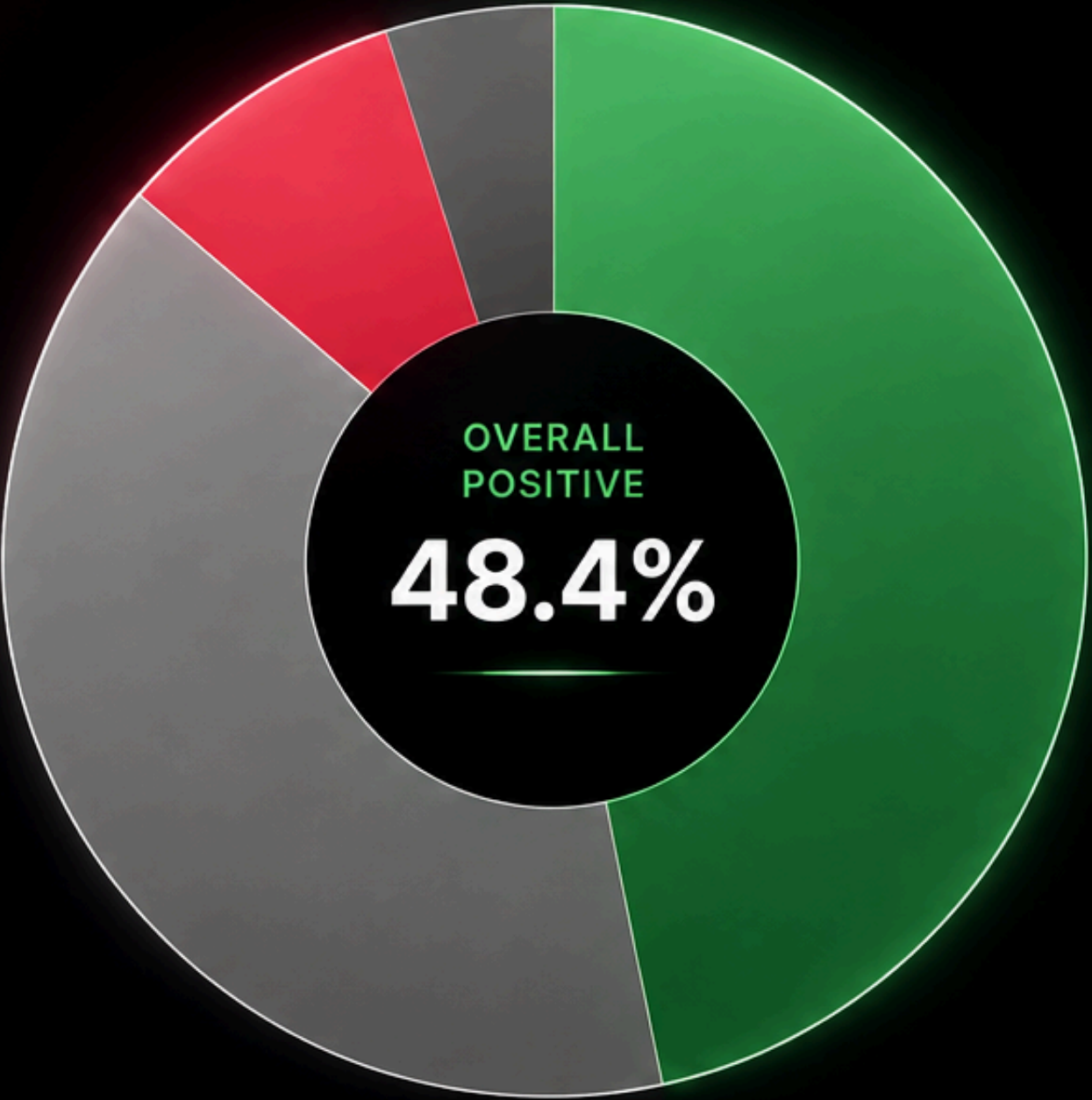
"Hosted by Nessa, the Mornings with Mero crew, and DJ Drewski, with legendary HOT 97 DJ Funk Flex commanding the turntables all night long, the annual celebration delivered an unforgettable showcase of New York culture, surprise guests, viral moments, and nonstop energy from the opening set to the final performance."

— [Madamenoire](#)



Sentiment Overview

Overall sentiment distribution from social conversations about Summer Jam.



Positive

48.4%



Neutral

40.0%



Negative

8.4%



Unknown

3.2%



KEY INSIGHT Summer Jam generates a strong positive response, with nearly half of the conversation expressing positive sentiment.



x zeus



Case Study: HOT 97 x Zeus Network

The HOT 97 x Zeus Network partnership brought together two of the most influential brands in hip-hop, music, and reality entertainment through a fully integrated content, marketing, and fan engagement campaign at Summer Jam 2026.

This is the kind of activation we're building for 2027 — full-funnel brand integration backed by HOT 97's platform and Summer Jam's live audience.

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zeus

SUMMER JAM TAKEOVER

DJ SET:
FUNK FLEX

HOT 97

20 SUMMER JAM 26

IT'S A PARTY

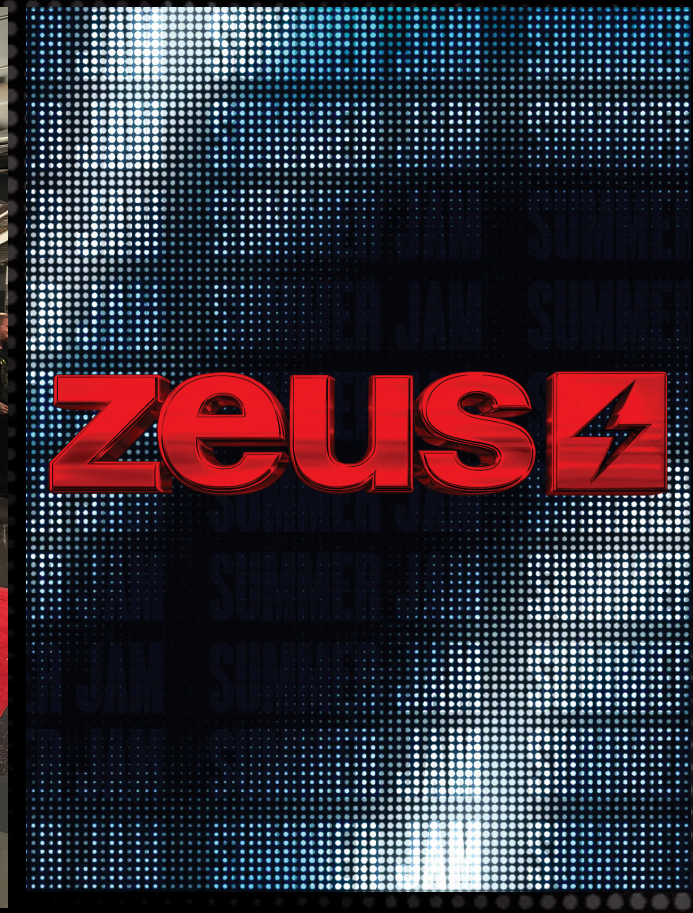
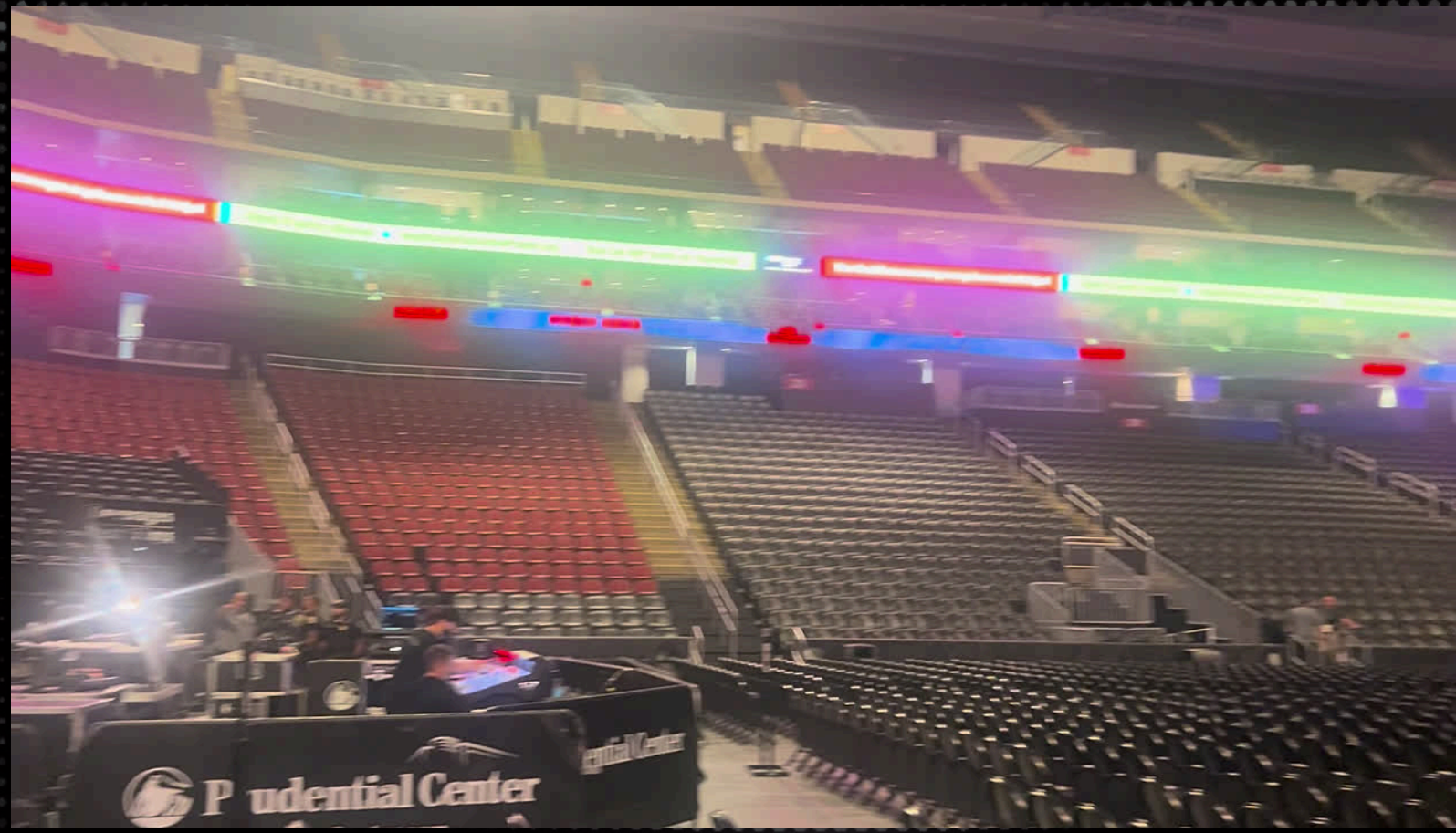
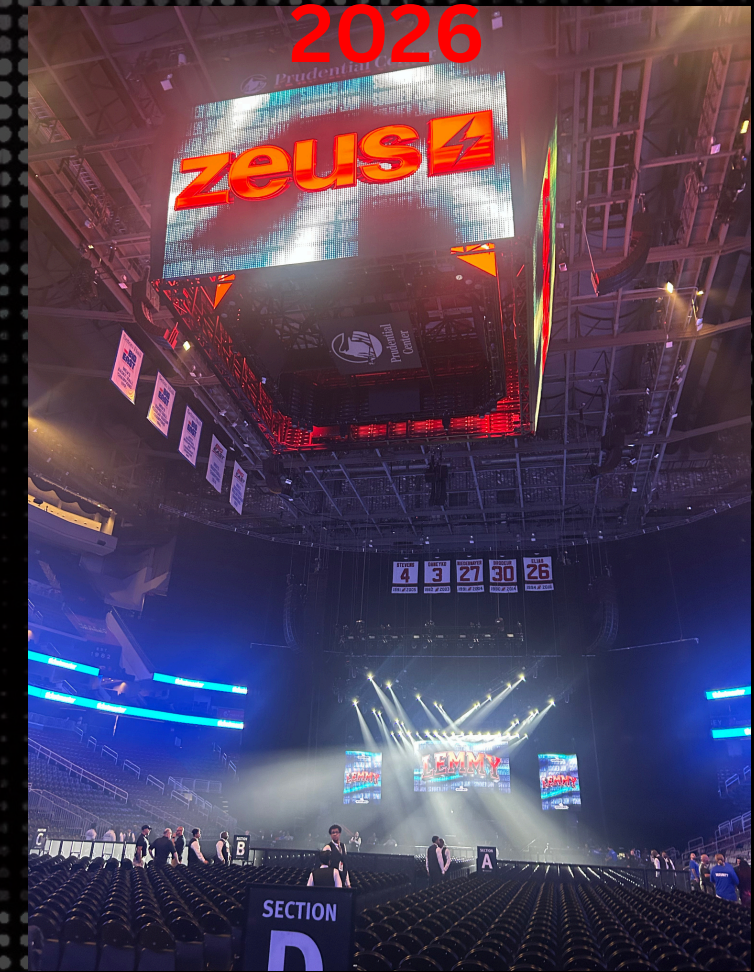
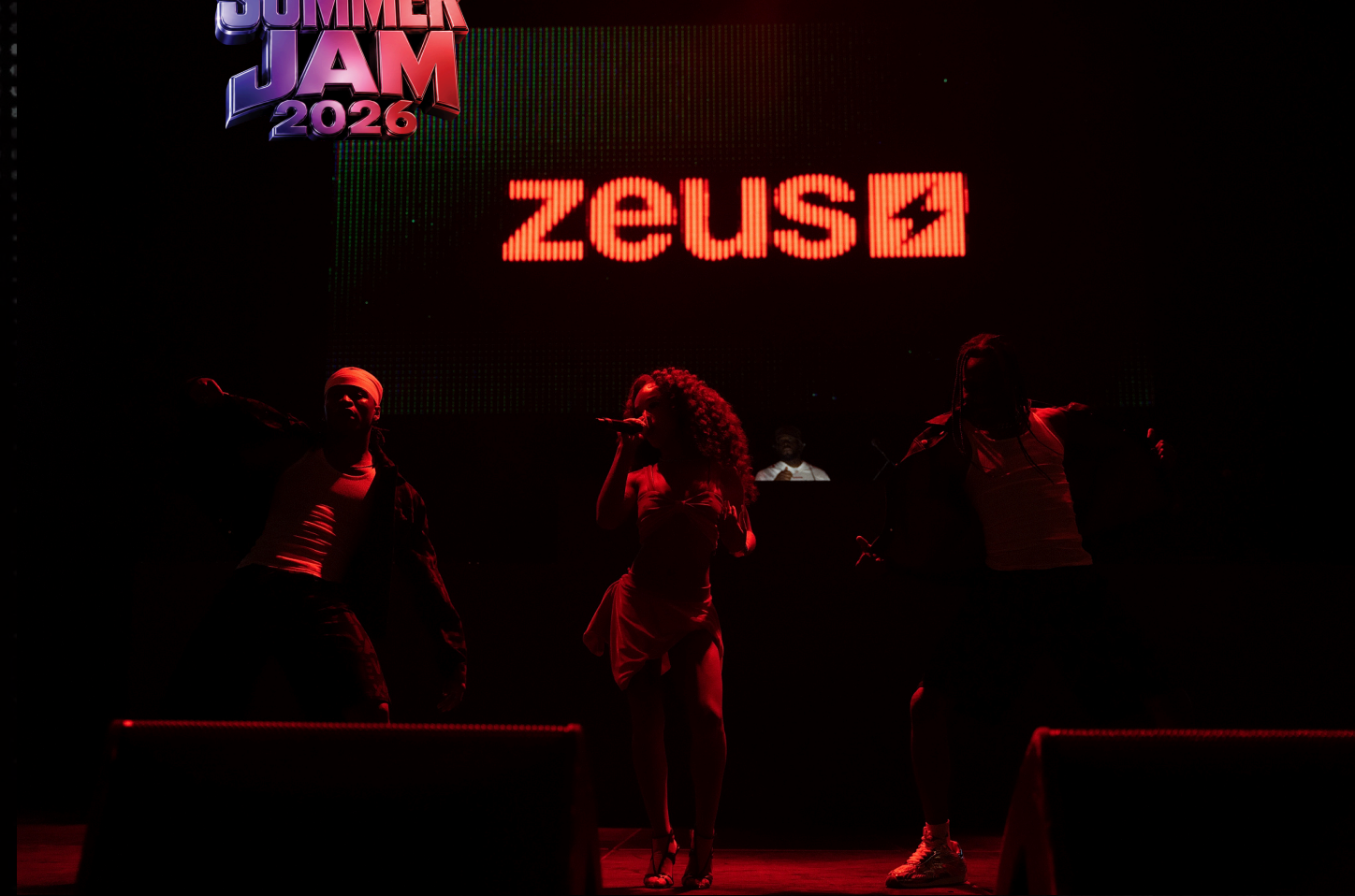
7 PM - 11 PM

PARTNERSHIP IN ACTION



Zeus x Summer Jam

zeus



SPONSOR VALUE

Summer Jam delivers a 360° marketing platform combining:



- **Live event exposure**
- **Social media amplification**
- **Digital streaming audiences**
- **Press and editorial coverage**
- **Influencer and creator content**
- **Artist-driven organic reach**

This integrated reach creates multiple touchpoints for sponsors to engage fans across the entire Summer Jam experience.

2027 EVENT DETAILS:



Date: Friday, July 23, 2027

Venue: Prudential Center, Newark, NJ

Format: Two-stage arena show — 7 PM undercard, 8 PM main stage

Broadcast: Streamed live to HOT 97's YouTube audience

On-sale: Spring 2027

AUDIENCE SNAPSHOT:



Age: Core demo 18–34, with strong reach into 35–44

Gender split: Balanced, skewing slightly male

Geography: NY/NJ metro core + national digital reach via livestream

Spending power: Young, urban, highly engaged hip-hop audience with strong brand affinity

Platform reach: HOT 97 terrestrial + digital audience, YouTube livestream viewers, social followers across IG/TikTok/X

Summer Jam draws one of hip-hop's most loyal, high-engagement audiences — live, on-air, and online.

2027 SPONSORSHIP MENU

Top-billing brand integration: main stage naming rights, arena-wide LED takeover, talent integration, first-position social content.

LED TAKEOVER

Main stage LED + arena ribbon branding, on-site activation space, livestream visibility.

DIGITAL & SOCIAL PARTNER

Co-branded content campaign, creator/influencer integration, cross-platform distribution.

ACTIVATION PARTNER

On-site fan experience space, sampling/product placement, red carpet presence.

Illustrative pricing — final rates confirmed at booking.



LET'S BUILD 2027 TOGETHER

Sponsorship commitment deadline: April 2027

On-sale / activation planning window: Spring 2027

Ready to talk packages, pricing, or a custom activation? Reach out to lock in your spot for Summer Jam 2027.

Contact:

HOT 97 Partnerships Team

HOT 97 / Summer Jam Partnerships

steve.saintfleur@mediacoholding.com

