



HOMEBWOI

/ˈhōm,boy/

HOMEBWOI

ARTIST

PRODUCER

ELECTRONIC PRESS KIT

JAMES "HOMEBWOI" MADDOX

Artist • Producer • Keynote Speaker • CEO of Metro Southern Media

TAGLINE

High-Energy Stadium Hip-Hop & Empowering Campus Keynotes (Clean & Radio-Friendly Sets Available)

PROVEN CREDENTIALS & COMMERCIAL REACH

- Featured artist on the 2x Platinum stadium anthem "Halftime (Stand Up & Get Crunk)" by Ying Yang Twins
- Major collaborations: Bone Crusher ("Goin' To War"), B.G. ("Where Da At?" - Cash Money Records), DJ Khaled (Listennn...)
- Major Film, TV & Video Game Placements: Paramount Pictures (*Coach Carter*), Sony Pictures (*Crossover*), WWE (*Wreckless Intent*)
- Press Features: Billboard Top 40, XXL Magazine, The FADER, Ozone Magazine, VoyageATL

EXECUTIVE BIO

James "Homebwoi" Maddox is a veteran Southern Hip-Hop recording artist, songwriter, producer, and CEO of Metro Southern Media. Known nationwide for delivering the iconic verses on the Ying Yang Twins' stadium anthem "Halftime (Stand Up & Get Crunk)" and his hard-hitting collaboration "Goin' To War" with Grammy-nominated rap heavyweight Bone Crusher, James brings unmatched electricity and authentic Southern bounce to every stage.

Beyond the stage, James represents modern creative resilience. Transitioning from major-label success to building his own independent media and creative services company, he combines high-octane live performances with transparent, real-world business insights that inspire students to turn their creative passions into sustainable careers.

MEDIA & PERFORMANCE REELS

- Live Performance & Concert Reel: [Live Performance](#)
- Latest Single ("Big Gul Confidence"): <https://too.fm/biggul>
- Music Documentary & Story: [How To Tame An Elephant](#)
- Official Website: homebwoi.com

PROGRAMMING PACKAGES

› PACKAGE A: THE STADIUM LIVE CONCERT EXPERIENCE

- **Ideal for:** Homecoming Concerts, Spring Fests, Welcome Back Weeks, Pep Rallies, and Greek Step Shows.
- **Duration:** 45 to 60 Minutes
- **Format:** A high-energy, crowd-interactive live concert featuring classic Southern anthems ("Halftime", "Where Da At?", "Goin' To War"), dynamic stage presence, and complete audience participation. 100% clean/ radio-friendly edits available for all campus environments.

› PACKAGE B: "FROM THE BOOTH TO THE BOARDROOM" (HYBRID KEYNOTE + CONCERT)

- **Ideal for:** Student Affairs, Business & Entrepreneurship Programs, Leadership Summits, and Student Activities Boards (Enables multi-department budget co-sponsorship).
- **Duration:** 60-Minute Keynote/AMA + 45-Minute Evening Performance
- **Format:**
 1. **Daytime Keynote & Interactive Q&A:** A candid, practical breakdown of navigating the music industry, overcoming major career setbacks, building an independent multimedia business, and mastering work-life balance.
 2. **Evening Live Show:** A full-energy campus concert performance to close out the day.

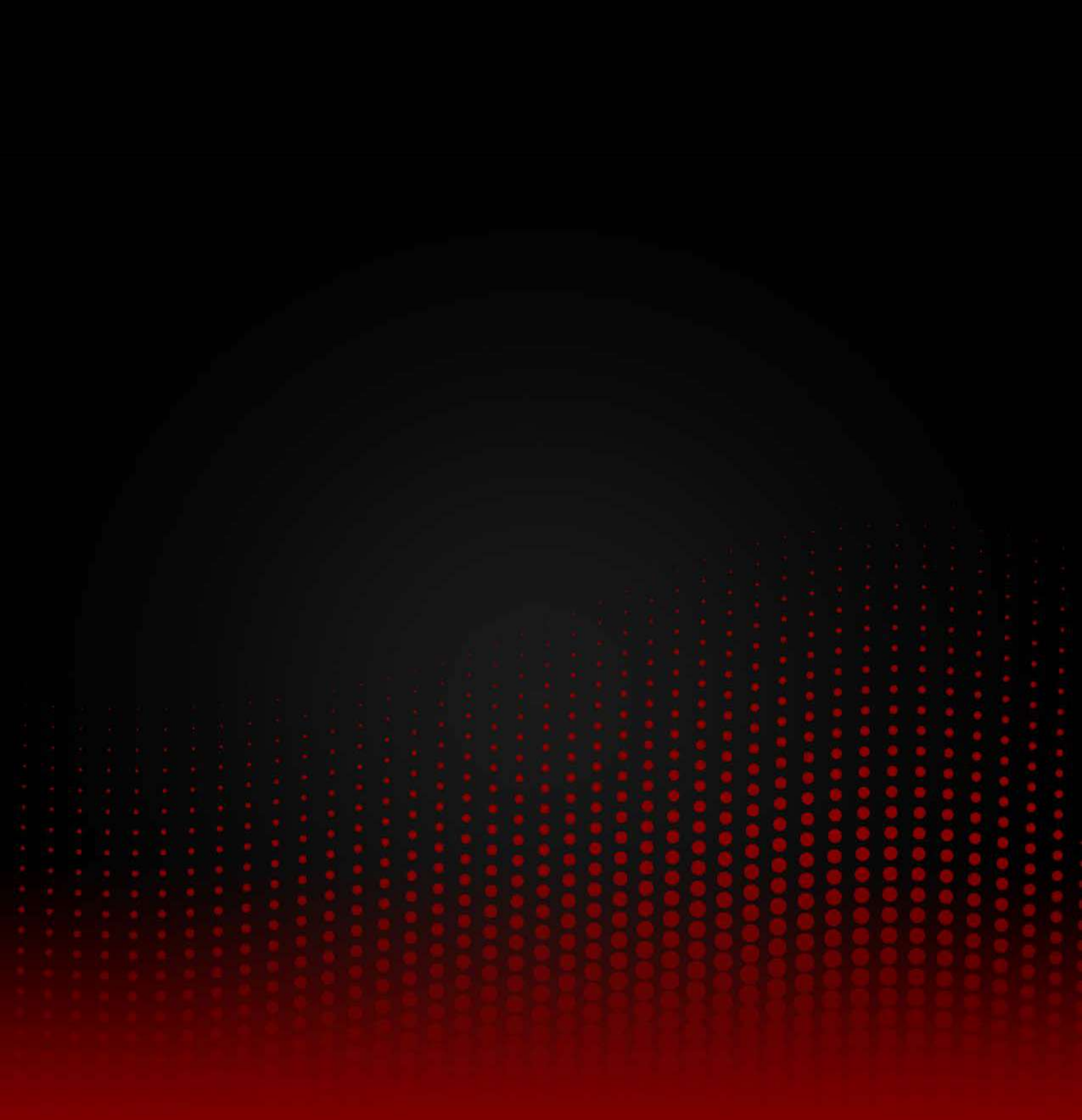
TECHNICAL & HOSPITALITY REQUIREMENTS

- **Audio & Staging:** 2 Wireless Handheld Microphones, DJ input connections (XLR), 2 Stage Monitors / In-Ear Monitor compatibility.
- **Lighting & FX:** Standard campus festival/auditorium stage lighting.
- **Travel Party:** 2–3 Persons (Artist + DJ/Tour Support).
- **Hospitality:** Standard green room access with bottled water, non-carbonated hydration, and light refreshments.

BOOKING & MANAGEMENT CONTACT

- **Direct Booking:** booking@homebwoi.com
- **Official Website:** <https://homebwoi.com/>
- **Social Media:** @therealhomebwoi (IG) | @homebwoifi (TikTok) | facebook.com/homebwoifi (FB)





www.HOMEBWOI.com

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