

In Honor of the 2018 Grammy Awards



Presents

CELEBRITY BRIEFING



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The days of care-free music touring are over. After two major concerts were in 2017, following the horror of the Paris concert attack in 2016 there is a growing concern over popular high-profile events which are more prone to violent extremism, bio-terrorism and cyber-terrorism.



Progress Humanity recognized the need for a Celebrity Briefing event after ISIS targeted Ariana Grande's concert in Manchester, England. That nightmare performing scenario left many entertainers asking how they might better protect themselves and their audiences' safety on tour.

The Celebrity Briefing event aims to bridge the gap between entertainers and the experts they should be connected to, to better prepare them for concert security, safety and travel. Due to our already-existing connections in Washington D.C., Progress Humanity saw the opportunity to help. We have brought together speakers to answer the travel and security questions a bodyguard can't.



THE BRIEFING



This event was created by coordinating with the United States Department of State. The State Department will provide representatives from the Counterterrorism Office as well as the Diplomatic Security Office to speak and answer questions in the form of an initial presentation, followed by a questions and answer session. In addition to speaking, the representatives will also be speaking to individuals one-on-one, if requested, to discuss specific questions or security concerns attendees may have.



BRIEFING TOPICS



Lessons from Manchester and Las Vegas: Protecting Yourself and Your Audience from Terrorism

Countering violent extremism in the Middle East, Europe and the United States



Attack Safety: What to do if Your Show is Attacked

EXPERT HOST



Dr. Amir Bagherpour is a founding partner and Chief Analytics Officer of giStrat. In the government, he ran an interagency team that ranked within top 1% of U.S. Government internal prediction market among more than a thousand analysts and policy experts. He is an expert in the application of predictive analytics with an emphasis on game theory and international relations.

Dr. Bagherpour is also a non-resident scholar at the University of Virginia's Batten School of Leadership and Public Policy. He served as the Director of Data Analytics in the Office of the Secretary of State. Prior to that he served as a Senior Conflict Analyst and Advisor to the Bureau of Conflict and Stabilization Operations. Dr. Bagherpour served in the U.S. Army as an Armor Officer and is a graduate of West Point. He has a PhD in Political Science from Claremont Graduate University and an MBA specializing in market research from the University of California Irvine.



VENUE VIRTUE



Progress Humanity has secured the W Hotel Times Square Extreme Wow Suite on the 57th TOP Floor. The location is pristine: situated right next to Madison Square Garden. This good location will make it easy for The Grammy nominees to stop by during their busy weekend schedule.



Inspired by New York's pulsating, never-ending energy, the Extreme Wow Suite's entryway synthesizes modern art with vibrant jewel tones that capture the neighborhood's transition from sunrise to sunset with electric lights. Boasting concrete floors, the living room emphasizes a radiant spectrum of hues with LED lights that contrast modern white walls and dance across a deconstructed, abstract interpretation of the New Year's Eve ball. A plush area carpet pays homage to the Big Apple's iconic nightlife with an abstract soundwave pattern, while the transportable DJ booth and state-of-the-art sound system unveil a custom soundtrack to the perfect event.



SPONSORSHIP IMPACT



Progress Humanity is a new impact-driven nonprofit organization whose life-saving mission is to prevent violent conflict and facilitate economic development through data-driven research, strategic coalition-building, and celebrity public awareness campaigns. These range from negotiating an end to conflict in war-torn countries like Afghanistan, to ending modern-day Slavery, and, yes, even protecting the Pygmy population in the Democratic Republic of the Congo.

PROJECT **NEGOTIATING AN END TO CONFLICT IN AFGHANISTAN, IRAQ, AND SYRIA** **ENDGAME**

Despite trillions of dollars spent and nearly one million people killed, the conflicts in Afghanistan, Iraq, and Syria continue with no end in sight. Project Endgame is a data-driven research initiative aimed at accelerating an end to these conflicts. Project Endgame conducts rigorous collection of data from war zones and a global network of data scientists and conflict experts focused on discovering pathways to ending these conflicts. We then report our findings to the global peace community, the media and our generous donors. In doing so we can help key players better understand the conflicts and discover pathways to end the conflicts. We have already completed an in-depth study on conflict termination factors for Afghanistan but still need funding to fully explore Iraq and Syria, and to begin researching other conflicts.



SPONSORSHIP BENEFITS

Progress Humanity is uniquely positioned to give their sponsors excellent value for their money because of our deep-ties and work experience in the music and entertainment media industries. We offer unsurpassed value in terms of media coverage as well as A-list celebrity attendance.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to music fans worldwide via celebrity endorsements
- Providing you with opportunities to become actively involved in foreign and public policy.
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes peace and prosperity for everyone.

Value	\$30,000	\$20,000	\$5,000
Sponsorships Available	1	1	2
Recognition as title sponsor (Progress Humanity Celebrity Briefing presented by [your company]) in all PH communications and materials	✓		
Representatives allowed to attend event	3	2	1
Plaque for recognition	✓	✓	✓
Executive Producer/Sponsor credit on promo song & associated promo material for the Progress Humanity single recorded during event (Think of a modernized <i>We are the World</i> type-song)	✓		
Name and logo placement:			
Logo on Step & Repeat wall	✓	✓	
Pre & Post Event Mailings	✓	✓	✓
Your (provided) product or promo item placed in gift bag	✓	✓	✓
Promotion:			
Link on website	✓	✓	✓
Social Media postings	✓	✓	✓
Media promotion and press releases	✓	✓	✓
Public Relations Interview Set up support (including pre & post)	✓	✓	
Recognition in exclusive invitation	✓	✓	
Opportunity to Sponsor a la Carte Items	✓	✓	✓
A la carte Opportunities			
Pre & Post Event Co-promotion online (SEO)	starting at \$10,000	starting at \$10,000	starting at \$10,000
Local City of Your Choice up to National Radio Ad Campaign Fan/Contest Promotion	starting at \$20,000	starting at \$20,000	starting at \$20,000
Local City of Your Choice up to National Television Ad Campaign Fan/Contest Promotion	starting at \$25,000	starting at \$25,000	starting at \$25,000



REACH



OK! Magazine
 Sells 4,940,000 Magazines Weekly
 OkMagazine.com 32.8 Million Page Views per Month
 3.1 Million Social Media Followers



RadarOnline.com
 12.6 Million Monthly Website Unique Visitors
 RadarOnline.com 60.4 Million Page Views per Month
 610,000 Million Social Media Followers



Star Magazine
 Sells 6,390,000 Magazines Weekly
 StarMagazine.com 2.3 Million Page Views per Month
 819,000 Million Social Media Followers



US Weekly Magazine
 Sells 1,950,000 Magazines Weekly
 20.1 Million Monthly Website Unique Visitors
 8.1 Million Social Media Followers

Progress Humanity has long-standing relationships with the biggest entertainment media from years of working together.

Our relationship with the media combined with the Celebrity Briefing information provided directly from State Department, has several celebrities and their staff calling an invitation to this event “Priceless”

INVITED CELEBRITIES

- | | | |
|---------------------------------|-----------------------|--|
| <i>Rihanna</i> | <i>Jay-Z</i> | <i>Childish Gambino</i> |
| <i>Journey</i> | <i>Sza</i> | <i>Kendrick Lamar</i> |
| <i>Bruno Mars</i> | <i>Alecia Cara</i> | <i>Portugal the Man</i> |
| <i>Taylor Swift</i> | <i>Kelly Clarkson</i> | <i>Kesha</i> |
| <i>John Rich</i> | <i>Justin Bieber</i> | <i>Imagine Dragons</i> |
| <i>Tommy Lee</i> | <i>Lady Gaga</i> | <i>Beyonce</i> |
| <i>Niki & Courtney Sixx</i> | <i>Ed Sheeran</i> | <i>The Weekend</i> |
| <i>Khalid</i> | <i>Zedd</i> | <i>Kanye & Kim West</i> |
| <i>Will.i.am</i> | <i>Calvin Harris</i> | <i>Chance the Rapper</i> |
| <i>Fergie</i> | <i>Lana del Ray</i> | <i>Have someone you want specifically? We can invite them!</i> |
| <i>Lorde</i> | <i>Lil' Jon</i> | |

INVITED MEDIA

Billboard

RADAR ONLINE

Rolling Stone

People



ENTERTAINMENT
TELEVISION



gettyimages®



WEEKLY
inTouch

And Many More!



SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Cassandra Campbell, Executive Director, at Cassandra.Campbell@ProgressHumanity.org

Please don't hesitate to contact us with any questions (202) 403-2033

CONTACT INFORMATION:

Company Name *(as you wish to be acknowledged)*

Contact Person's Name

Company Email Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP OPPORTUNITIES:

___ \$30,000 Platinum Sponsor

___ \$20,000 Gold Sponsor

___ \$5,000 Silver Sponsor



THANK YOU FOR SUPPORTING PEACE
ON EARTH AND PROGRESS FOR ALL
OF HUMANITY

PAYMENT INFORMATION:

___ Please send me an invoice

___ I have enclosed a check made payable to
Progress Humanity

___ Please charge my credit card

Once we receive your completed
sponsorship form, our staff will
contact you to discuss event
arrangements, sponsorship benefits
and recognition.

Please send your high-resolution color
and black-and-white logos (.EPS or
vector preferred) to

Cassandra.Campbell@ProgressHumanity.org

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code

\$

Total Sponsorship Commitment

Authorized Sponsor Signature

Date



Thank you for your consideration.

**Please remember to help
PROGRESS HUMANITY
when you can**