

HEART & SOUL 70'S SOUL EXPERIENCE CONCERT TOUR PROPOSAL

HOSTED BY MOVIE & TV ICON
ANTONIO "HUGGY BEAR" FARGAS





INTRODUCTION

Heart & Soul Concerts (HSC), founded in 1978, is made up of four partners that represent over 45 years of hands-on live entertainment production, concert promotion, and concert management experience.

- Ray Chandler, President
- Charles Leake, Vice Pres. / Marketing
- Leon Barber, Partner
- Antonio Fargas, Partner

Their many years of well-rounded, extensive experience, have produced an operating approach grounded in entertainment industry best practices, and fiduciary responsibility.

They have worked with many top recording artists of the 70's, 80's and 90's and have produced many successful sold out live concerts in the Soul, R&B, Jazz, Latin and Disco genres. Most recently, they have produced performances at venues like Manhattan Center Hammerstein Ballroom New York City, Roseland Ballroom New York NY, Desoto Civic Center in Memphis, TN, and the Palace Theater in New Haven, CT.

They have a stellar reputation in the communities they serve, and work diligently with local venues to produce the highest quality shows and entertainment.



OVERVIEW

Heart & Soul Concerts produces, promotes, and manages live concert performances, targeting African American and Hispanic adults 35+, in major metropolitan markets, and in households earning \$55,000 or more annually.

Major metropolitan markets to be included in the 2018 Concert Tour include (but not limited to):

- New York NY
- Newark, NJ
- New Haven, CT
- Bridgeport, CT
- Jacksonville, FL

Target audience demographics per major metropolitan area are as follows:

New York, NY – total population 8,175,133
African American – 25.5% (2,855,510)
Hispanic – 28.6% (2,336,076)
Median household income - \$55,191

Newark, NJ – total population 8,938,175
African American – 14% (1,224,529)
Hispanic - 19% (1,689,315)
Median household income - \$71,629

New Haven, CT – total population 3,596,677
African American - 12% (406,424)
Hispanic – 15% (528,667)
Median household income \$68,461

Bridgeport, CT - total population 144,229
African American – 34% (49,842)
Hispanic – 38% (55,100)
Median household - \$65,171

Jacksonville, FL – total population 821,784
African American – 30% (252,421)
Hispanic – 7% (63,845)
Median household income - \$65,581



CONCERT SCHEDULE AND VENUES BY MARKET

The 2018 Heart & Soul 70's Concert Tour scheduled kick off - Saturday September 15, 2018 in Jacksonville, FL. The full-targeted location tour schedule is as follows, at proposed venue options indicated:

1. Jacksonville, FL - September 15, 2018

- The Moran Theater for the Performing Arts
300 Water St., Downtown, FL 32202 Cap 3,000
- The Times-Union Center
300 Water St., Jacksonville, FL 32202 Cap 15,000
- Jacksonville Veterans Memorial Arena
300 A Philip Randolph Blvd., Jacksonville, FL
32202 Cap 15,000

2. New York, NY - September 22, 2018

- Manhattan Center Hammerstein Ballroom
311 W. 34th St., New York, NY 10001 Cap 4,000
- Radio City Music Hall
1260 6th Ave, New York, NY 10020 Cap 6,015
- Theater at Madison Square Garden
4 Pennsylvania Plaza, New York, NY 10001 Cap 5,600

3. Newark, NJ - September 29, 2018

- Newark Symphony Hall
1030 Broad St., Newark, NJ 07102 Cap 2,800
- New Jersey Performing Arts Center
1 Center St., Newark, NJ 07102 Cap 3,352
- Prudential Center
25 Lafayette St., Newark, NJ 07102 Cap 18,711

4. New Haven, CT - October 6, 2018

- Palace Theater
100 East Main St. Waterbury, CT 06702 Cap 2,565

5. Bridgeport, CT - October 13, 2018

- Webster Bank Arena
600 Main St. Bridgeport, CT Cap 20,000



THE EVENT

For the best musical performances, we selected each venue for its features, including, state of the art performance stages, and sound systems. The up to date appointments, superior décor, and carpeted ballrooms were additional factors.

Venues feature, dance floors, banquette style seating setups, or luxurious theater-style seating, food and alcohol concessions. All shows will be hosted by top local radio personalities!

Doors open at 7:00 pm. Live performances run from 8:00 pm until 11:00 pm. Saturday September 15, 2018 will be the targeted kick-off date.

MARKETING

- **Budget \$85,000 per market** - each concert, in each market, promoted and supported with a campaign utilizing a variety of media known to be effective in reaching the target audience
- **Radio & Television** - promotional advertising campaign, utilizing broad reach electronic media, running ten (10) weeks leading into each concert. Local radio stations drive time featuring urban and classic R&B formats. Local TV stations featuring high target audience coverage.
- **Social Media** - specific Heart & Soul Concert Tour Facebook, Instagram, Twitter, and Pinterest pages created, and regular market-by-market updates included, leading into each concert. Photos of previous concerts featured to heighten interest.
- **Internet** – Heart & Soul Concerts website updated to feature the Title Sponsors. SEO updated to include Title sponsors key words.
- **Outdoor Billboards** – twelve (12) weeks of outdoor display leading into each concert included. Strategic drives will occur to identify optimum locations to provide the broadest targeted demographic coverage.
- **Print** – local community newspapers, 100,000 posters and fliers are distributed in each market on a grass roots bases in local community retail outlets twelve (12) weeks out
- **Merchandising** – Heart & Soul Concerts produces T-shirts and other promotional collateral for each market.
- **Signage** - banners and signage displays produced for use during performances.



PROPOSED ARTISTS

Heart & Soul Concerts creates sell-out live productions, with talent line-ups that draw on genres of musical acts that appeal across a broad base of Baby Boomer audiences. Sample genres and artists are as follows: *(final line-ups determined during contract negotiations.)*

<p>CLASSIC R&B</p> <p>STEPHANIE MILLS WHISPERS TEMPTATIONS FEAT DENNIS EDWARDS ANITA BAKER STYLISTICS MELI'SA MORGAN AT TED WIZARD MILLS BLUE MAGIC DELFONICS</p>	<p>"OLE SCHOOL" CLASSIC SOUL</p> <p>SPINNERS THE MANHATTANS THE CHILITES GERALD ALSTON RAY GOODMAN & BROWN SOUL GENERATION BLUE NOTES MARVELETES ALLISON WILLIAMS PEACHES & HERB</p>
<p>HOT JAMS</p> <p>CAMEO S.O.S BAND ATLANTIC STARR KOOL & THE GANG THE BARKAYS DAZZ BAND AVERAGE WHITE BAND ZAPP CON FUNK SHUN</p>	<p>COOL JAMS</p> <p>PATTI LABELLE FREDDIE JACKSON CHARLIE WILSON CHAKA KAHN GLADYS KNIGHT SOUL GENERATION KENNY LATIMORE GQ EMANUEL "RAHIEM" AVERAGE WHITE BAND</p>
<p>HOT JAMS</p> <p>KEITH SWEAT JAGGED EDGE BOBBY BROWN RALPH TRESVANT JOHNNY GILL TANK BOYZ II MEN DRU HILL FEAT.CISCO</p>	<p>"OLE SKOOL" HIP HOP</p> <p>DOUG E. FRESH SLICK RICK SALT & PEPPA SUGAR HILL GANG BIG DADDY KANE RAKIM BIZ MARKIE GRANDMASTER MELLE MEL</p>



SPONSORSHIPS

Heart & Soul Concerts offers the following sponsorship packages for the 2018 Heart & Soul 70's Classic Soul Experience.

Title Sponsor - \$85,000 only one (1) exclusively available to collaborate per market during the 2018 tour offers the following:

Media – provides exclusive branding with Heart & Soul 70's Classic Soul Experience in all media and publicity.

Radio & Television Advertising - Ten (10) weeks out in multiple cities, to include both, audio and visual representation of the title sponsor.

Social Media - to include visual and audio representation of title sponsor including Facebook, Instagram, Twitter, and Pinterest.

Internet – Heart & Soul web site will highlight Title Sponsor and link to corporate web site (exposure to over 2 million people). SEO updated to include Title Sponsor key words.

Outdoor Billboards – to reflect Title Sponsor presents the Heart & Soul 70's Classic Soul Experience - twelve (12) weeks

Print – “Title Sponsor presents” in all newspapers, magazines ads, posters, and fliers distributed twelve (12) weeks out.

On-site Activation – Tour provides Title Sponsor with on-site ability to capture audience data, distribute information, and execute promotional activities.

Merchandising – “Title Sponsor presents” printed on promotional merchandise. (*T-shirts aka walking Billboards*)

Signage – branding featured on prominent concert banner, and signage covering stage in view of audiences during performance.

Tickets – one hundred (100) premium complimentary tickets, two (2) reserve VIP tables to accommodate twenty (20) guest.

Back-stage Passes - 10 back-stage passes to celebrity green room reception featuring hors d'oeuvres, open bar, exclusive artists meet-and-greet with photo-ops.



Platinum Sponsor - \$65,000 two (2) available to collaborate per market during the 2018 tour offers the following:

Media – provides brand name mention and recognition shared in all media and publicity associated with the tour per market.

Radio & Television Advertising - ten (10) weeks out, in multiple cities (exposure to over 5 million people) will include both audio and visual representation.

Social Media – will include visual and audio representation on Facebook, Instagram, Twitter, and Pinterest.

Internet – Heart & Soul Concerts web site will highlight sponsor and link to corporate site (exposure to over 2 million people). SEO updated to include sponsor key words.

Outdoor Billboards – will feature “Sponsors Presents” the Heart & Soul 70’s Classic Soul Experience twelve (12) weeks out (exposure to over 1 million people)

Print – exposure in all newspapers, magazines, posters, & fliers distributed twelve (12) weeks out, in five different cities.

On-site Activation – sponsor provided with on-site availability to capture audience data, distribute information, execute promotional activities, and conduct product sampling.

Merchandising – sponsor branding on promotional merchandise. (*T-shirts aka “walking billboards”*) Materials provided by sponsors.

Signage - prominent banner and signage display on side of stage, sponsor branding in view of audience during performances.

Tickets – forty (40) complimentary (general admission) tickets and two (2) reserve VIP tables to accommodate twenty (20) guests.

Back-Stage Passes – ten (10) back-stage passes to celebrity green room reception featuring light hors d'oeuvres, open bar, and an exclusive meet-and-greet with photo-ops.



Gold Sponsor - \$50,000 six (6) available to collaborate in the five markets during the 2018 tour offers the following:

Media – provides brand name mention and recognition shared in all media and publicity associated with the tour per market.

Radio & Television – N/A

Social Media - will include visual and audio representation including Facebook, Instagram, Twitter, and Pinterest.

Internet – Heart & Soul Concerts website highlights sponsors and link to corporate site (exposure to over 2 million people), sponsor key words, SEO included.

Outdoor Billboards – N/A

Print – sponsors branding on all posters & fliers distributed twelve (12) weeks out

On-site Activation – N/A

Merchandising – Promotional merchandise (Material provided by sponsors).

Signage – N/A

Tickets – twenty-two (22) complimentary (general admission) tickets. One (1) reserve VIP table accommodates 10 guest.

Back-Stage Passes - five (5) back-stage passes to celebrity green room reception featuring light hors d'oeuvres, open bar, and an exclusive meet-and-greet with photo-ops; including picture taking and autograph signing.



Silver Sponsors - \$20,000 ten (10) available to collaborate in the five markets offers the following:

Media – provides brand name mention and recognition shared in all media and publicity associated with the tour, per market.

Radio & Television Advertising – N/A

Social Media will include visual and audio representation, including Facebook, Instagram, Twitter, and Pinterest

Internet – Heart & Soul web site will highlight sponsors and link to corporate site (exposure to over 2 million people). SEO updated to include sponsors key words.

Outdoor Billboards – N/A

Print – sponsorship branding on all posters & fliers distributed twelve (12) weeks out

Merchandising – promotional merchandise (material provided by sponsor).

On-site Activation – N/A

Signage – N/A

Tickets – ten (10) complimentary general admission tickets, back-stage passes to celebrity green room, two (2) back-stage passes to reception featuring light hors d'oeuvres, open bar, and exclusive meet-and-greet with photo-ops and autograph signing.



CONTACT INFORMATION

Heart & Soul Farbar Productions, LLC

(646) 397-7182

(702) 530-5796

heartsoulfarbar@gmail.com

www.rcahas.com