

Airline Ambassadors
INTERNATIONAL

HUMANITARIAN EFFORT | CONCERT

Confidential Information

THE OPPORTUNITY ||

WHAT: A two-day festival with pop headliners one day and country headliners one day.

WHEN: Spring 2020

WHERE: Panthers Stadium / Miami Florida, on the campus of Florida International University.

HEADLINER: TBD

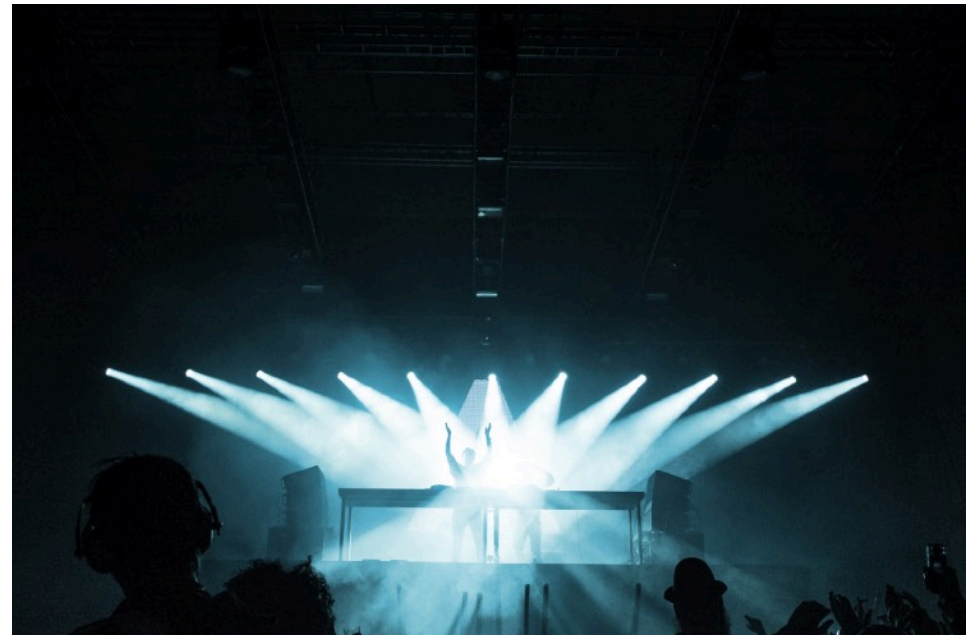
CO"HEADLINER: A roster of country, main stream and pop artists.

ENTITY PRODUCER: AAI2

WHY: A humanitarian concert to benefit not only the needs still relevant in The Bahamas (like more clean water filters through the Clean Water Foundation), but also to benefit other humanitarian causes like "BreakingFree.org" (a sexual tracking charity) and other humanitarian based charities."

ESTIMATED BUDGET: \$5 million per day (\$10 million total)

IMMEDIATE NEED: We need sponsors to help cover the costs of the event and get the celebrities' deposits for the night of entertainment. Major artists will require a binder and/or deposit to commit.



THE PROCESS ||

We recommend everything be handled in a Pay Order/Purchase Order / Invoice manner. The Promoter team will secure the proposed contracts from the artists/venues and Promoter CFO immediately will send to the Escrow Officer. The Escrow Officer will approve them according to the pre-approved budget spreadsheet that will be forwarded. Then the Escrow Officer approves the contract invoice, assigns a Purchase Order number to Promoter CFO and wires invoice balances needed to the owed source directly.

- Managing Director acquires written availability and Ready, Willing and Able date from Talent, then Managing Director takes Ready, Willing and Able to sponsor to get them to issue physical monies into escrow account.
- Managing Director sends us a Proof of Funding of \$5 - 10 million in escrow as Proof of Funding to venues and artists.
- Escrow Officer advances Promoter \$1 - 2.5 million as their operating/ expense Account.
- We will get an invoice of binder/deposit required to bind/hold venue. We will forward invoice to Escrow Officer who will confirm the invoice independently by phone himself, issue a Pay Order number to Promoter CFO, then wire required approved binder(s)/deposit(s) to the venue.
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- As the Promoter, we will never handle any funds for this event. Promoter CFO can act alone handle, authorize and secure Purchase Orders, receive payments on behalf of the Promoter, authorize changes with the charity and/or the Escrow Officer, etc.
- From the \$1 - 2.5 million advance, we would cover the all the upfront marketing, promotional, website and traveling costs normally associated with concert promotions and all our payroll, overhead, etc. This advance would be deducted from the 20% promoters fee from the concert itself. The promoter would also cover P.R. for the event and legal costs.

All itemized costs outside of promoter expenses/advance will be covered in a budget spreadsheet and handled in the Purchase Order/Invoice manner. (along with all other costs and expenses).



THE MARKET ||

Miami is the 3rd richest city in America, the 7th largest city in the nation and has the 12th largest economy in the U.S..

Miami proper alone has over 6.1 million people in a 56 square mile area, not including the surrounding suburbs which covers a 50 mile radius. When you consider this audience plus the additional visitors who regularly come to Florida every winter, this is the exact market for a festival concert event of this magnitude.

The audience and crowd will all be perfectly aligned for artists who are wildly popular and have a very loyal fan bases. All of these circumstances align to launch and execute a one of a kind experience, **"The Concert for Relief and Recovery"**.

TELETHON ||

We will organize a televised telethon for the Bahamas to interject into the segways (a la PBS and a la Jerry Lewis telethon), where we provide an all star cast of celebrity hosts, social media stars, NFL athletes, upcoming stars to take turns challenging the TV audience to donate. This could raise \$5 million - \$20 million alone, possibly more than the actual event. Regardless any / all incomes it brings as the income is free since we are doing the TV broadcast anyway. Since it's a charity drive, it only makes sense to incorporate celebs and sports stars into telethon intermissions throughout the day with a web address and phone number to call on screen throughout the telecast.



Concert for Humanitarian Effort (CFHE) Sponsorship

	Title Sponsor	Diamond Sponsor	Sapphire Sponsor	Emerald Sponsor	Gold Sponsor	Silver Sponsor
Your Company as the Title/ Presenting Sponsor:	X					
4 Million in Carbon Credit *	X	X				
Category Exclusivity:	X	X				
Logo on CHFE Passes	X	X				
Logo on CHFE Merchandise	X	X				
2 Million Carbon Credits *			X			
Brand Inclusion/National & International Media TV & Radio w/On-Air Interviews	X	X	X			
Scalable Brand Inclusion/ Billboards, Social Media etc. Nationally and Internationally	X	X	X			
1 Million Carbon Credits *				X		
Brand Inclusion in CHFE Recap Photos and Videos:		X	X	X		
Travel, Lodging & Limo Services:	X	X	X	X		
Live Recognition at CHFE/ Onstage Signage:	X	X	X	X	X	
Complementary Tickets, All Access Passes, Meet & Greets:	X	X	X	X	X	X
Brand Inclusion on CHFE and Producer's Websites 2/link to sponsors website:	X	X	X	X	X	X
Brand Inclusion in Press Releases & CHFE Schedules:	X	X	X	X	X	X
Price	Market Value	\$4,000,000.00 USD	\$2,000,000.00 USD	\$1,000,000.00 USD	\$500,000.00 USD	\$250,000.00 USD

* All Carbon Credit Purchases are Separate and Tied to Livehope Sponsorship 2020

Brandon Jay ||

CEO and Founder of IMA Entertainment Holdings. Brandon founded IMA Entertainment Holdings in the summer of 2013. With extensive knowledge Brandon understands every aspect of the entertainment industry, with particular expertise in music, television and film. Having 15 years of radio promotions, a&r consulting and songwriting experience, Brandon specializes in Top 40/CHR, Country, Hot AC, Rock & Urban Mainstream, and has worked with high-profile celebrities including Akon, Adele, Chris Brown, Ciara, Jlo, Mya, Paradiso Girls, Kreyshaun, Miley Cyrus, Nick Cannon, Kristinia DeBarge, Lil Wayne, Nicki Minaj, Sweedish House Mafia, Kirko Bangz, Sean Kingston, Felli Fell, Kelly Clarkson, Maroon 5, Blake Shelton, Claudia Lee, Britney Spears, Janet Jackson, and many more. Brandon strives in providing quality entertainment, content and motivation with integrity.

Follow Brandon Jay on Facebook, Instagram and Twitter @iambrandonjay



Blair Krueger, Toronto, Canada ||

*Blair has 30 years of experience in running, operating and financing public and private companies Blair is currently the Managing Director of Viceroy Bahamas, Inc. which has a project in the affected area of the Bahamas.

*Has worked for some of the top financial institutions in Toronto & New York specializing in Project Finance.

*Has run several public companies as CEO.

*Managed several projects abroad in China, Mongolia, Kyrgyzstan, Indonesia, Mali & Australia as well as the Yukon Territory

*Holds a B.Sc. from the University of Victoria and an MBA from the Ivey School of Business at Western University.

*Has performed professionally as a musician in British Columbia, Alberta, Ontario and Quebec. Has performed in and produced both festival and theatre shows. Most recently performed on keyboards in the Sound of Music Festival in Burlington, ON in June, 2019 and in the Celtic Island Festival in Toronto, ON in September 2019.



Nancy Rivard, Washington, DC ||

Nancy Rivard is the President of Airline Ambassadors International.

*Nancy worked as a flight attendant for American Airlines. In 1996, she founded Airline Ambassadors International (AAI), a non-profit organization which harnesses the power of the airline and travel industry to make a difference in the lives of vulnerable children around the world. AAI is the only non-profit organization leveraging connections with the airline industry to facilitate humanitarian efforts. AAI is recognized by the U.S. Congress and the United Nations.

*Since she founded Airline Ambassadors, members have hand-delivered over \$60 million of aid to over 500,000 children in 62 countries and have escorted over 3,000 children for life-saving medical care. Airline Ambassadors has been covered in hundreds of major media stories and has earned dozens of awards.

*In 2009, Airline Ambassadors correctly identified tracking on four airlines and has become a leading advocate of human tracking awareness in the aviation industry.



Leon McLaughlin, Seattle, Washington ||

Leon McLaughlin is the Chief Executive Officer and President of Clean Water Foundation. He is the founder and responsible for overall operations. www.cleanwaterfoundationwa.org

Leon McLaughlin came up with an approach elegant in its simplicity. Like a child's Lego® set, Leon envisioned a water purification system that could be snapped together like the plastic blocks, not dependent upon written instructions, that could be assembled and put into operations anywhere in the world. He identified US manufacturers of purification equipment, piping, water bags for storage, and individual containers so children could get fresh, clean water at a school or hospital and take it back to their families.

Leon McLaughlin is a man of many interests and many parts. He likes to travel, often to far-flung parts of the world. He loves the arts, especially music and theatre. By day, he runs a shoeshine stand in a Seattle office tower. By night, he spends his time working on his passion - bringing clean water to the world.

Leon McLaughlin is a passionate, visionary leader, a man with a compelling story to tell. So, Leon has been telling his story. The Seattle Times has written about him several times. His story has been carried by the wire services around the country. KING 5 News has broadcast stories about Leon's efforts. And NBC Nightly News (January 9, 2009), featured Leon's trip to Bolivia as part of its special series on people "Making a Difference". counterpart, CESFRONT, for the first time in the history of the island of Hispanola.



THE AUDIENCE ||

Country music has the largest fan base in the U.S. at 80% over all market share. It also represents, 8 out of 10 largest grossing concert tours in the recent years consistently. Headlining a day with a country superstar like George Strait, or similar talent, will assure the country music patronage to provide an easy sellout crowd.

Headlining the other festival day with the pop genre headlined by stars of the stature of Bruno Mars, assures another sellout crowd in this market. Having these pop stars on a successful college campus like FIU only further amplifies the marketing.

We believe this would be a great opportunity for us to can bring awareness and a call to arms for the need of help in the Bahamas, and to our associated global humanitarian causes. This also fits the narrative of the Clean Water Foundation and Airline Ambassadors, the charity groups for which this event is centered around. The demand alone has created a great opportunity for us to capitalize on The Concert for the Bahamas.

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THE EXPECTATIONS ||

This event would be held at: Florida Intl. Univ. Panthers Stadium in Miami. The financials would be as follows:.

The Gate: \$3 million

Sponsorships: \$8-12 million

TV Rights: \$3-6 million

Total approximate revenue: \$11-21 million revenue.

A streaming PPV option can be added which would equal and additional \$5 million globally (It may be delayed income if we do TV rights on day of show.) Day of Show income would be 5.5 million and total 2020 income around \$11 million.

For a two (2) day consecutive festival at FIU, for the two day combined totals could be:

The Gate: \$6 million

Sponsorship: \$8-12 million

TV rights: \$3-6 million

PPV Incomes: \$11 million

Total 2020 Revenue Incomes; \$28-\$33 million.