

*"A dedicated children's hospital will be a credible demonstration of the commitment of African leaders to place the rights of children at the forefront. Nothing less would be enough." — Nelson Mandela*



Legacy of Hope Foundation - Campaign Overview

# LEGACY OF HOPE

CELEBRATING THE NELSON MANDELA CHILDREN'S HOSPITAL



## Legacy of Hope Foundation:

Eric Gast, CEO & Executive Producer

Jennifer Trubenbach, President

Sbongile Mkhabela, CEO of the NMCH Trust





## THE LEGACY OF HOPE FOUNDATION MISSION STATEMENT

The Legacy of Hope Foundation campaign will educate a new generation on the values and commitments of Nelson Mandela while raising funds to build the Nelson Mandela Children's Hospital.

## THE FOUNDATION'S CAMPAIGN

The Foundation, partnered with The Nelson Mandela Children's Fund, utilizes positive messaging, media, and education to reach a younger generation. The Foundation's strengths lie in its connection to art, music, and film.

## THE FOUNDATION'S LAUNCH

The Legacy of Hope Foundation begins its campaign with the Nelson Mandela Children's Hospital (NMCH) to aid in the creation of this historic facility at the Wits University Medical School site. The doors are slated to open in 2015.

Future plans for the Legacy of Hope Foundation brand include having several large concert and media events with an educational backbone to build children's facilities worldwide.

## THE FOUNDATION'S OFFICER'S

Eric Gast, CEO/Executive Producer  
Jennifer Trubenbach, President  
Sbongile Mkhabela, CEO of the NMCH Trust.



## THE FOUNDATION'S HONORARY BOARD COMMITTEE

The Legacy of Hope Foundation has amassed a significant Honorary Board Committee that continues to grow. This committee has pledged to lend their cache to this historical initiative. From Nobel Prize winners and award winning journalists to Oscar winners and celebrated Civil Rights activists, all have banded together to use their social standing and connections to aid in support of this historical campaign.





*The Nelson Mandela Children's Hospital will live by Mr. Mandela's creed that a society's soul is revealed by how it treats their children.*



**HONORARY BOARD COMMITTEE MEMBERS**

Dr. Maya Angelou, Ruby Bridges, Christy Turlington Burns, Ed Burns, Viola Davis, Dame Judi Dench, Arun Gandhi, Whoopi Goldberg, Dr. Sanjay Gupta, Katherine Heigl, Sir Anthony Hopkins, Ashley Judd, Nicole Kidman, Larry King, Sir Ben Kingsley, Natalie Portman, Susan Sarandon, Octavia Spencer, Salma Hayek Pinault, Charlize Theron, Ben Vereen, Barbara Walters, and Elie and Marion Wiesel.



All these people have been identified for their personal relationship with Graça Machel and Mr. Mandela and/or their philanthropic efforts involving children. This Celebrity Honorary Committee will also be engaged in a Public Service Announcement campaign strategically placed before feature movies in theatres and selected media points.

**THE NELSON MANDELA CHILDREN'S HOSPITAL**

This much needed facility will address the fact that there are only FOUR children's hospitals currently serving the ENTIRE continent of Africa. The hospital will celebrate the legacy of Mr. Mandela and his love of children while advancing Mr. Mandela's vision to future generations. This hospital, through its training and research will build human capacity and spread the ethos, values and approach of Mr. Mandela and entrench his values and culture throughout the world. The Nelson Mandela Children's Hospital will also be a turning point on how the world views underserved children by providing specialized pediatric care to all children, regardless of their inability to pay.

- It has aligned its mission and services with the South African Health Ministry's plan for modernization of the country's medical service plans.
- It is partnering with the National Department of Health and the Gauteng Department of Health and Social Development.
- Wits University has committed its medical school as a primary base for training and research as well as donated the land for the hospital.
- Mediclinic Southern Africa will serve as the hospital operating company.
- The Nelson Mandela Children's Hospital, 200-bed hospital, will employ more than 600 staff; and serve as a

training ground for specialized caregivers for both NMCH and other Hospitals.

Graça Machel, wife of the late Nelson Mandela, is the Chairperson of the Nelson Mandela Children's Hospital Trust and Sbongile Mkhabela, CEO of the NMCH Trust.

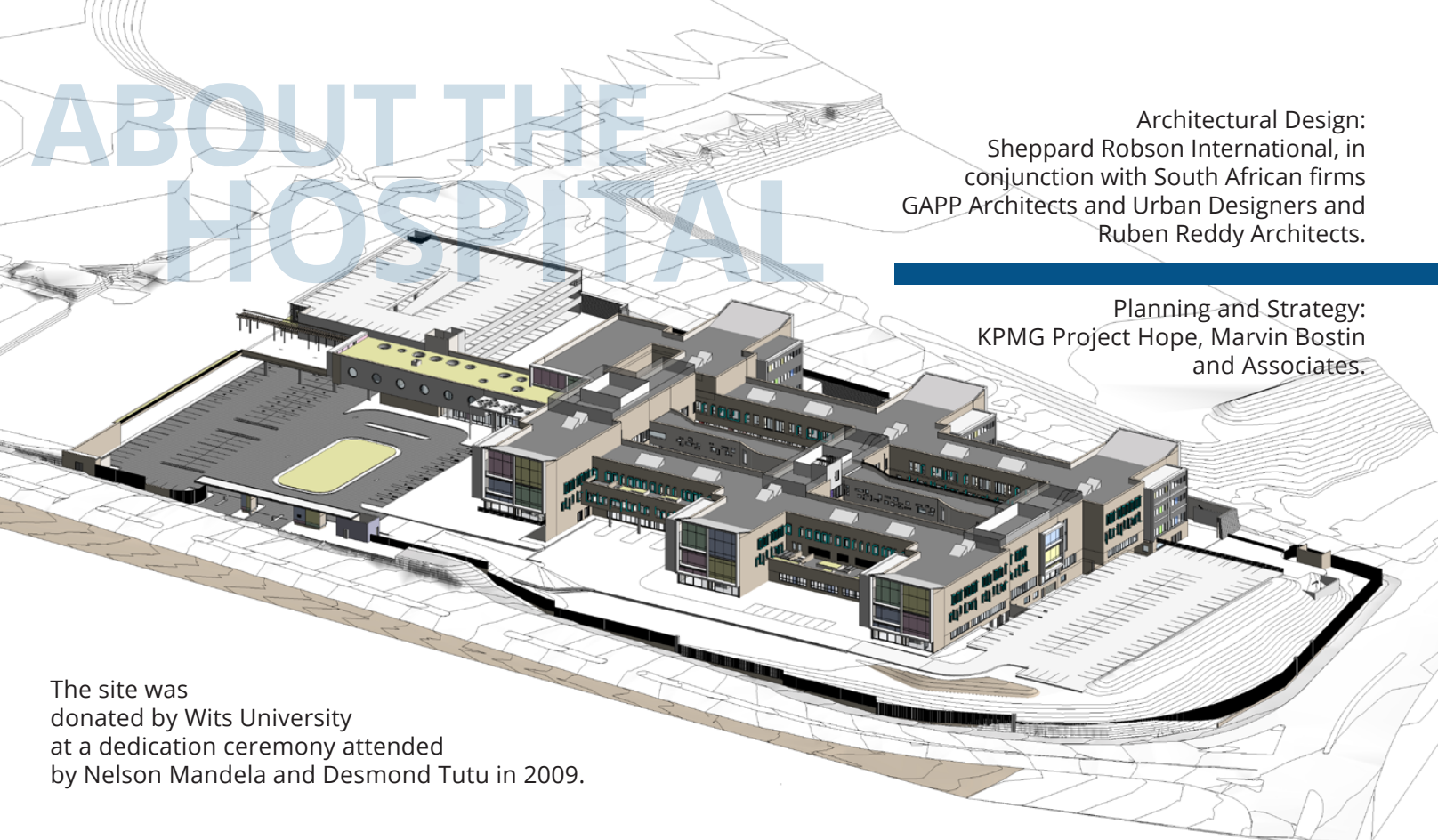
**Centers of Excellence will include:**

- Hematology, Adolescence Hematology / Oncology
- Bone Marrow Transplant
- Cardiology & Cardiothoracic Surgery
- Neurosciences – Nephrology
- Urology/Dialysis Center
- Neonatal, Surgical and General ICU
- General Pediatric Surgery
- Craniofacial

The hospital will be run as a not-for-profit entity. Currently, there are only FOUR dedicated children's hospitals in Africa – two in Egypt, one in Kenya and one in Cape Town, South Africa, serving a population of 741 million. This, in comparison to 19 children's hospitals in Australia, 20 in Germany, 23 in Canada and more than 200 in the United States.

*Nelson Mandela's last wish was to build a children's hospital in Johannesburg to serve all children of southern Africa regardless of race, socio-economic status, or their ability to pay.*





Architectural Design:  
Sheppard Robson International, in  
conjunction with South African firms  
GAPP Architects and Urban Designers and  
Ruben Reddy Architects.

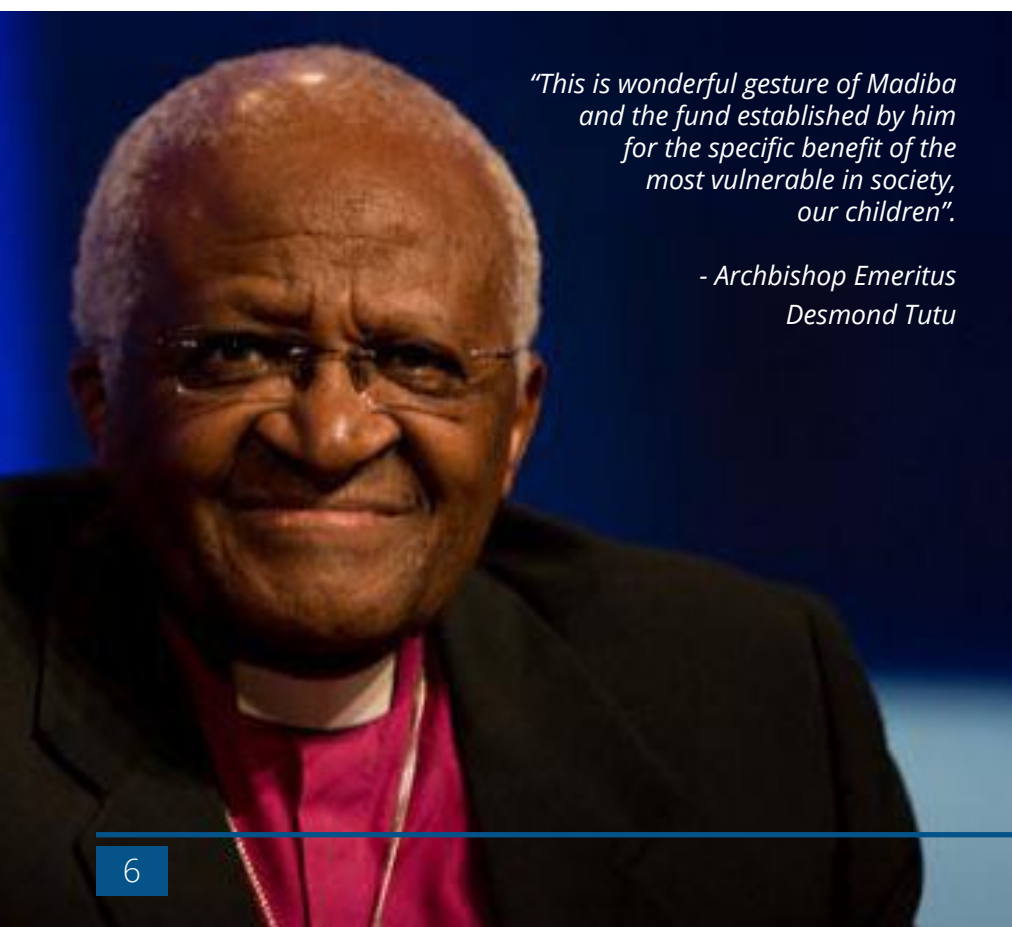
Planning and Strategy:  
KPMG Project Hope, Marvin Bostin  
and Associates.

The site was  
donated by Wits University  
at a dedication ceremony attended  
by Nelson Mandela and Desmond Tutu in 2009.

**Patrons:** Archbishop Desmond Tutu and Malawian President, Dr. Joyce Banda.

**NMCH Trust Leadership:** Graça Machel, S bongile Mkhabela, Joe Seoloane, Tito Mboweni, HRH Princess Zenani Dlamini, Dr. Tiny Mhinga, Nana Magomola, Charles Priebatsch, Irene Menell, Ishmael Mkhabela, Shirley Mabusela, Prof. Loyiso Nongxa and Moss Ngoashena.

**Youth Ambassador:** Botlhale Boikanyo **Ambassador:** Janna Fassaert



*"This is wonderful gesture of Madiba  
and the fund established by him  
for the specific benefit of the  
most vulnerable in society,  
our children".*

*- Archbishop Emeritus  
Desmond Tutu*

*"Nelson Mandela  
is one of the  
individuals who  
made history bringing  
hope out of despair for  
his entire people and  
the world."*

*—Elie Wiesel*

## A CRUCIALLY NEEDED PEDIATRIC HOSPITAL IN SOUTH AFRICA IS LONG OVERDUE

To give you an idea of the imbalance, there are 14 pediatric hospitals serving California alone. As a result of this reality, many South African children simply wander ignored in their attempt to heal or survive and if these children do receive healthcare, they are thrown into comprehensive facilities that lack staff, medicine, equipment and critical pediatric expertise. In these facilities, children are unfortunately viewed as 'little adults' where the old and young suffer and heal, side-by-side.

Statistics show that South Africa ranks 145th out of 197 countries in combating infant mortality, with an average of 56.62 deaths out of 1,000 births in the last four years.

Ten years ago, Nelson Mandela enriched his living legacy by unfolding his dream of the Nelson Mandela Children's Hospital. A key figure in this dream is a person who literally stood next to Mr. Mandela as they consoled her son, Lindo, who died at the age of 5 from third degree burns. Sibongile 'Bongi' Mkhabela left the hospital without her son, but walked away with a shared vision by Nelson Mandela.

"We suddenly saw the world of sick children and it was not kind, thoughtful or childlike - it needed change," explains Ms. Mkhabela. "Nelson Mandela has been a symbol of hope in my life. I consider it an honor to be a part of this event to further his legacy and bring aid to children in need."

The shared knowledge of the realities of being incarcerated for protesting apartheid and thus for fighting for what you believe in, Mandela appointed Bongi Mkhabela CEO of the Nelson Mandela Children's Trust. Since that time Mkhabela has directed the hospital's feasibility stage, verification phase and with your help, the construction phase of the Nelson Mandela Children's Hospital.

*Today, only FOUR pediatric  
hospitals currently serve the entire  
continent of Africa which is home  
to 450 million children.*





*“There can be no keener revelation of a society’s soul than the way it treats its children.” Nelson Mandela*

The Legacy of Hope Foundation launched their campaign at a VIP celebrity event on “Mandela Day” July 18, 2013 at Gotham Hall, New York City, NY.

This was Nelson Mandela’s 95th Birthday Day Event. Hosted by Chuck Nice (guest host of ABC’s The View). Over 300 people attended this event including celebrities, press, dignitaries and Nana Magomola, Deputy Chair of the Nelson Mandela Children’s Hospital Trust.

The event featured Grammy Award winning musical acts, powerful speakers including Arun Gandhi (5th grandson of Gandhi) and Tony, Emmy, and Golden Globe winning actor, Ben Vereen and an amazing performance by Legacy of Hope’s Youth Ambassador and winner of “South Africa Has Talent” Botlhale Boikanyo.

Sponsors and donors included Maserati, The Eagles, Guns N Roses, Tony Bennett, One Piece, Depeche Mode, Warpspeed, Sunshine and Sachs.



**DIGITAL AND SOCIAL MEDIA CAMPAIGNS:**

There is a substantial digital campaign being put in place featuring an educational mobile app. This app with integrated social media, educational resources and provide interaction both online and off.

**THE LEGACY OF HOPE (APP) APPLICATION:**

The Legacy of Hope app allows users to share Nelson Mandela’s quotes with their own life messages and interfaces with most of the social media and music applications.

This app will provide a home for ongoing dissemination of information and events from the Legacy of Hope Foundation as well as a portal with which to access live streaming of this historic concert in addition to a variety of ongoing and relevant content. This application will engage before, throughout and after the concert. This will become a home for providing continuous access to educational resources, awareness, and online communities based on the legacy of Nelson Mandela.

The global cache of Nelson Mandea is surpassed by none. As a result of this, the reach of this streaming feed will be tremendous and offered for free to all markets worldwide.

**SOCIAL MEDIA:**

Celebrity Legacy of Hope Honorary Committee Board members will be involved in a significant social media outreach campaign, across social media channels, which will include promoting the only North American text code campaign for Nelson Mandela and his aligned entities: Text MANDELA to 50555



**ABOUT THIS TRIBUTE CONCERT**

This historic 4-6 hour concert event will feature a minimum of 8 national artists per stage and will be simulcast from both North America and Africa. This event plans to be more interactive than any concert has ever been before.

**WHERE:** New York/New Jersey and Johannesburg, South Africa

**WHEN:** TBA

**WHY:** To raise awareness of the life and legacy of Nelson Mandela by sharing his values and commitments to a younger generation while supporting the creation of the Nelson Mandela Children’s Hospital.

This concert and media event will be produced by noted music producer, Eric Gast and CEO and Woodstock creator, Michael Lang.



**EVENT HIGHLIGHTS**

The live events will feature broadcast and streaming opportunities with artist performances on two continents—Africa and North America.

Interspersed within the performances, will be documentary vignettes on the life and legacy of Nelson Mandela, as well as hospital planning footage and impact statements surrounding the value of this much needed facility.

Multiple celebrity hosts as well as pre-taped celebrity support will be featured at both venues.

A documentary featuring the “making of” and “behind the scenes” account as well as, the actual concert itself, will be made and sold in support of the hospital. (Additional branding opportunities)

Fundraising events and media opportunities will be planned before, during and after the event. (Branding is available for additional sponsorship opportunities)

*“One of the most difficult things  
is not to change society -  
but to change yourself.”  
Nelson Mandela*

A focused worldwide campaign that not only establishes NMCH’s branding but the added cerebral component of understanding a true icon.





## GUITAR INITIATIVE:

Bands and celebrities are signing guitars worldwide for the Legacy of Hope campaign. By lending their signatures to these instruments, they are pledging their support of Mr. Mandela's values and commitment for free and accessible healthcare for the children of Africa. They're also committing the use of their social media in support with messaging and text code and the connected digital campaigns that support's the Legacy of Hope campaign. Signing of the guitars have included musical artists such as The Crystal Method, members of the Grateful Dead, Steve Jones (Sex Pistols), Guns N Roses, members of Bob Marley's Wailers, Blues Traveler, Allman Brothers, Fishbone, Parliament Funkadelic, Robbie Robertson, Andy Frasier (Free), Nine Inch Nails, The Roots and Depeche Mode.

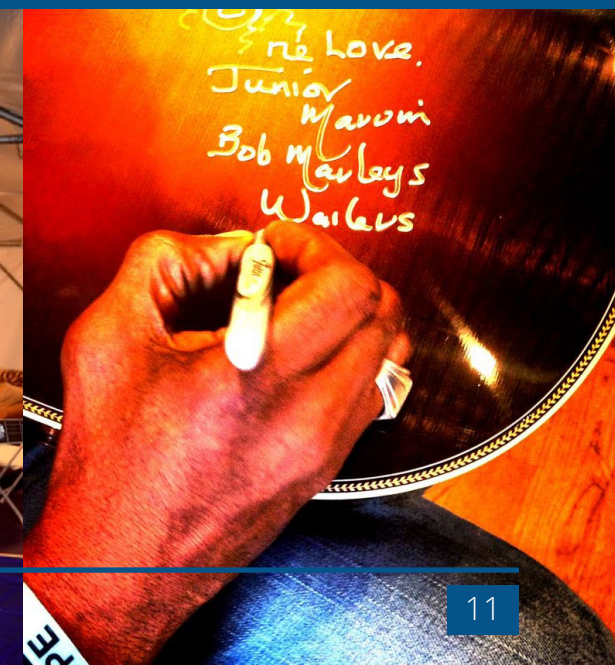
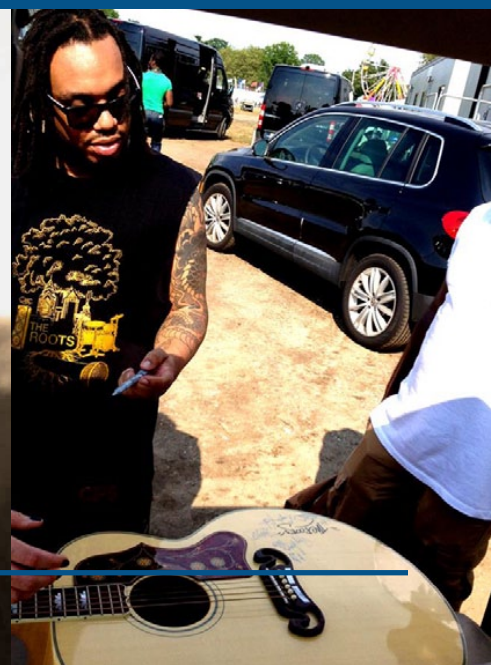
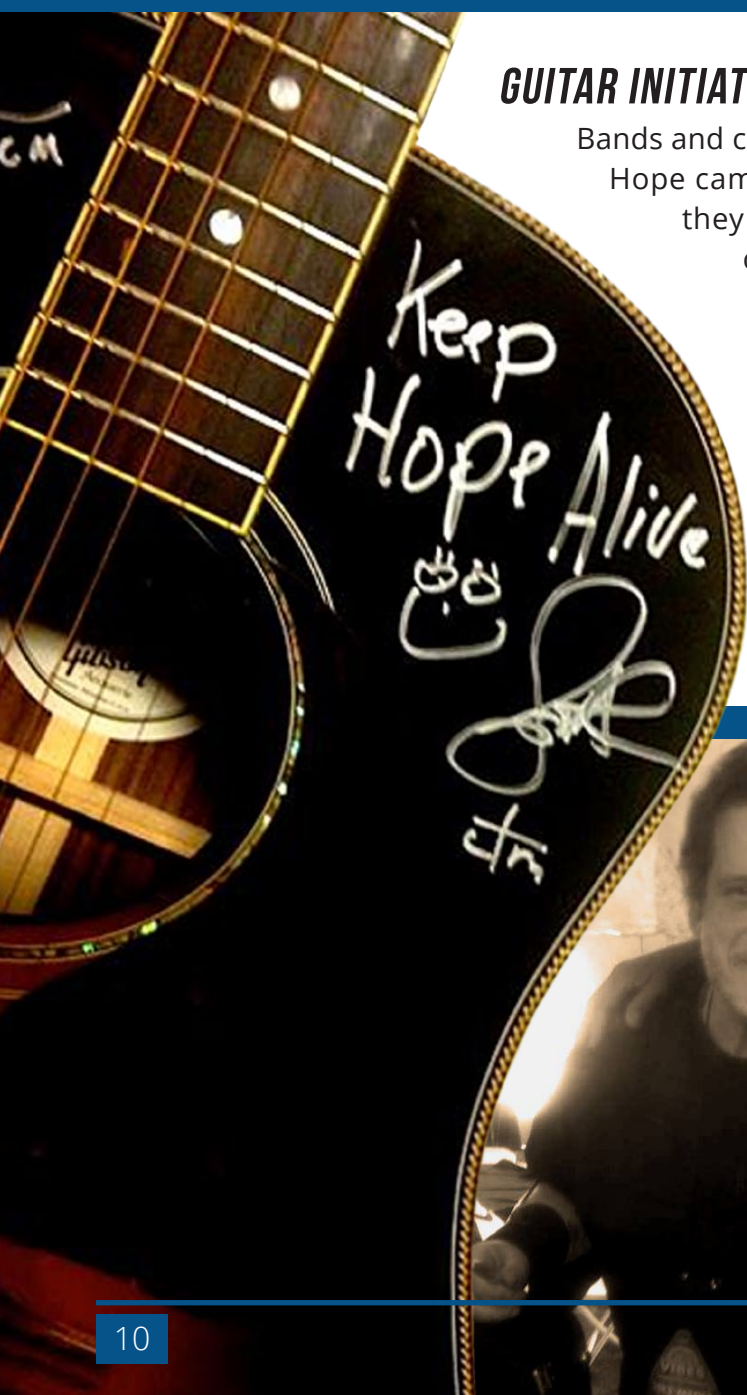
At the end of this campaign, these guitars will go up on the walls of the Nelson Mandela Children's Hospital commemorating music and art's significant role in building this historical state-of-the-art hospital.

*"Achieving this through the beauty of music and art is what Legacy of Hope is all about"*

There are plans to build a recording facility for the children to learn and run as part of the healing process while producing a live streamed branded feed of top talent shows for global distribution.

Guitars Generously donated by

**Gibson**





Sponsorship opportunities are available in any and all aspects of the assets of these packages. Sponsorship packages range from \$50,000 to \$17 million.

SPONSORSHIP OPPORTUNITIES	Tier 1	Presenting Premier *	\$17m	Tier 5	Gold Sponsor	\$750K
	Tier 2	TitleSponsor	\$8m	Tier 6	Silver Sponsor	\$500K
	Tier 3	Principal Sponsor	\$3m	Tier 7	Premium VIP	\$100K
	Tier 4	Platinum Sponsor	\$1m	Tier 8	VIP Supporter	\$50K

MERCHANDISING OPPORTUNITIES



\*Presenting level if met, eliminates Title sponsorships

Co-branding opportunities available on all merchandising.

	PRESENTING							
	PREMIER*	TITLE	PRINCIPAL	PLATINUM	GOLD	SILVER	PREMIUM VIP	VIP
BENEFITS	LIMIT 1	LIMIT 2	LIMIT 5	NO LIMIT	NO LIMIT	NO LIMIT	NO LIMIT	NO LIMIT
	NON-COMPETE	NON-COMPETE	NON-COMPETE					
Logo representation on digi-walls in between acts on both continents	★	LIMITED	LIMITED	LIMITED	LIMITED	LIMITED	VERY LIMITED	
Logo representation on aligned websiteswith hyperlinks and educational apps	2 YEARS	1 YEAR	LIMITED	LIMITED	LIMITED	LIMITED	VERY LIMITED	VERY LIMITED
Sponsoring Logo on PSA spots, including, but not limited to, Legacy of Hope Honorary Board	★							
Logo representation of the LOH speakers event for (1) year	★	★	LIMITED					
Logo representation on venue's Step and Repeat	★	★	★	★	★			
Premier Logo representation at the VIP Celebrity After parties in Manhattan and South Africa and their aligned Step and Repeats	★	SECONDARY PLACEMENT	LIMITED					
Premier logo placement in collector edition commemorative program in both continents	★	★	★	★	★	★	LIMITED (1)	VERY LIMITED (1)
Access to Festival content (both digital and print format)	★	LIMITED	LIMITED	LIMITED / PRINT	LIMITED / PRINT			
New York/New Jersey venue skyboxes	2 VIP SKYBOXES	1 VIP SKYBOX	1 VIP SKYBOX	SHARED (10)	SHARED (6)			
South African venue, VIP Presidential Skybox (up to 100 people)	★							
South African venue VIP Skybox	SEE ABOVE	1 VIP BOX	1 VIP BOX	SHARED (10)	SHARED (6)			
VIP Level Event tickets for each location - with After Party inclusion	100	60	40	16	10	10	8	2
Patron Level tickets for each location	200	152	80	32	20	16	10	4
VIP backstage Access	26	10	5	4	2	2		
PROMOTIONAL PRESENCE								
Co-sponsored branded events	★	LIMITED	LIMITED	LIMITED	LIMITED			
Right to mention sponsorship in both TV and Print	★	★	★	★	PRINT			
Distribution of promotional items at concert	★	★	★	★	★			
Product placement in gift bags at LOH events	★	★	★	★	★	LIMITED	LIMITED	LIMITED
Promotional material distribution/hospitality venue	★	★	★	★	★			
RECOGNITION								
Corporation name recognition in Director's quote	★	★	★	★	★			
Corporation name recognition in press releases	★	★	★	★	★	LIMITED (1)		
Framed plaque for your support and level of sponsorship sent to corporation	★	★	★	★	★	★	★	★
Plaque of corporation name on the walls of the Nelson Mandela Children's Hospital	★	★	★	★	★	★	★	★

**Eric Gast, CEO/Executive Producer****Jennifer Trubenbach, President**

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**email:** jt@legacyofhopeconcerts.org

**Tax ID:** 46-0826445

**Partners:**

Akamai Technologies

Bespin Holdings Inc.

BubbleUp

CAA (Creative Artist Agency), Los Angeles

Celebrity Services Africa: Beverley Hills & S. Africa

Internet Media Labs NY, OneQube/SeeSaw

Kirkland and Ellis LLP, NY - Legal, Pro Bono

Langdon Wilson International, LA

The LOH Honorary Board

Nelson Mandela Children's Hospital Trust, SA

Nocturne PRG

Octagon, Philip D. M. de Picciotto, CEO/Founder

ProjectPitcher.com

Real Medicine Foundation

ReversEngineered

South African Embassy

South African Government

Weapons of Mass Entertainment

Woodstock, Inc.

**Production:**

Michael Abend - Consulting Producer

Jacqueline Beaudette - Consulting Producer

Paul Boyd - Lead Director

Lenore Blumer - Associate Producer

Nina Bueti - Coordinating Producer/Artist Relations

Ronan Coleman - Associate Producer/Music Director

Sandra Erickson - Consultant

Janna Fasseart - LOH Ambassador

Richard Fortus - Musical Director

Camilla Gray - Associate

Chris Greco - Lead Counsel, Partner K&E LLP,

Susan Gossage- LOH Ambassador

Ezra Jerome - Associate

Ziad Khan - Associate

Michael Lang, LOH Executive Producer/CEO Woodstock

Francine Le Chat - Lead Consulting Producer

Vuyo Lutseke, Media & Communications Officer NMCH Trust

Mrs. Graça Machel, (Chair of the NMCH Trust)

Nana Magomola- LOH Ambassador/ Deputy Chair, NMCH Trust

Mari Mora - Associate

David Stern- Associate

Pat Van der Merwe, NMCH Trust Manager

Sherry Voigt - Brand Strategist

**Friends:**

Robert Bloodgood

Stephen Clawson

Anthony LoPresti

Geoff Malais

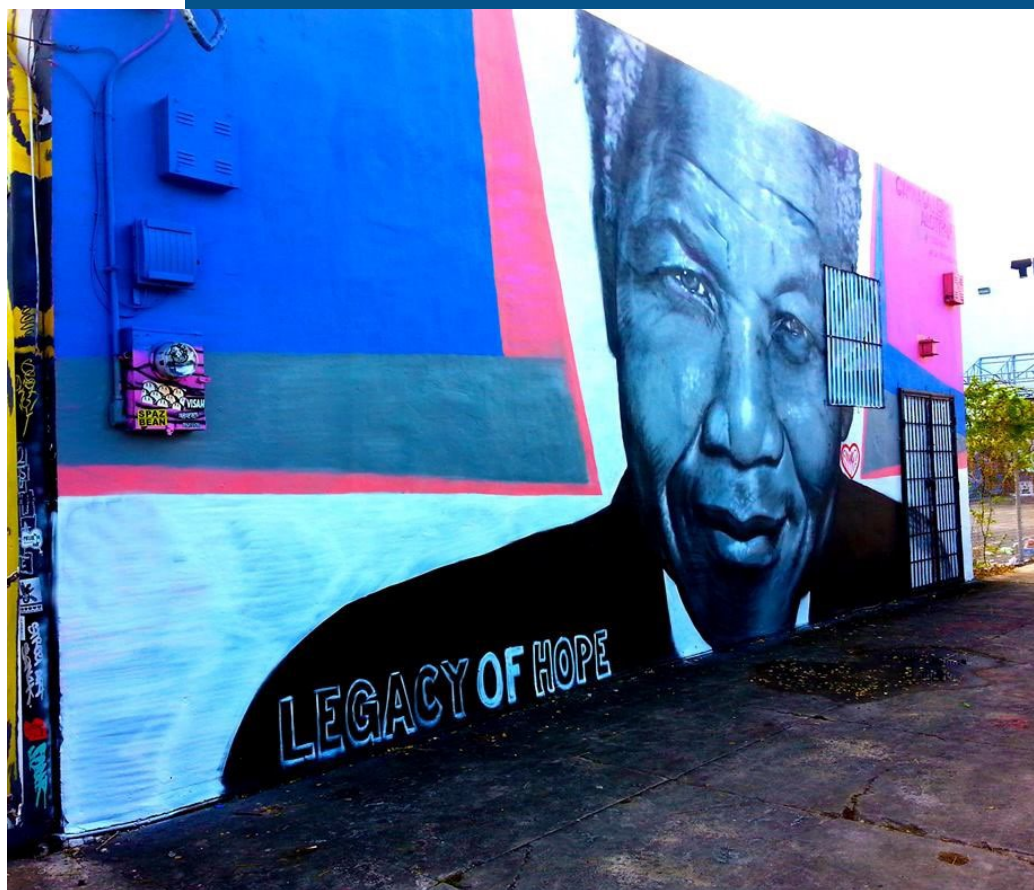
Gaby Magomola

Donald Reid

Tom Silvestro

Stephanie Whittier

Enzo Zullo



## LEGACY OF HOPE COMMEMORATIVE PROGRAM

The Legacy of Hope concert program will feature alternating backdrop illustrations from famous children's illustrators and world-class graffiti artists. In August 2014, after the concert, the Legacy of Hope Foundation will have a gallery at Art Basel in Miami, one of the largest art events of the year that draws over 50,000 art patrons yearly. The large format prints will be auctioned off to support the children's hospital and every night a different national music act will play. Legacy of Hope will be engaged in embracing the art and music communities simultaneously in this momentous event.



*"It is music and dancing  
that make me at peace  
with the world."  
- Nelson Mandela*