"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



IN SUPPORT OF THE NELSON MANDELA CHILDREN'S HOSPITAL









# **CONCERT SPONSORSHIP OPPORTUNITIES**



Legacy of Hope Foundation is a registered 501(c)3, TAX ID# 46-0826445

Eric Gast, CEO & Executive Producer Jennifer Trubenbach, President SIbongile Mkhabela, CEO of the NMCH <u>Trust</u>

www.legacyofhope.org

FOR SPONSORSHIP OPPORTUNITIES OR INFORMATION PLEASE CONTACT:

Jennifer Trubenbach, President Office: (949) 380-0923 jt@legacyofhopeconcerts.org

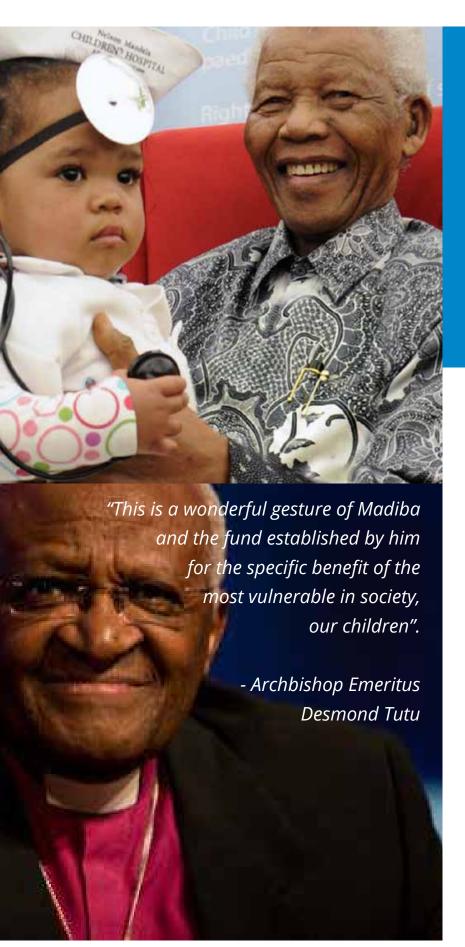
# LEGACYOFHOPE

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# LEGACYOFHOPE

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.



"I am inspired by his rich legacy that promotes justice, compassion, and solidarity. Children were very dear to Madiba and his last wish was to build the Nelson Mandela Children's Hospital."

Graça Machel, the wife of the late Mr. Nelson Mandela June 2014

# **MISSION STATEMENT**

The Legacy of Hope Foundation was created to aid underserved children and communities around the world.

# **CAMPAIGN GOAL**

The Legacy of Hope Foundation, in partnership with the Nelson Mandela Children's Hospital Trust, has joined forces to help build the Nelson Mandela Children's Hospital (NMCH) slated to open in 2016.

# THE LEGACY OF HOPE NELSON MANDELA CHILDREN'S HOSPITAL CONCERT

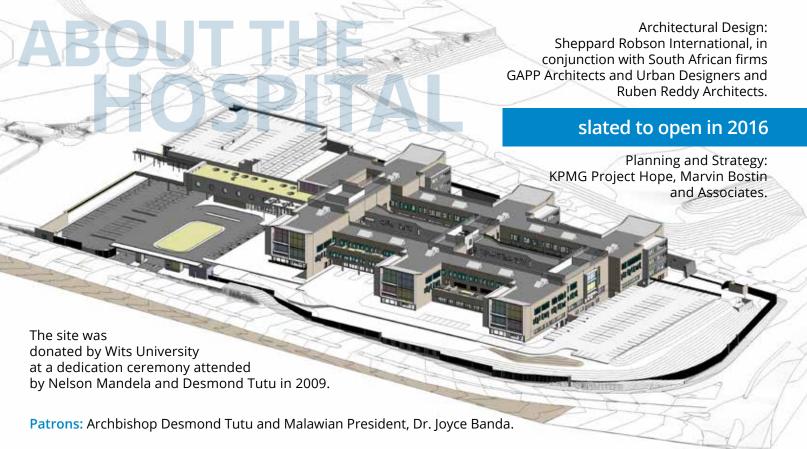
On December 13th, 2014 at Barclay's Center, New York City, Legacy of Hope will produce a concert in honor of Mr. Mandela's Legacy and his last living wish to build the fifth dedicated children's hospital on the entire continent of Africa.

# HONORARY BOARD MEMBERS

The Legacy of Hope Foundation has amassed a significant Honorary Board 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.



Ruby Bridges, Ed and Christy Turlington 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, Elie and Marion Wiesel and the late, Dr. Maya Angelou.



NMCH Trust Leadership: Graça Machel, Sibongile 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 Ngoasheng. Youth Ambassador: Botlhale Boikanyo.

# 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 Chair person of the NMCH Trust and Sbongile Mkhabela is the 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.

# 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.



# THE LEGACY OF HOPE NELSON MANDELA CHILDREN'S HOSPITAL CONCERT

The Legacy of Hope Foundation will produce an evening of music and entertainment this December in support of a global campaign to fulfill the last living wish of Nelson Mandela—to build a dedicated children's hospital in Johannesburg, South Africa. This will be the fifth children's hospital serving the entire continent of Africa.

The LEGACY OF HOPE NELSON MANDELA CHILDREN'S HOSPITAL CONCERT will feature 10 premier artists/performers and will be broadcast and streamed around the world. 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.

# WHERE:

Barclays Center, New York City.

# WHEN:

Saturday December 13th, 2014.

# WHO:

Visit www.legacyofhope.org for artist announcements.



# **CONCERT OVERVIEW: (as of 8/25/14)**

- 10 acts working in collaborative pairings performing sets of 2-3 songs;
- · 2 proprietary pieces;
- Six, 4-minute vignettes shown between acts on screens;
- 4 to 5 Presenters;
- 1 Emcee;
- Run of show: 4 to 4.5 hours;
- Multiple celebrity hosts, as well as, pre-taped celebrity support will be featured;
- 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 available);
- Fundraising events and media opportunities will be planned before, during and after the event;
- Content will be distributed and received from South Africa as an international bridge to the Legacy of Hope Concert.

# **FUNDING CONDUITS:**

Text Code Campaign, Ticket Sales, Sponsorship, Merchandising.

### **PROPOSED GOAL:**

\$30 million (USD) raise above production expenses, and engage donor base for the Nelson Mandela Children's Hospital/Legacy of Hope platform.

### PARTNERING MANAGEMENT & TALENT AGENCY SUPPORT

Creative Artists Agency (CAA) The Agency Group

# **DIGITAL STREAMING/SOCIAL MEDIA:**

Akamai Technologies BullDog Media Bespin Holdings, Inc. Chirpify Internet Media Labs, NY, OneQube/SeeSaw Oyster Labs

# **BROADCAST PARTNERSHIPS:**

ZEE TV India ZEE TV USA

699 million households between India/UAE/USA Worldwide stream to smartphones through Legacy of Hope App viewership.

# **PRODUCTION PARTNERSHIPS:**

PRG/NOCTURNE

Number one supplier of video production services at the arena and stadium level. Operating on worldwide basis.

Weapons of Mass Entertainment Video documentary work

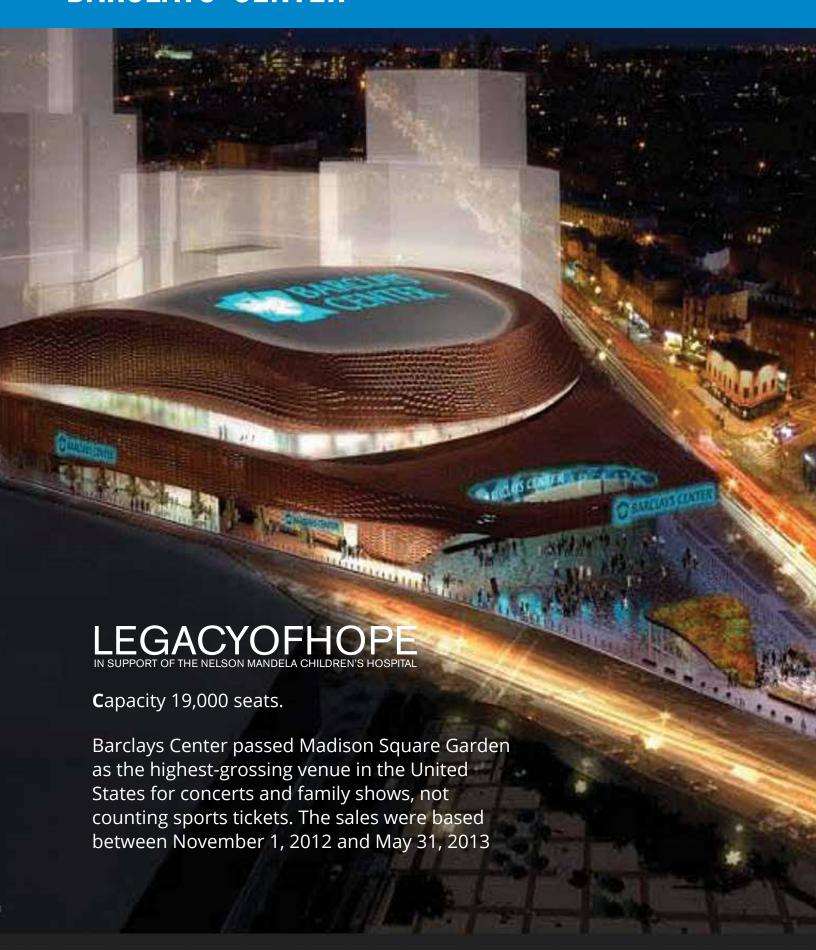
Paul Boyd- Director

(Portfolio: Mick Jagger, Sting, Seal, Shania Twain, Lionel Richie)

# **MEDIA/PR PARTNERSHIPS:**

AOL (in-kind) Huffington Post (in-kind)

# **BARCLAYS CENTER**



# DIGITAL CONTENT/STREAMING

# "We must use time wisely and forever realize that the time is always ripe to do right." -Nelson Mandela CONCERT BEGINS IN54 12 56 LEGACYOFHOPE IN SUPPORT OF THE NELSON MANDELA CHILDREN'S HOSPITAL SPONSOR LOGO PLACEMENT HERE WWW.legacyofhope.org SPONSOR LOGO PLACEMENT HERE

### **CONCERT COUNTDOWN**



PERFORMANCES, INTERVIEWS, CONTESTS AND SOCIAL MEDIA



**REAL-TIME CONCERT FEED ON MOBILE DEVICE** 

# STREAMING INFRASTRUCTURE SUMMARY

The Legacy of Hope Foundation's streaming infrastructure is unmatched in its ability to gather, focus, and deliver streamed content worldwide. Legacy of Hope has invested significantly in building a protected, in-house infrastructure platform in order to deliver branded content securely. This investment has been done for the benefit of the foundation, with the protection of branding and sponsorship dollars in mind. Benefits of the platform include, as examples; stream protection and tracking metrics. These methods ensure streams are never hopped (stolen) and then restreamed via a third-party, who may attempt to insert their own advertising, to the detriment of branded entities, funders and sponsors.

Legacy of Hope has partnered with the leaders in the industry to ensure that the foundation maintains a TIER1 global platform for distribution of the Legacy of Hope Nelson Mandela Children's Hospital Concert. This delivery strategy gives the foundation access and delivery-capability to any internet connected device worldwide, including gaming platforms such as XBOX and PS3.

Legacy of Hope's technology partners maintain the largest global access Content Delivery Network (CDN) in the world. This ensures that the concert and all related events will be viewed at scale, anywhere, by anyone. The platform enables delivery of protected content across all global markets.

The Legacy of Hope infrastructure for delivery of these events is implemented via it's Technology Solutions provider, Bespin Holdings (BHI), and its key technology/delivery partners Akamai Technologies and BullDog Media Group. This TIER1 capability ensures that all of the Mandela related content produced by Legacy of Hope have the highest direct access to a global audience.

# Bespin Holdings, Inc. (BHI)

As a Technology Solutions provider, BHI's team has delivered global infrastructure & platform solutions for NASA, The US Army, Lockheed-Martin, General Dynamics, GE Capital, Citigroup, Pepsi, Northrup Grumman, Bank of America, Bell Helicopter, Levi Strauss, Société Générale, Verizon Wireless, and many others since the mid-90's. BHI delivers systems integration solutions that combine the partner technologies into an integrated "platform"

# DIGITAL CONTENT/STREAMING



such as the Legacy of Hope website, streaming, user management, mobile applications and the development/deployment of the overall digital media infrastructure.

# **Akamai Technologies**

In 1995 Akamai's founders at MIT invented a fundamentally new and better way to deliver Internet content. This method has resulted today in a technology that is revolutionizing the Internet. Today over 40% of all Global Streaming and Video traffic flows via the Akamai backbone CDN. Delivering the highest profile streaming events on the planet, such as: All FIFA World Cup events, The Olympics for NBC, The NFL Superbowl, Hope for Haiti Concert/MTV, American Express-Unstaged Concerts, iTunes Festival Concerts (SXSW) in addition to almost all global provisioning/content/ data delivery for companies such as Facebook, Apple, Microsoft, The BBC, IBM, NBC Universal, MTV, The National Footbal League (NFL) and Adobe Systems, among others.

# **BullDog Media Group (BDM)**

BDM is the third leg on the Legacy of Hope platform, providing world class digital production, technology and ground support for the Legacy of Hope Nelson Mandela Children's Hospital concert. BullDog Media Group's client roster includes the FIFA World Cup, The Olympics, American Express, MTV, VEVO, AOL, Disney, Warner Bros, AT&T, Nokia, The Grammys, Xbox, The Oscars, Ustream, Digitas, Taco Bell, Verizon, Sony, Bonnaroo, Outside Land Music Festivals, CBS Interactive, Pandora, Anheuser-Busch, Coachella, Bonnaroo, Lollapalooza, Austin City Limits, The Masters, VICE, Intel, IGN, MTV, People's Choice Awards, and the American Music Awards.

# Chirpify

Chirpify is a marketing conversion platform that enables people to donate and participate with causes and brands simply via a post on social media. By harnessing social as a conversion utility, messages are amplified, participation is increased, reach is unparalleled, and a clients see a fuller consumer data picture. Through continued use of the platform, clients build a loyalty club of socially activated consumers who can instantly transact or participate with the brand via a social post.





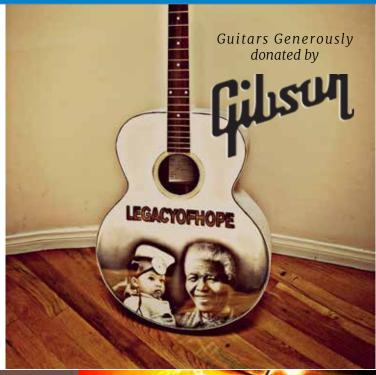




At the end of this campaign, these guitars will go up on the walls of the Nelson Mandela Children's Hospital commemorating music and art's significant role in building this historical state-of-the-art hospital.

"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.







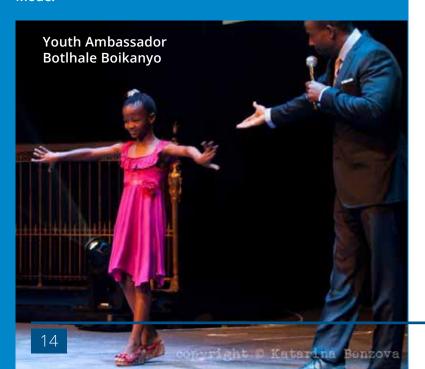
# **MANDELA DAY 2013**

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 and Depeche Mode.





# MANDELA DAY 2014

The Legacy of Hope Foundation hosted an evening of entertainment on Mandela Day (July 18) to support a global campaign to fulfill the last living wish of Nelson Mandela—to build Africa's 5th dedicated children's hospital in Johannesburg, South Africa in 2016.

Of the \$100 million needed to complete the hospital,

Of the \$100 million needed to complete the hospital, the foundation has currently raised \$70 million through ongoing efforts.

Legacy of Hope hosted dignitaries, advocates and celebrities at the Beverly Hills Wallis Annenberg Theatre. Chuck Nice (comic/radio personality) hosted the evening of featured presentations and performances by civil rights icon Ruby Bridges, Tata Vega (20 Feet from Stardom), Poe (singer/songwriter), Botlhale Boikanyo (Africa's Got Talent 2012 winner and Legacy of Hope Youth Ambassador), British tenor Thomas Spencer-Wortley, and the Bryant Temple African Methodist Episcopal Church Choir.

# ENDORSEMENT LETTER FROM GRAÇA MACHEL, THE FIRST LADY OF SOUTH AFRICA, AND THE FORMER WIFE OF NELSON MANDELA



25 October 2013

Mr Eric Gast

Dear Eric

I met with Bongi earlier this month and was delighted and heartened to learn of the progress you are making towards making the "Legacy of Hope" concert in aid of Nelson Mandela Children's Hospital a reality next year.

The arrangement of a world concert requires meticulous planning, careful arrangement and a lot of hard work. I recognise and truly appreciate the work you have done to make the concert possible and, in turn, the realisation of Madiba's dream for the best healthcare for children of Southern Africa a reality!

I look forward to receiving regular updates as we move closer to the concert date in 2014.

Sincerely

GRAÇA MACHEL CHAIRPERSON

> Founder Nelson Mandela Children's Fund

Chairperson Graça Machel Chief Executive Officer
Sibongile Mkhabela





# **CONCERT SPONSORSHIPS**

Sponsorship opportunities are available in any and all aspects of the assets listed on the following pages.

Tier 1	Presenting Premier Sponsor
Tier 2	Legacy of Hope Partner

# FOR SPONSORSHIP OPPORTUNITIES, OR MORE INFORMATION, PLEASE CONTACT:

Jennifer Trubenbach, President Office: (949) 380-0923 jt@legacyofhopeconcerts.org

PRESENTING/PREMIER SPONSOR	TIER 1
DELIVERABLES	
Logo representation on digi-walls in between acts	*
Logo representation on aligned websites with hyperlinks and educational apps	2 YEARS
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	*
Logo representation on venue's step-and-repeat	*
Premier logo representation at the VIP celebrity after parties in Manhattan and their aligned step-and-repeats	*
Premier logo placement in collector edition commemorative program	*
Access to festival content (both digital and print format)	*
Private HONDA CLUB access	50 PEOPLE
VIP level event tickets-with after party inclusion	100
Patron level tickets	150
VIP backstage access	26
Co-Branded merchandising opportunity	*
EVENT DAY DIGITAL MARKETING PACKAGE	
Please reference the digital campaign PDF	FULL ACCESS
PROMOTIONAL PRESENCE	
Co-sponsored branded events	*
Right to mention sponsorship in both TV and print	*
Distribution of promotional items at concert	*
Product placement in gift bags at LOH events	*
Promotional material distribution/hospitality venue	*
RECOGNITION	
Corporation name recognition in Director's quote	*
Corporation name recognition in press releases	*
Framed plaque for your support and level of sponsorship sent to corporation	*

LEGACY OF HOPE PARTNER	TIER 2
DELIVERABLES	
Logo representation on digi-walls in between acts	LIMITED
Logo representation on aligned websites with hyperlinks and educational apps	1 YEAR
Logo representation of the LOH speakers event for (1) year	*
Logo representation on venue's step-and-repeat	*
Premier logo representation at the VIP celebrity after parties in Manhattan and their aligned step-and-repeats	SECONDARY PLACEMENT
Premier logo placement in collector edition commemorative program	*
Access to festival content (both digital and print format)	LIMITED
Private HONDA CLUB access	50 PEOPLE
VIP level event tickets-with after party inclusion	42
Patron level tickets	90
VIP backstage access	10
Co-Branded merchandising opportunity	*
EVENT DAY DIGITAL MARKETING PACKAGE	
Please reference the digital campaign PDF	LIMITED
PROMOTIONAL PRESENCE	
Co-sponsored branded events	LIMITED
Right to mention sponsorship in both TV and print	*
Distribution of promotional items at concert	*
Product placement in gift bags at LOH events	*
Promotional material distribution/hospitality venue	*
RECOGNITION	
Corporation name recognition in Director's quote	*
Corporation name recognition in press releases	*
Framed plaque for your support and level of sponsorship sent to corporation	*

# **LEGACYOFHOPE**

IN SUPPORT OF THE NELSON MANDELA CHILDREN'S HOSPITAL

### THE LEGACY OF HOPE FOUNDATION

399 West Broadway, Suite #2-A New York, New York 10012 Registered 501(c)3 Tax ID: 46-0826445

**Eric Gast**, CEO/Executive Producer email: eggast@legacyofhopeconcerts.org

Jennifer Trubenbach, President

phone: (949) 380-0923

email: jt@legacyofhopeconcerts.org

### **PARTNERS:**

Akamai Technologies **BullDog Media** Bespin Holdings, Inc. CAA (Creative Artist Agency), Los Angeles Celebrity Services Africa: Beverly Hills & S. Africa Chirpify Internet Media Labs, NY, OneQube/SeeSaw Kirkland and Ellis LLP, NY - Legal, Pro Bono Langdon Wilson International, LA The LOH Honorary Board Nocturn PRG **Oyster Labs Real Medicine Foundation** South African Embassy Weapons of Mass Entertainment Woodstock, Inc.

### PRODUCTION:

Eric Gast-Executive Producer
Michael Lang-Executive Producer/CEO Woodstock

Michael Abend-Consulting Producer
Paul Boyd-Lead Director
Lenore Blumer-Associate Producer
Nina Bueti-Coordinating Producer/Artist Relations
Stephen Clawson-Director of Content
Ronan Coleman-Associate Producer/Music Director
Philip D.M. dePicciotto- Octagon, Consultant
Paul Farberman, Associate Producer/Artist Relations
Richard Fortus-Lead Musical Director
Chris Greco-Lead Counsel, Partner K&E LLP
Susan Gossage-NMCF Ambassador
Derrick Jones (Dnice) - Co- lead Production
Ziad Khan-Consultant
Kumar Kalantri-Coordinating Producer
Anthony LoPresti-Legal Advisor to Mr. Gast

Brannon Phillips-Director:

Communications Services America. Celebrity Services Africa

Davin Phillips-Director:

Communications Services America. Celebrity Services Africa

Jaren Phillips-CFO:

Communications Services America. Celebrity Services Africa

Fran Le Chat-Lead Consulting Producers CSA/America. Celebrity Services Africa

Marc Le Chat- Lead Consulting Producers CSA/America Celebrity Services Africa

Camilla Gray-Personal Assistant to Mr. Gast Mari Mora-Associate David Stern-Associate Ezra Jerome-Associate

### **SOUTH AFRICAN PARTNERS:**

Mrs. Graça Machel-Chair of the NMCH Trust Vuyo Lutseke-Media/Communications Officer, NMCH Trust Nana Magomola-Deputy Chair, NMCH Trust Pat Van der Merwe, NMCH Trust manager Mary-Jane Morifi-NMCH Trust Czerina Patel-Press Consultant

### FRIENDS:

Robert Bloodgood, Project Pitcher Jacqueline Beaudette Gaby Magomola Gail Perry Donald Reid Tom Silvestro Sherry Voigt Stephanie Whittier Enzo Zulio



# **LEGACY OF HOPE COMMEMORITIVE 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 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