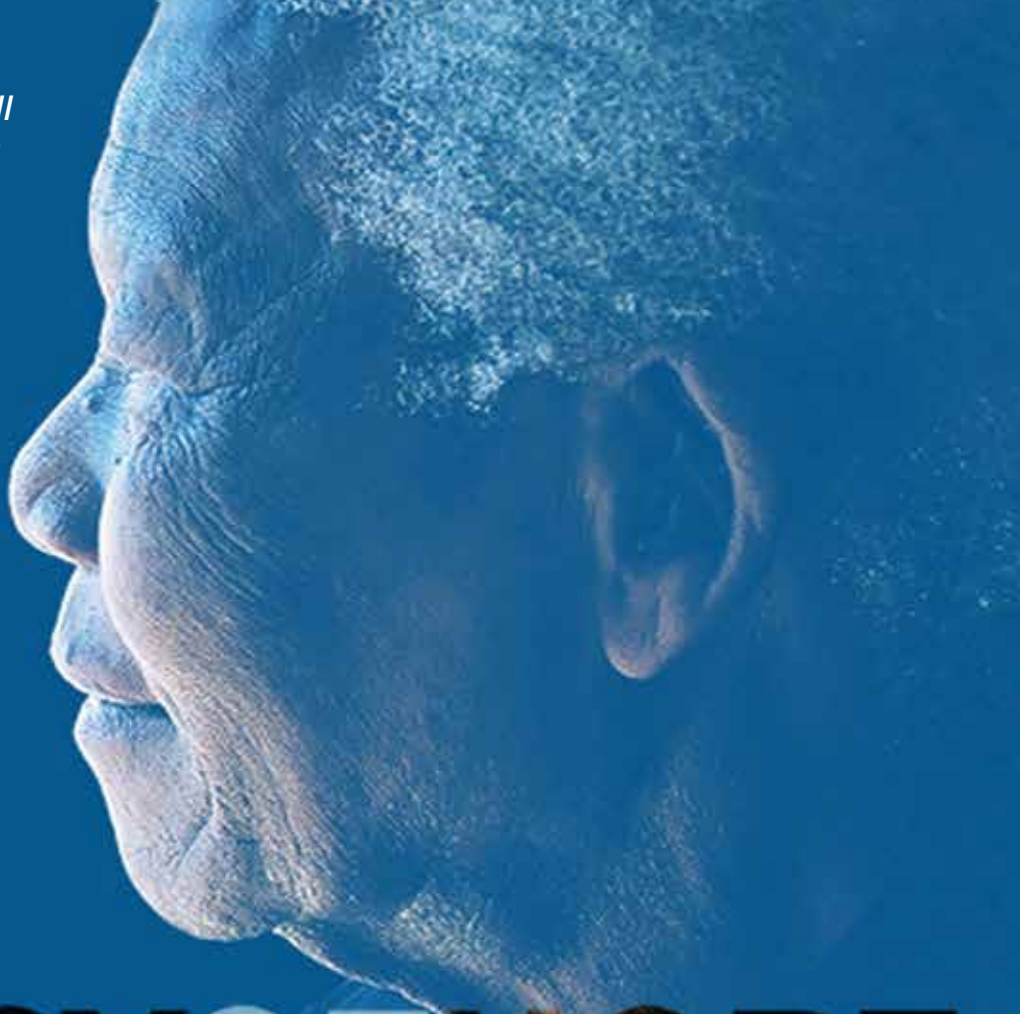


*"A dedicated children's hospital will be a credible demonstration of the commitment of African leaders to place the rights of children at the forefront. Nothing less would be enough." — Nelson Mandela*

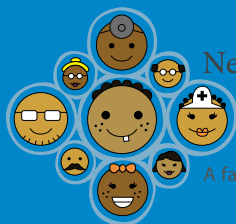


# LEGACY OF HOPE

IN SUPPORT OF THE NELSON MANDELA CHILDREN'S HOSPITAL



## CONCERT SPONSORSHIP OPPORTUNITIES



Nelson Mandela  
**CHILDREN'S  
HOSPITAL**  
A family dedicated to care

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

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

[www.legacyofhope.org](http://www.legacyofhope.org)

**FOR SPONSORSHIP  
OPPORTUNITIES,  
PLEASE CONTACT:**

Jennifer Trubenbach, President  
(949) 463-1795  
[jt@legacyofhopeconcerts.org](mailto:jt@legacyofhopeconcerts.org)

# LEGACYOFHOPE

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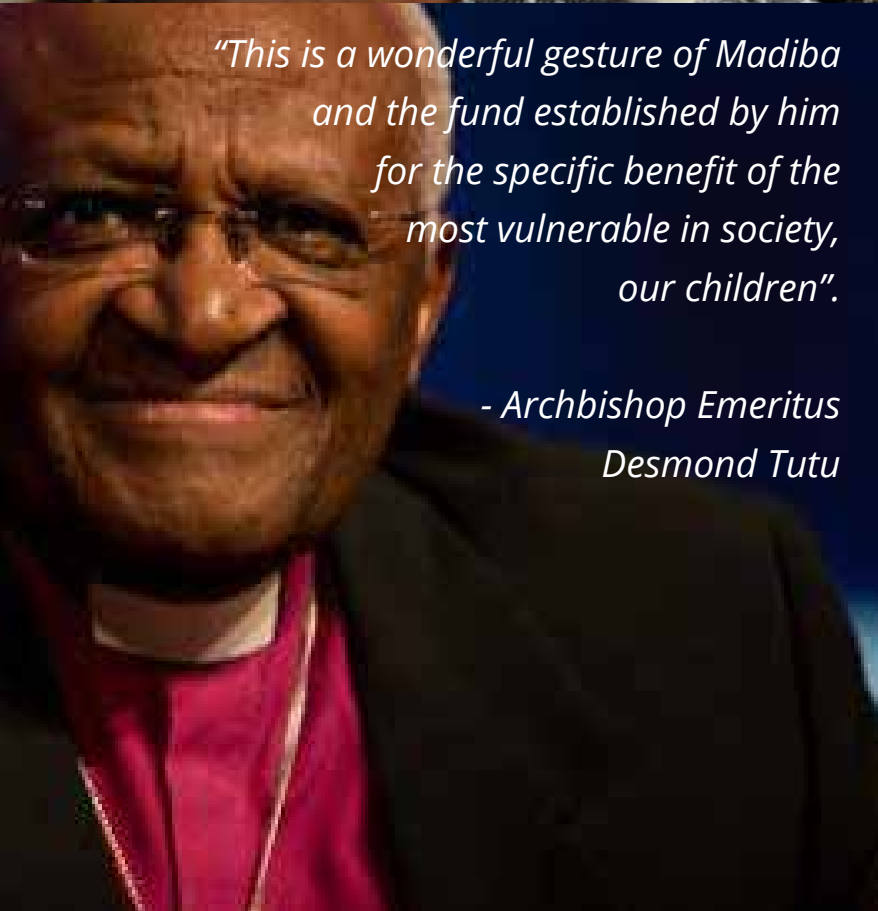
# LEGACYOFHOPE

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*



*"This is a 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*

## 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—

The Nelson Mandela Children's Hospital in Johannesburg, South Africa, slated to open in 2016.



# 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, 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, Elie and Marion Wiesel and the late, Dr. Maya Angelou.

# ABOUT THE HOSPITAL

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

slated to open in 2016

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, Sbongile 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.

## 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.



### 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.

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

## LEGACY OF HOPE

IN SUPPORT OF THE NELSON MANDELA CHILDREN'S HOSPITAL

Capacity 19,000 seats.

Barclays Center Passed Madison Square Garden as the highest-grossing venue in the United States for concerts and family shows, not counting sports tickets. The sales were based between November 1, 2012 and May 31, 2013

# DIGITAL CONTENT/STREAMING



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 its Technology Solutions provider, Bepin 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.

### Bepin 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



# DIGITAL CONTENT/STREAMING

Including custom LOH Mobile Applications for Apple and Android tablets and smart phones...



systems integration solutions that combine the partner technologies into an integrated “platform” 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 Football 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.



# 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

A handwritten signature in black ink, appearing to read "G Machel", with a long, sweeping horizontal line extending to the right.

GRAÇA MACHEL  
CHAIRPERSON

**Founder**  
Nelson Mandela Children's Fund

**Chairperson**  
Graça Machel

**Chief Executive Officer**  
Sibongile Mkhabela

**Trustees**

Shirley Mabusela • Graça Machel • Nana Magomola • Zenani Mandela-Dlamini • Irene Menell • Tiny Mhinga • Ishmael Mkhabela • Moss Ngoasheng • Charles Priebatsch • Joe Seoloane • Tito Mboweni

## CONCERT SPONSORSHIPS

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

**Sponsorship packages range from \$50,000 to \$10 million.**

Tier 1	Presenting Premier Sponsor <i>(Presenting level if met, eliminates Title sponsorships)</i>	\$10M	Limit 1
Tier 2	Title Sponsor	\$6M	Limit 2
Tier 3	Principal Sponsor	\$3M	No limit
Tier 4	Platinum Sponsor	\$1M	No limit
Tier 5	Gold Sponsor	\$750K	No limit
Tier 6	Silver Sponsor	\$500K	No limit
Tier 7	Premium Sponsor	\$100K	No limit
Tier 8	VIP Sponsor	\$50K	No limit

### FOR SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

Jennifer Trubenbach, President  
(949) 463-1795  
jt@legacyofhopeconcerts.org

<b>PRESENTING/PREMIER SPONSOR \$10M</b>		<b>TIER 1</b>
<b>TIER 1 SPONSORSHIP EXCLUSIVITY</b>		<b>NON-COMPETE</b>
<b>DELIVERABLES</b>		<b>LIMIT 1</b>
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		★
<b>EVENT DAY DIGITAL MARKETING PACKAGE</b>		
Please reference the digital campaign PDF		FULL ACCESS
<b>PROMOTIONAL PRESENCE</b>		
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		★
<b>RECOGNITION</b>		
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		★



TITLE SPONSOR \$6M		TIER 2
TIER 2 SPONSORSHIP EXCLUSIVITY		NON-COMPETE
		LIMIT 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		★

PRINCIPAL SPONSOR \$3M		TIER 3
TIER 3 SPONSORSHIP EXCLUSIVITY		NON-COMPETE
		NO LIMIT
DELIVERABLES		
Logo representation on digi-walls in between acts		LIMITED
Logo representation on aligned websites with hyperlinks and educational apps		LIMITED
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 their aligned step-and-repeats		LIMITED
Premier logo placement in collector edition commemorative program		★
Access to festival content (both digital and print format)		LIMITED
VIP level event tickets-with after party inclusion		26
Patron level tickets		66
VIP backstage access		5
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		PRINT
Distribution of promotional items at concert		★
Product placement in gift bags at LOH events		LIMITED
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		★

<b>PLATINUM SPONSOR</b>	<b>\$1M</b>	<b>TIER 4</b>
<b>TIER 4 SPONSORSHIP EXCLUSIVITY</b>		<b>NO LIMIT</b>
<b>DELIVERABLES</b>		
Logo representation on digi-walls in between acts		LIMITED
Logo representation on aligned websites with hyperlinks and educational apps		LIMITED
Logo representation on venue's step-and-repeat		★
Premier logo placement in collector edition commemorative program		★
VIP level event tickets-with after party inclusion		6
Patron level tickets		32
VIP backstage access		4
<b>PROMOTIONAL PRESENCE</b>		
Co-sponsored branded events		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
Promotional material distribution/hospitality venue		★
<b>RECOGNITION</b>		
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		★



<b>GOLD SPONSOR      \$750K</b>		<b>TIER 5</b>
<b>TIER 5 SPONSORSHIP EXCLUSIVITY</b>		<b>NO LIMIT</b>
<b>DELIVERABLES</b>		
Logo representation on digi-walls in between acts		LIMITED
Logo representation on aligned websites with hyperlinks and educational apps		LIMITED
Logo representation on venue's step-an-repeat		★
Premier logo placement in collector edition commemorative program		★
VIP level event tickets-with after party inclusion		10
Patron level tickets		20
VIP backstage access		2
<b>PROMOTIONAL PRESENCE</b>		
Co-sponsored branded events		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
Promotional material distribution/hospitality venue		★
<b>RECOGNITION</b>		
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		★

<b>SILVER SPONSOR</b>	<b>\$500K</b>	<b>TIER 6</b>
<b>TIER 6 SPONSORSHIP EXCLUSIVITY</b>		<b>NO LIMIT</b>
<b>DELIVERABLES</b>		
Logo representation on digi-walls in between acts		LIMITED
Logo representation on aligned websites with hyperlinks and educational apps		LIMITED
Premier logo placement in collector edition commemorative program		★
VIP level event tickets-with after party inclusion		10
Patron level tickets		16
VIP backstage access		2
<b>RECOGNITION</b>		
Corporation name recognition in press releases		LIMITED (1)
Framed plaque for your support and level of sponsorship sent to corporation		★

<b>PREMIUM SPONSOR                      \$100K</b>		<b>TIER 7</b>
<b>TIER 7 SPONSORSHIP EXCLUSIVITY</b>		<b>NO LIMIT</b>
<b>DELIVERABLES</b>		
Logo representation on digi-walls in between acts		VERY LIMITED
Logo representation on aligned websites with hyperlinks and educational apps		VERY LIMITED
Premier logo placement in collector edition commemorative program		LIMITED (1)
VIP level event tickets-with after party inclusion		8
Patron level tickets		10
<b>RECOGNITION</b>		
Framed plaque for your support and level of sponsorship sent to corporation		★

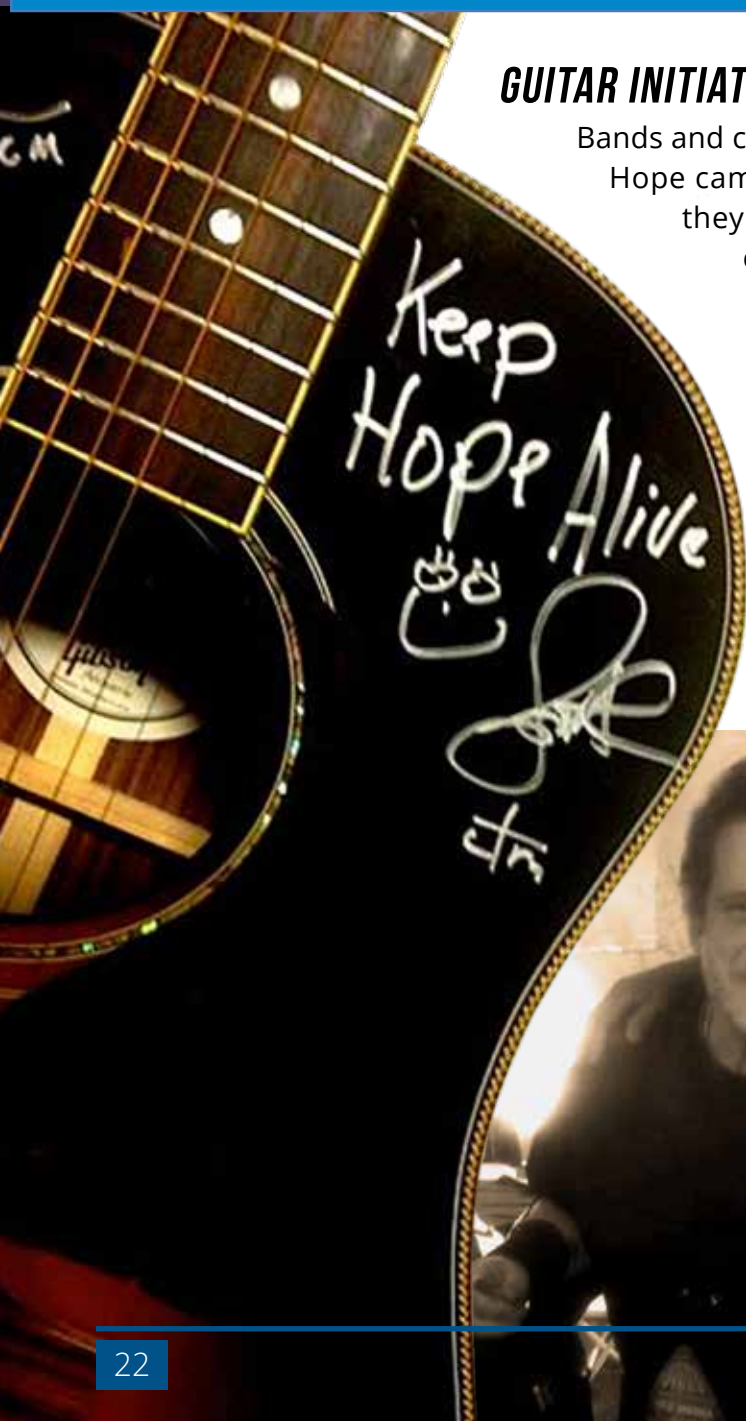


VIP SPONSOR \$50K		TIER 8
TIER 8 SPONSORSHIP EXCLUSIVITY		NO LIMIT
DELIVERABLES		
Logo representation on aligned websites with hyperlinks and educational apps		VERY LIMITED
Premier logo placement in collector edition commemorative program		LIMITED (1)
VIP level event tickets-with after party inclusion		8
Patron level tickets		10
RECOGNITION		
Framed plaque for your support and level of sponsorship sent to corporation		★



### **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 Fraser (Free), Nine Inch Nails, The Roots and Depeche Mode.



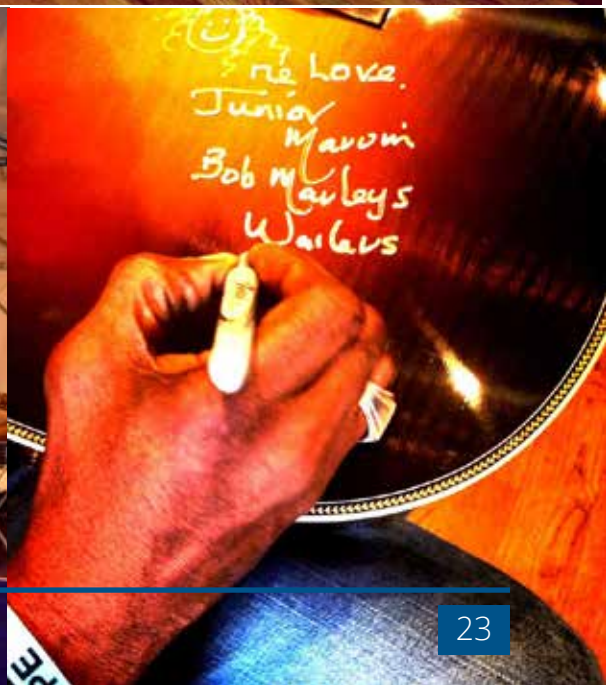
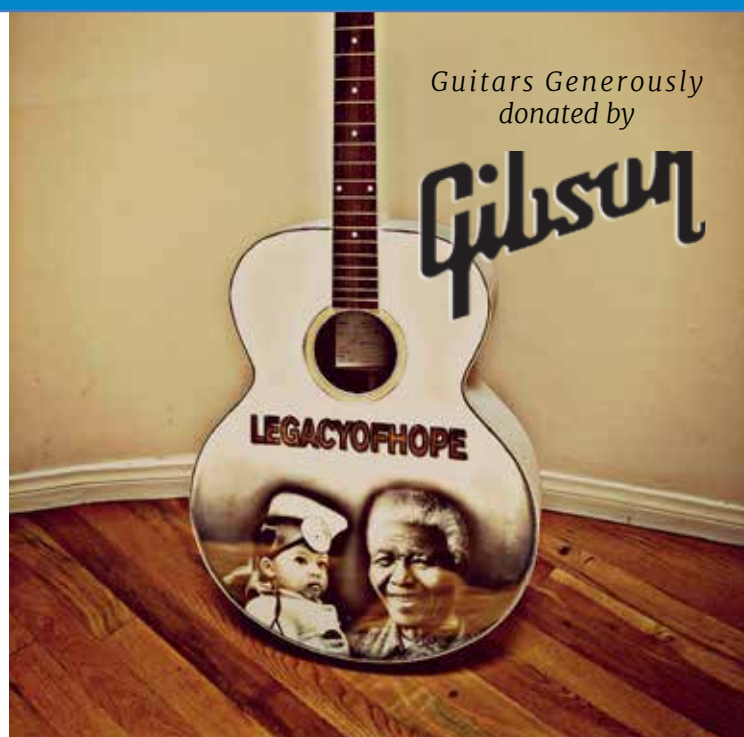




At the end of this campaign, these guitars will go up on the walls of the Nelson Mandela Children's Hospital commemorating music and art's significant role in building this historical state-of-the-art hospital.

*"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.







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

# LEGACY OF HOPE MANDELA DAY

## 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.



Ruby Bridges

## 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, 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.



Youth Ambassador  
Botlhale Boikanyo



# LEGACY OF HOPE

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](mailto:eggast@legacyofhopeconcerts.org)

**Jennifer Trubenbach**, President  
phone: (949) 463-1795  
email: [jt@legacyofhopeconcerts.org](mailto:jt@legacyofhopeconcerts.org)

## PARTNERS:

Akamai Technologies  
BullDog Media  
Bespin Holdings, Inc.  
CAA (Creative Artist Agency), Los Angeles  
Celebrity Services Africa: Beverly 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  
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 Buetti-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  
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-LOH Ambassador/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 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*