

**“The right to vote is the crown jewel of American liberties, and  
we will not see its luster diminished.” – Ronald Reagan**



# **MUSIC TO THE RESCUE TOUR '22**

## **Partnership Proposal**

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## Mission:

**to mobilize, empower and inspire voters to save American democracy, one concert at a time**

Music is a unifying force that can bridge partisan divides and remind us what unites us as Americans. The **VoterAid Music to the Rescue Tour** was conceived to galvanize a movement in concert with a common mission, to mobilize, empower and inspire voters to save democracy, one concert at a time.

We aim to generate excitement about participating in the democratic process and empower voters to create a better future for their families, communities and country. Each dynamic tour stop will include:

- ★ **Voter Registration** — We plan to partner with voter advocacy groups to host voter registration events in multiple regions within proximity to each concert. Registered voters may enter to win concert tickets and transportation from their registration sites.
- ★ **Town Hall Events** — Town Halls taking place alongside voter registration feature local, state legislative and congressional candidates from those districts. Town Halls at VoterAid main events featuring candidates running for U.S. Senate seats and state-wide executive offices will take the form of debates with strict rules of fairness.
- ★ **Musical Entertainment** — Following the Town Hall Debates, popular local bands take the stage first. Between each band's set, we ask local or national leaders to inspire audiences with non- or bi-partisan messages of hope and unity to maintain energy while bands load in and out. Local sets will be followed by one or two superstar performing artists that have mass appeal among diverse audiences of all ages.
- ★ **Supporting Voter Advocacy Nonprofits** — VoterAid intends to donate a portion of net proceeds from ticket sales split evenly between partnering nonprofit groups that focus on voter education, anti-voter suppression and protection of voting rights.
- ★ **Live Streaming/Broadcasting** — We have a unique opportunity to expand the reach of VoterAid at the national level. By live streaming or broadcasting the events, we'll be able to amplify the pro-voter narrative to millions of voters, multiply support voter advocacies and nonprofits, and boost exposure sponsors aligned with worthy causes and performing artists who influence generations.

**"No man is good enough to  
govern another man without  
the other's consent."**

*– Abraham Lincoln*



Our nation is at an inflection point. Unprecedented assaults on voting rights threaten to extinguish what's left of our fragile democracy. Extreme gerrymandering has given rise to a radicalized wing of a minority party intent on passing laws that undermine election integrity in order to keep themselves in power. Despite these ensuing threats, not a single GOP Senator voted in favor of legislation that would protect our voting rights.

**This is not a partisan problem. It is an American problem.**

It affects every citizen who values the sanctity of our Constitutional right to free and fair elections. The 2022 midterms may be our last chance to save democracy by electing principled leaders who understand what's at stake and how to protect our rights.

Doing so won't be easy, given recent changes to voting laws in multiple states. Additionally, decent candidates are up against extremely well-organized, vicious campaigns propelled by dark money PACs and amplified by powerful media that persistently manipulate voter perceptions for self-enrichment and political gain.

The good news is that we, citizens who recognize fascist extremism for what it is, far outnumber those who don't — by millions. This was evidenced by outcomes in 2020, when candidates who rejected the extremism won statewide and national races, while down-ballot extremists won gerrymandered districts with low voter turnout.

Such was the case in Georgia, where massive voter mobilization efforts paid off, demonstrating how electing ethical candidates is a matter of educating marginalized voters, getting them registered and mobilizing them with reasons their votes matter.

We have a plan for doing just that. **VoterAid USA Music to the Rescue Tour** was conceived as an unconventional way to engage with and register unregistered voters and inspire them to exercise their constitutional right to vote.

This is an ambitious project that will require a herculean effort and funding. But, with the right partners and sufficient seed capital, it is entirely feasible. Together, we have an opportunity to thwart the assault on American democracy — and empower voters to protect it for generations to come.



The logo for Just Resisting, featuring the words "JUST RESISTING" in bold black letters, with a red fist icon above the word "RESISTING".

**Vigil for Democracy**  
**Mass Mobilizing Against Tyranny**

**"Never doubt that a small group of thoughtful, committed citizens can change the world: indeed, it's the only thing that ever has."**

*— Margaret Mead*

**Although the tyrannical threats against voting rights are partisan in nature, the VoterAid Music to the Rescue Tour is not a partisan endeavor. Far from it.**

We are patriots — **Democrats, Independents and Republicans** — united in our rejection of the divisive, authoritarian politics embraced by a radicalized faction of what once was the Grand Old Party of Lincoln, and our disappointment that lawmakers we elected to defend the Constitution have failed to do so. We share a common conviction that the only way to prevent tyranny is to educate voters about the importance of exercising their voting rights and motivate them to go to the polls.

We understand that election turnout is low in some rural districts because too few voters believe their votes can actually make a difference. There haven't been enough boots on the ground to convince them otherwise, primarily due to lack of funding. While money from sources with vested interest in promoting extremist candidates flows abundantly into these red districts, it is scarce from politically moderate or left-leaning donors who are reluctant to spend money in districts they perceive to be a lost cause.

**What ethical donors fail to realize is that rural races could be winnable if not for lack of campaign funds necessary for ethical candidates to overcome low voter turn-out.**

Recognizing the need for a new approach to mobilize would-be voters in those areas, we assembled a small, pan-partisan coalition of experienced advisors, producers, campaign organizers and thought leaders who understand what's at stake and how to solve it. After countless hours of brainstorming outside-of-the-box ideas, VoterAid was conceived as an exciting way to mobilize, unify and inspire voters.

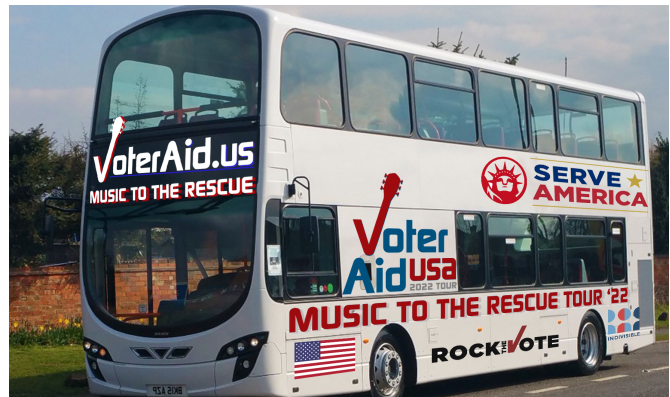
**Is this feasible? With sufficient seed capital from aligned partners, YES!**

We are currently seeking promoters, sponsors and investors aligned with our mission to front seed capital necessary to secure artists and venues. With decades of combined experience producing, managing and marketing major events, our core team is more than qualified to make VoterAid a resounding success. We have also galvanized support of organizers, influencers, volunteers and advisers who are aligned with our mission and ready to jump in at green-light-go.

As soon as funds are placed, we will immediately green light this strategic plan, commence ticket sales and make history. **Let's do this together!**

“Every election is determined by the people who show up.”

— Larry J. Sabato



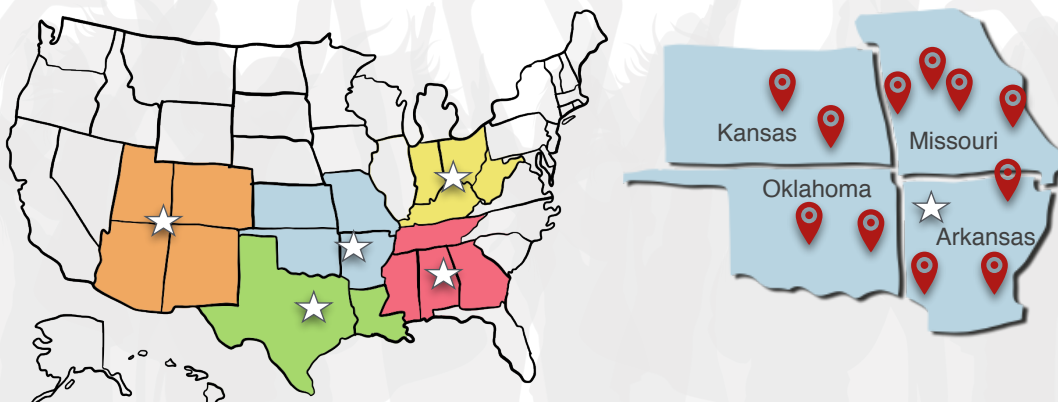
**Disclaimer:** Non-VA logos in mockup are intended to demonstrate how prospective partners may be featured on bus and not intended to imply partnerships already exist.

**VoterAid Music to the Rescue Tour** will initially focus on five priority regions but designed to be scaled up and replicated in other regions according to public demand. Selection of initial tour regions was based upon several criteria:

- ★ Severity of state voter suppression measures imposed on the electorate
- ★ Lowest levels of voter turnout, particularly among marginalized communities
- ★ Proximity to venues in those regions to maximize reach and impact
- ★ Availability of outdoor arenas and amphitheaters for public health concerns

**Venue Locations:** VoterAid main events will be centrally located within reasonable proximity to surrounding districts where Town Halls and voter registration events take place. Registered voters can enter a lottery to win ride-alongs with participating candidates to and from the concert events on double-decker VoterAid busses. We also plan to work with local voter advocacy groups to arrange carpools to concert venues.

**Event Timing:** While local Town Halls and voter registration events may take place in all regions simultaneously in advance of the VoterAid main events in each location, the main events featuring concerts and national Town Hall Debates will be scheduled on separate dates according to availability of venues, performing artists and timed to take place after primary elections have taken place.





After massive community canvassing campaigns, the district Town Hall and voter registration events launch each leg of the **VoterAid Music to the Rescue Tour**. From there, audiences converge on the main event venue for a day-long grand finale.

Featuring **a fusion of politics and entertainment**, the exciting lineup is programmed to have universal appeal among diverse audiences to bridge cultural and political divides. The entire event, from the Town Hall Debates to the grand finale fireworks, will be orchestrated to keep audiences engaged throughout. Inspiring videos playing between DJ's, keynote speakers and acoustic artists performing in front of the retractable silver screen downstage to conceal crew loading between band sets. State of the art digital gobo lights will be programmed to augment videos, images and graphics projected onto Jumbotron screens on either side of the proscenium and behind the stage. The main event will conclude with spectacular fireworks timed to patriotic music played by the DJ.

## Sample Program Rundown:

Time	Program	Venue Location	Downstage/Center	Upstage
11:30 am	VIP Candidate Reception	Presidential Plaza	Local String Quartet	Dark: Prep Set
12:00 nn	VIP Founder's Gospel Brunch	Founder's Box/Tent	Local Gospel Choir	Dark: Prep Set
1:30 pm	Town Hall Debate	Mainstage	Debate Moderators	Debate Set
3:30 pm	Keynote re Voting (Tedx?)	Apron	Screen Projections	Dark: Load in/out band
4:00 pm	Local Band 1 — Acoustic	Apron	Screen Projections	Dark: Prep Band 2 Set
4:45 pm	Local Band 2 — A/C	Upstage Band Set	Band 2 Performers	Band 2 Set
5:30 pm	Headline Comic or Solo Act	Apron	Screen Projections	Dark: Prep Band 3 Set
6:15 pm	Local Band 3	Upstage Band Set	Band 3 Performers	Band Set
7:15 pm	DJ, Emcee & Video	Apron	Screen Projections	Dark Prep Headliner Set
8:00 pm	Headline 1	Upstage Band Set	Headline Performers	Band Set
10:30 pm	DJ, Fireworks, Emcee Finale	Apron	Screen Projections	Dark: Load out





**“Democracy is not a spectator sport.”**

– Marian Wright Edelman

**VoterAid Town Halls** will welcome candidates of every political party to participate in every Town Hall Event and attend the VoterAid main events and concerts.

VoterAid will organize regional Town Halls featuring candidates from local, county and district races, and a Town Hall Debate at each main event for candidates running in statewide and national races.

- ★ **Local/District Town Halls:** In the days leading to each VoterAid main event, free-form Town Halls featuring candidates running for local, county, legislative and U.S. Congressional seats will take place at community voter registration events.
- ★ **State/National Town Halls:** Town Halls featuring candidates running for U.S. Senate and statewide offices will be structured as debates and take place at the concert venues prior to the concerts. Town Hall Debates will stream live online in real-time. Live audio and video feeds will be made available to local and national media outlets via satellite uplink.

## Community Partnerships

We are currently vetting and will be reaching out to local partners aligned with our mission to organize door-knock campaigns, sponsor or host district Town Hall events and galvanize support from local leaders, media and communities at large.

These partnerships will be key to achieving the VoterAid objectives and ensuring success of the Music to the Rescue Tour.





**“Bad officials are elected by good citizens who do not vote.”**

— George Jean Nathan



**VoterAid Town Hall Debates** taking place at the main concert events are likely to garner media attention because they are unique. Unlike the televised debates on major networks and cable news outlets, these will feature candidates running for multiple state and U.S. Senate seats, and all candidates will be required to answer the same questions posed by audience members and agree to VoterAid fairness rules.

## TOWN HALL DEBATE RULES

In order to participate in the VoterAid Town Halls, all candidates will be required to pledge compliance with the Town Hall Rules of Fairness. Competing candidates will appear together on stage, and a coin toss will determine who speaks first. Both candidates must answer the same question in the order determined by the voters asking the questions, whether in-person on site, or pre-recorded video submissions.

Bi-partisan fact checkers will challenge falsehoods in real time. In order to participate, candidates must also comply with the following rules:

- ★ Restrict opening and closing statements to three minutes
- ★ Limit answers to voter questions to two minutes with one-minute follow ups, if any
- ★ Focus on solutions to problems and what they will do for constituents
- ★ Say how they will work with colleagues in opposing parties
- ★ State how they will create voter unity once elected
- ★ Refrain from critiquing or disparaging opponents
- ★ Affirm 100% transparency of campaign contributions and disclose donations
- ★ Publicly pledge to concede upon certification of victory by Secretaries of State
- ★ Tell the truth or be disqualified if he/she refuses to address fact checker challenges

Recordings of the Town Hall Debates live streams will be made available to national television/cable networks and local/regional affiliates for post-event broadcasting.



**“There is no such thing as a vote that doesn’t matter. It all matters.”**

*— Barack Obama*

**VoterAid** will be reaching out to national and local voter advocacy groups to recruit volunteers, organize voter registration events, coordinate with campaigns to simultaneously host local/regional Town Halls, arrange carpools to concerts and generate excitement about VoterAid and the 2022 election.

Partner organizations will also coordinate with local election authorities and Secretaries of State to ensure compliance with local and state laws pertaining to voter registration. Representatives from each will also coordinate with candidate campaigns in their districts to schedule Town Hall visits and participate in press conferences.

Voter advocacy organizations we intend to invite to become VoterAid partners include:

- ★ National NPOs such as Rock the Vote, Scrutineers
- ★ Local get-out-the-vote organizers, canvassers and activist groups
- ★ State, county and local election boards and Secretaries of State
- ★ Student organizations at colleges and universities

Voter outreach will extend beyond registration. Partner organizations will also capture data to help get out the vote between VoterAid and Election Day 2022.



**"If we don't vote, we are ignoring history and giving away the future."**

*— Pat Mitchell*

## Audience Reach

The VoterAid Music to the Rescue Tour is designed to have mass appeal. Combined with massive media campaigns, it offers sponsors and partners extraordinary opportunity to reach broad audiences with diverse interests. Pre-event robocalling, email blasts, conventional and online advertising, press releases and promotions will directly target voters of every political stripe and walk of life. Audience reach varies by medium as follows:

- ★ Community voter registration and Town Hall events — 100-300+
- ★ Main venue Town Halls and Concerts — 10,000 to 50,000
- ★ Live Streaming and Broadcast -- 1,000,000 to 100,000,000
- ★ Celebrity Robo Calls — 1,000,000+
- ★ Marketing, Advertising and PR — 2,000,000+

## Audience Demographics

The entire VoterAid Music to the Rescue Tour program of community events, town halls and concerts are designed to be appropriate for people of all ages and have multi-cultural appeal. The performers range from contemporary Grammy® winning superstars to emerging local artists and compelling speakers. Concert headliners will have household names familiar to people of all ethnicities, ages, origins and backgrounds. Their fans are our target audience. Additionally, we intend to specifically target unregistered voters. They are:

- Age Range: All ages; online skews younger
- Income: Student income to middle class
- Education: High-school dropout through Ph.D.
- Culture: Socially, ethnically, racially diverse
- Political Bias: Moderate Republicans to progressive Democrats
- Religion: Mixed but predominantly Christian in rural south
- Income: Predominantly low income to middle class

Since VoterAid main concert events will be streamed live online and/or broadcast for television, we expect more socially- and politically-diverse audiences throughout the U.S.



## Pre-Event Promotion:

A massive marketing and PR strategy will be deployed on day one after securing the required seed capital. Our goal: to reach millions of music fans with special focus on rural, unregistered voters. At every phase, we will coordinate with tour promoters, professional marketers and VoterAid partners to create and implement a proven marketing and PR strategy to maximize sponsor visibility.

The nature, scope and purpose of VoterAid makes it newsworthy, which makes it likely to be picked up by major media. All sponsors will be featured in all press materials and artists will be contractually obligated to set aside time for promotional interviews. Press releases will be sent out via national wire services at each major milestone. We will also leverage the social equity of VoterAid partners to generate excitement and amplify events. Highlights include:

### Outbound Marketing Strategy:

- ★ Multiple celebrity robocalls and text message campaigns to 120 Million households
- ★ Contests centered around social media, mobile text and crowd sourcing
- ★ Million-dollar advertising campaign in popular radio, television and print outlets

### National Public Relations Campaign:

- ★ Concert date announcements
- ★ Major sponsor announcements
- ★ Candidate and artist press junkets announced before, during and after all events

### Radio Promotions:

- ★ Regional ticket give-aways and voter registration incentives
- ★ Regional advertising to boost ticket sales
- ★ Headline performing artist interviews on popular regional/local stations

### Print, Transportation and Outdoor Advertising:

- ★ Local and major ADI newspapers
- ★ Regional long-lead publications
- ★ Direct mail and door-knock flyers, hand-written post cards, personalized letters
- ★ Billboards, public buses/trains, building projections, mobile billboards, taxis, gas pumps

### Online Marketing:

- ★ VoterAid and partner websites and social pages
- ★ Banner ads and promoted content in relevant online outlets and social media platforms

### Merchandising & Music:

- ★ VoterAid apparel, gifts and novelties will be sold online at [VoterAid.shop](http://VoterAid.shop)
- ★ We will ask a headline performer or other celebrity artist to compose/record a VoterAid theme



**“Somewhere inside of all of us is  
the power to change the world.”**

— Roald Dahl



**For patriots everywhere, there is no more important cause than saving democracy.** The **VoterAid Music to the Rescue Tour** offers multiple ways to earn their loyalty by demonstrating your company’s commitment to protecting their right to vote.

**VoterAid** is programmed to have mass appeal, which translates to extraordinary opportunity to reach broad audiences with diverse interests. Central to our success, sponsors will be rewarded with exceptional visibility in pre-event marketing, concert Jumbotrons, global streaming and signage at every event on the tour.

**Companies with a burning desire to show their solidarity with voters have an opportunity to help shape the narratives that inspire hope for the future.** They will also reach global audiences via online streaming and/or television broadcast of the main event concerts featuring commercials with powerful imagery that elevates brand awareness.

Customized sponsorship packages ranging from \$10,000 to \$1,000,000 and dozens of stand-alone advertising options can accommodate any budget and marketing goal. Every package is jam packed with value and includes online ads, social media engagement, tickets to concerts and more. Levels include:

- ★ **Organizer — \$10,000**  
On-site booths, signage, program directory listing, online ads and more
- ★ **Legislative — \$25,000**  
All above plus program ads, Jumbotron & e-blast logos, VIP events and more
- ★ **Congressional — \$50,000**  
All above plus premium ads, streaming commercials, robocall mentions and more
- ★ **Senatorial — \$100,000**  
All above plus upgraded premium commercials more
- ★ **Gubernatorial — \$250,000**  
All above plus catered tent, all-access passes, VIP receptions and more
- ★ **Presidential — \$500,000**  
All above plus on-stage presentation, honors, proscenium logo and more
- ★ **Founders\* — \$1,000,000**  
All above plus unlimited all-access passes, “Presented by” credit and more

\*Initial Founders may opt to negotiate equity position in lieu of presenting sponsorship



# SPONSORSHIP LEVELS.

Pre-Event Marketing & PR	Organizer \$10,000	Legislative \$25,000	Congressional \$50,000	Senatorial \$100,000	Gubernatorial \$250,000	Presidential \$500,000+	Founders \$1,000,000
★ Voter Aid Live Stream Co-Naming Rights with "Presented by" credit							★
★ Voter Aid Concert Co-Naming Rights with "Presented by" credit						★	★
★ Presenter Credit & Logo on Tickets and Ticket Box						★	★
★ Dedicated Voice, Text and Email blast Announcing Sponsorship					★	★	★
★ Dedicated National Press Release Announcing Sponsorship				★	★	★	★
★ Premium Logo in Voter Aid Eblast, Social Media Images & Promos				★	★	★	★
★ Logo on all Voter Aid Transport Busses			★	★	★	★	★
★ Premium Banner Ads in Voter Aid & Partner Homepages			★	★	★	★	★
★ Logo in all Voter Aid Social Media Accounts			★	★	★	★	★
★ Mention in National Press Releases		★	★	★	★	★	★
★ Standard Banner Ads in Voter Aid & Partner Websites		★	★	★	★	★	★
★ Premium Logo with Hyperlink on Voter Aid Sponsor Page		★	★	★	★	★	★
★ Standard Logo on Voter Aid Sponsor Page	★	★	★	★	★	★	★
★ Mention in Local Press Release	★	★	★	★	★	★	★
★ Dedicated Announcement in Voter Aid VIP Social Media	★	★	★	★	★	★	★
Voter Aid On-Site Sponsor Benefits	Organizer \$10,000	Legislative \$25,000	Congressional \$50,000	Senatorial \$100,000	Gubernatorial \$250,000	Presidential \$500,000+	Founders \$1,000,000
★ On Stage Honor and Acceptance Speech							★
★ Green Room Access & Press opportunity						★	★
★ Honor and Acceptance at VIP Gala					★	★	★
★ Participation in NPO Benefactor Presentations (TBD)				★	★	★	★
★ Dedicated Catered stageside tent with arena seating							★
★ Center position VIP Catered Tent 60x20 Main Event View							★
★ Dedicated VIP Tent 40x20 Main Event View						★	
★ Dedicated VIP Tent 20x20 Main Event View					★		
★ Shared VIP Tent Main Event View				★			
★ Premium Exhibition Booth at All Voter Aid Events 20x20				★	★	★	★
★ Premium Exhibition Booth at Community Events 20x20			★	★	★	★	★
★ Standard Exhibition Booth at Voter Aid Event 10x10		★	★				★
★ Standard Exhibition Booth at Community Events 10x10	★	★					
★ Two-Minute Profile on JumboTron Screens and Voter Aid Online							★
★ 60-Second Commercial on JumboTron Screens & Streaming						★	
★ 30-Second Commercial on JumboTron Screens & Streaming					★		
★ 15-Second Commercial on JumboTron Screens				★			
★ Premium Still Ad Slide on JumboTron Screens			★	★	★	★	★
★ Logo on Sponsor Slide on JumboTrons at Voter Aid Main Event		★	★	★	★	★	★
★ Logo on Sponsor Slide on JumboTrons at Community Events	★	★	★	★	★	★	★
★ Premium Banner At Proscenium Main Stage							★
★ Premium Banner At Main Stage						★	★
★ Premium booth or stage banner at Town Hall & voter registration					★	★	★
★ Premium Logo Placement on Red Carpet & Media Walls				★	★	★	★
★ Premium Logo Placement on Sponsor Walls All Events			★	★	★	★	★
★ Standard Logo on Sponsor Wall at Main Event		★					
★ Standard Logo on Sponsor Wall at Community Events	★	★	★	★	★	★	★
Voter Aid Event Program	Organizer \$10,000	Legislative \$25,000	Congressional \$50,000	Senatorial \$100,000	Gubernatorial \$250,000	Presidential \$500,000+	Founders \$1,000,000
★ Letter from Presenters/Founder's Circle							★
★ Back Cover Ad							★
★ Dedicated Executive Profile Article							★
★ Premium Inside Cover Ad						★	★
★ Premium Full Page Ad						★	
★ Standard Full Page Ad					★		
★ Half Page Ad				★			
★ Third Page Ad			★				
★ Quarter Page Ad		★					
★ Directory Listing	★	★	★	★	★	★	★
★ Logo on Sponsor Page	★	★	★	★	★	★	★
Voter Aid Tickets & Access	Organizer \$10,000	Legislative \$25,000	Congressional \$50,000	Senatorial \$100,000	Gubernatorial \$250,000	Presidential \$500,000+	Founders \$1,000,000
★ VIP All-Access Passes (all events/stages/galas)	2	4	6	8	10	20	Unlimited
★ VIP Celebrity Gala Event	2	4	6	8	10	20	Unlimited
★ VIP Valet Parking at Voter Aid Main Event	2	4	6	8	10	20	Unlimited
★ VIP Tickets to Town Hall Luncheon Events	2	4	8	10	20	40	Unlimited
★ General Admission to Voter Aid Main Event	20	30	40	50	60	100	Unlimited

Level benefits subject to change per availability. Customized packages may be negotiated according to sponsor goals.

**VoterAid** is seeking an equity partner to immediately advance \$1,000,000 necessary to commence planning of the first leg of Music to the Rescue Tour. The initial infusion of capital funding will be used place deposits that will determine every other stage of planning such as securing performing artists and venues. Once those deposits are in place, we can immediately recruit the experts and partners necessary to begin selling tickets and merchandise, which will offset overhead and cover advance expenses of initial legs of the tour. Initial pre-event set up expenses (excluding ad buys, merchandise inventory, printing costs, production expenses and final artist fees\*) are as follows:

**Deposits:** (Minimum \$650,000 per region)

- ★ Main Event Venues (TBD)
- ★ Performing Artists advances
- ★ Local event permits
- ★ Streaming tech/control rig and satellite uplink reservations
- ★ Production company (streaming) reservation
- ★ Catering companies (sponsor tents, town halls, etc)
- ★ Bus/Coach rental reservations
- ★ Merchandise (inventory) pre-order deposit

**Marketing/PR:** (Minimum \$100,000 — excludes ad buys/wires)

- ★ Messaging strategists
- ★ Designers (Web/Graphic)
- ★ Focus groups
- ★ Music/Image/Video licensing (for marketing materials)

**Merchandising:** (Minimum \$30,000)

- ★ Graphic freelancers
- ★ Product print-on-demand setup
- ★ Pre-manufacturing deposits

**Personnel and Overhead:** (Minimum \$100,000)

- ★ Executive personnel
- ★ Marketing team
- ★ Social media team
- ★ Partner liaisons
- ★ Artist bookers (local bands) and handlers (headliners)
- ★ Legal/Accounting
- ★ Insurance (liability/workers comp/E&O)
- ★ Equipment/phones/internet/subscriptions/libraries

**Transportation:** (Minimum \$20,000)

- ★ Executive/Artist/Partner pre-event travel

*\*A comprehensive production budget and prospectus is available upon request.*

The following is a summary of the **VoterAid** main event production budget line-items per location, excluding pre-event expenses, overhead and promoter fees. Producers are currently soliciting bids from service providers and vendors. The following expenses are rough estimates for each main event and subject to change once final quotes are received:

## **Main Event Venue: (Est. \$470,000)**

- ★ Main Event Venue — \$200,000
- ★ Star trailers/catering (performers/candidates)— \$10,000
- ★ Catering & VIP tents — \$70,000
- ★ Signage/banners — \$10,000
- ★ Lighting/Sound/Projections/Jumbotrons/PA System — \$50,000
- ★ Physical set/stage platforms/draping — \$80,000
- ★ Insurance/Accounting/Legal — \$20,000
- ★ Contingency — \$30,000

## **Video/Broadcast/Streaming: (Est. \$480,000)**

- ★ Streaming tech/control rig, satellite uplink, rack — \$150,000
- ★ Production crew (cameras/lights/sound) — \$140,000
- ★ Equipment (drones/cranes/control rig) — \$60,000
- ★ Fiber optics/HD WiFi/Coms — \$30,000
- ★ Music/Image/Video licensing — (TBD)
- ★ Video control (directors/editors/graphics) — \$50,000

## **Merchandise: (TBD)**

- ★ Product inventory
- ★ Program printing

## **Personnel and Talent: (Est. \$568,000)**

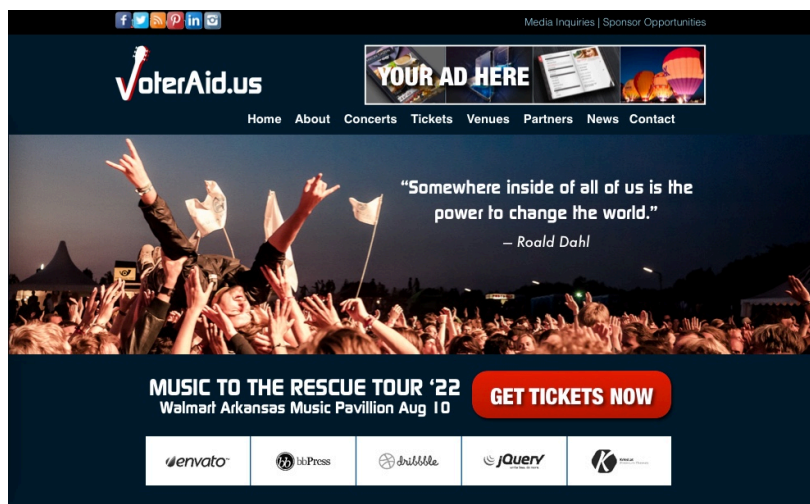
- ★ Local bands & Headline artists — \$500,000
- ★ DJ, Emcees, Debate Moderators, Keynote Speaker — \$30,000
- ★ Stage managers, stage hands, load in/out crews — \$10,000
- ★ Carpenters/set building crew — \$4,000
- ★ PAs, talent wranglers, runners — \$2,000
- ★ Merchandise sales personnel — \$2,000
- ★ Artist/Executive/Candidate security & valets — \$5,000
- ★ Medics, COVID testing nurses, fire marshal/EMS — \$5,000
- ★ Front/back house (ushers/security/box office) — \$10,000

## **Transportation/Accommodations: (Est. \$28,000)**

- ★ Executive/Artist/Partner (air/ground/hotel) — \$20,000
- ★ Per Diems — \$8,000

*\*A comprehensive production budget and prospectus will be available upon request.*





**Ticketing:** (range \$125 - \$2,000 ea, capacity 11,500 to 30,000 seats)

- ★ Major ticketing outlet (i.e., Ticketmaster)
- ★ [VoterAid.us](https://www.voteraid.us) website
- ★ Partner organizations
- ★ Affiliate sales

**Sponsorships/Underwriting:** (range \$10k - \$1m ea)

- ★ Major sponsors for main event concerts & streaming
- ★ Community sponsors for district event
- ★ In-kind sponsors (i.e. shippers, airlines, hotels, venues, artists)
- ★ Promoter/Founder underwriting with equity
- ★ Crowd funding (i.e. Open Collective, GoFundMe, etc.)

**Merchandising:** (range \$10 - \$300 ea)

- ★ Pre-event merchandise sales online via VoterAid.shop
- ★ Merchandise for sale at venues
- ★ Program for sale on site and online

**Broadcast/Streaming Rights:** (range TBD)

- ★ License to major broadcast or cable network "PPV Special"
- ★ Online Streaming exclusive rights
- ★ Media partnership for equity

**Online Advertisers, Affiliates & Sponsored Content:**

- ★ YouTube ads
- ★ Website banner ads & sponsored content sales
- ★ Affiliate ads on website and social media

*\*A comprehensive prospectus with revenue projections is available upon request.*

## Promoter/Executive Producer | TBD

We are currently seeking a major concert tour promoter to fund VoterAid and leverage industry relationships to secure performing artists, venues and sponsors necessary for success. The Promoter/Executive Producer will lend credibility to the project and serve as a valued advisor to the producing principals.

## Snowden Bishop | Producer & Editorial Director

Award-winning producer, writer and broadcaster Snowden Bishop began her career in FM radio before venturing into television as a reporter and anchor for NBC Affiliates. She has since held a variety of positions at major media companies like CastleRock, Warner Bros, HBO, EMI/Capitol Records, among others, and worked with prolific film and music industry icons. As an independent producer, she has helmed multiple films, festivals, theatrical plays, musicals, concerts and live streaming events. Highlights include the following, to name a few:

- ★ **U.S. Comedy Arts Festivals (HBO)**, programming and talent, Aspen (4 festivals)
- ★ **VH1 Ski Party Weekend (EMI/Capitol)**, talent executive, concerts/tour with Robert Palmer
- ★ **EMI/Capitol**, executive artist liaison, concerts/tours/media for major artists including Robert Palmer, Paul McCartney, George Harrison, Kinks, Todd Rundgren, etc. (20+)
- ★ **Warner Bros**, producer, ballet/musical adaptation of Casablanca, US and China tours
- ★ **GreenStock Concert Series & Expo**, editorial director, Scottsdale
- ★ **White Trash Wins Lotto (HBO)**, producer of multiple runs in Los Angeles, New York City, Aspen and Edinburgh, Scotland
- ★ **Life is Beautiful**, producer, live streaming of 3-day music/arts festival, Las Vegas

Known for masterful storytelling, she has freelanced for numerous metro print publications and was editor in chief of AZGreen Magazine, Sustainability in Education, EVStreet, Friends of Africa Magazine and The Cannabis Reporter. She returned to broadcasting in 2016 as host of The Cannabis Reporter Radio Show, the first and only all-cannabis talk show to achieve national radio syndication. Considered a thought leader, she is frequently invited to speak at public events and provide commentary on radio and television. Snowden is a juried member of the Society of Environmental Journalists, Association of Healthcare Journalists and the esteemed Climate Reality Leadership Corps and donates countless hours serving on nonprofit boards. As a principal of Vigil for Democracy and Just Resisting, she advocates for social, environmental and political justice. As a producer and public figure, she pursues projects aligned with her personal mission to create a better world, one word at a time.



# Coming Soon!



## MUSIC TO THE RESCUE TOUR '22

Live Concerts | Town Halls | Voter Registration



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VoterAid.us

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RESISTING**



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