



ONELOVEfor...Music 2009 Campaign

ONELOVEfor...Music Mission

ONELOVEfor...music is a Social Business that promotes peace and unity through the celebration of music, by showcasing emerging and established artists from across the globe.

Radio Campaign Overview

ONELOVEfor...Music aspires to unite 1 billion people in collective consciousness for three minutes in recognition of the ever-increasing need for cultural unity in our world. We aim to achieve this by asking radio stations around the world to play Bob Marley's legendary song, "One Love", at exactly the same time within their time zone, 09:21 AM, on September 21, 2009, creating a wave of positivity around the globe over a 24-hour period. This will take place on the United Nations Sanctioned International Day of Peace.

ONELOVEfor...Music Overview

ONELOVEfor...Music promotes emerging talent in music, film and art through grass-roots initiatives involving our local, national and international communities. Launched in 2008, ONELOVEfor...Music collaborated with radio stations across the globe, to celebrate the UN-sanctioned International Day of Peace. This year, the organization is planning an even broader campaign in collaboration with national and international radio broadcasters.

ONELOVEfor...Music has expanded its operational base over the last 12 months with like-minded and high profile individuals and has outlined an ambitious plan to unite the world for three minutes in song. ONELOVEfor...Music believes that through song it is possible to challenge the widely held social belief that peace is a futile and impossible goal to set. Indeed, the group's commitment to raising the collective consciousness about the importance of cultural and social understanding combined with their vision and zeal position them as one of the most influential organizations to drive real change at this critical juncture in our history. Delivering their message through the universal language of the arts, and aligning with individuals and companies who share their vision, truly make ONELOVEfor...Music a substantial and positive organization for change.

How You Can Help

Join ONELOVEfor...Music this year in support of the International Day of Peace by sponsoring our organization. Your sponsorship money or donated product will increase your continued brand awareness and associate your company with a growing brand and a worldwide cause. Your money will allow us to perform vital tasks in order to build to our goal of having one billion people thinking about unity at the same moment. For this year, we need to be able to set up as an NPO, develop an internship program, reach out to radio stations worldwide, news agents and celebrities on a much broader scale, hire more employees, expand and grow the organization, hold an A-list Red Carpet event on September 26th and hold more events supporting the cause of uniting the creative world.

Commit to sponsoring the event that celebrates the world uniting in three minutes of peace that will roll across the globe hour by hour. The time you give to the organization will touch millions of people and help us create the harmony of peace and unity that our world so desperately needs right now and help raise money for our affiliated children's charity, Global Angels as we will be donating 100% of net proceeds to this worthy cause. For more info visit: www.globalangels.org

Please let us know if you are interested in supporting us.

Contact

Kristina Coffeen

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E: kristina@onelovefor.com



ATTN: Community Relations / Promotion

RE: United Nations International Sanctioned Day of Peace

[ONELOVEfor..Event Sponsorship]

I would like to invite your Company to join with the United Nations and ONELOVEfor...Music in celebrating the UN International Sanctioned Day of Peace.

After all – what is more healthy and safe, than peace?!

On Saturday **September 26, 2009** at the famous BoxEight studios in Los Angeles, California – we will play host to the only Los Angeles event recognized by the UN regarding this day of peace. Over 7 live bands (including a very famous surprise celebrity musician acoustic set), 12 emerging artists, and independent filmmakers join with over 700 supporters to celebrate peace, the arts, and life. Moreover, all net proceeds will be donated to the children's charity Global Angels who help suffering children around the globe.

Please review the following detailed information about our campaign and contact me if you have any questions. Whether you can support this project through one of the tiered sponsorships – or simply product to include in our VIP gift bags, all support is humbly appreciated.

Cheers,

Kristina Coffeen

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InternationalDayOfPeace.org

Oneloveformusic.com

Globalangels.org

BoxEight.com

Un.org

ONELOVEfor...Music 2009 Campaign

Introduction

The purpose of this document is to provide your Company with an overview of the event, sponsorship opportunities and the associated benefits. Please note that we are in the early stages of planning the event and your discretion will be most appreciated.

This is a highly unique opportunity for your Company to be a Sponsor of this year's global radio event , VIP after party and beyond.

We are pleased to present this opportunity to you and look forward to building an enduring partnership with your organization.

Mission Statement

ONELOVEfor...Music is a Social Business that promotes peace and unity through the celebration of music, by showcasing emerging and established artists from across the globe.

Event Overview

- Description: ONELOVEfor...Music is working with radio stations around the globe to unite people in three minutes of peace and unity through music. Each radio station will play Bob Marley's "One Love" at 9:21 AM and PM, local time, creating a rolling wave of people across the world, hour-by-hour who pause for three minutes to focus on world peace and unity.
- Goals: Establish a major annual event that will become a cornerstone of the UN sanctioned International Day of Peace; raise awareness of the organization's goals on a global level; establish a sustainable and expandable base of high-profile supporters for the event and event sponsors whilst bringing recognition to exceptional emerging creative talent in the world.
- Format: In addition to the radio campaign a live event will take place in Los Angeles featuring multiple bands, filmmakers and artists as we promote independent art and its ability to unite people across cultures and despite language barriers.

Sponsorship Levels

- 1. Title Sponsorship - \$25,000 investment. (1 Opportunity)**
- 2. Principal Sponsorship - \$10,000 investment. (2 Opportunities)**
- 3. Supporting Sponsorship - \$5,000 investment. (4 Opportunities)**
- 4. Benefactors - \$500 investment. (10 Opportunities)**

Benefits of Sponsorship

1. Title Sponsorship

- Overall “presented by” event branding;
- Premium placement brand inclusion in all appropriate media outreach which include posters, brochures, newspaper ads & news releases;
- Your business will be promoted as a sponsor in a wide variety of outlets including participating Radio stations with high-volume listening audience in the Los Angeles area;
- Title placement brand inclusion on weekly newsletters sent out to our 15,000+ email list;
- Landing page advertising and logo on event website linking through to a page of your choice;
- Branding on all official social media network pages containing over 20,000 fans and friends;
- Listed in the “thank you” ad post-event;
- Media Alert announcing sponsorship and inclusion on all media alerts;
- First right of refusal;

Red Carpet Event to be hosted at Box Eight Studios, Los Angeles on September 26th 2009:

- Opportunity for MC recognition at event;
- VIP table;
- Brand inclusion on banners all banners at the red carpet event surrounding the venue;
- Company Logo on staff t-shirts;
- List of pre/post event attendees;
- Keynote Video Loop –Capture the audience at the VIP event with a 30-second commercial. Sponsor provides video. Advert may also be embedded on the company's event website;
- Post Show Mailing – Company can mail to confirmed opt-in 2009 OLFM registrants, after the event with a one-time blind mailing. Mailing must bare relation to event;
- Listed in the “thank you” ad post-event;
- Complimentary tickets to Los Angeles Tickets to the promotional red carpet event; (15)
- Complementary Parking Passes; (15)
- Opportunity to include product in the VIP Goodie Bag.

2. Principle Level Sponsorship - \$10,000 investment. 2 Opportunities.

- Brand inclusion in all appropriate media outreach which include posters, brochures, newspaper ads & news releases;
- Brand inclusion on weekly newsletters sent out to our 15,000+ email list;
- Advertising and logo on event website linking through to a page of your choice;
- Listed in the “thank you” ad post-event;
- Inclusion on all media alerts.

Red Carpet Event to be hosted at Box Eight Studio, Los Angeles on September 26th 2009:

- Brand inclusion on banners all banners at the red carpet event surrounding the venue;
- Company Logo on staff t-shirts;
- VIP table;
- Keynote Video Loop –Capture the audience at the VIP event with a 30-second commercial. Sponsor provides video;
- Post Show Mailing – You can mail to confirmed opt-in 2009 OLFM registrants, after the event with a one- time blind mailing. Mailing must relate to event;
- Listed in the “thank you” ad post-event;
- Complimentary tickets to Los Angeles Tickets to the promotional red carpet event; (10)
- Complementary Parking Passes; (10)
- Opportunity to include product in the VIP Goodie Bag.

3. Supporting Level Sponsorship - \$5,000 investment. 4 Opportunities.

- Brand inclusion in all appropriate media outreach which include posters, brochures, newspaper ads & news releases;
- Brand inclusion on weekly newsletters sent out to our 15,000+ email list;
- Advertising and logo on event website linking through to a page of your choice;
- Listed in the “thank you” ad post-event;
- Inclusion on all media alerts.

Red Carpet Event to be hosted at Box Eight Studios, Los Angeles on September 26th 2009:

- Brand inclusion on banners all banners at the red carpet event surrounding the venue;
- Company Logo on staff t-shirts;
- Listed in the “thank you” ad post-event;
- Complimentary tickets to Los Angeles Tickets to the promotional red carpet event; (5)
- Complimentary Parking Passes; (5)
- Opportunity to include product in the VIP Goodie Bag.

4. Benefactors - \$500. 10 Opportunities

- Brand inclusion on weekly newsletters sent out to our 15,000+ email list;
- Advertising and logo on event website linking through to a page of your choice;

Red Carpet Event to be hosted at Box Eight Studios, Los Angeles on September 26th 2009:

- Brand inclusion on banners all banners at the red carpet event surrounding the venue;
- Listed in the “thank you” ad post-event;
- Complimentary tickets to Los Angeles Tickets to the promotional red carpet event; (2)
- Complimentary Parking Passes; (2)
- Opportunity to include product in the VIP Goodie Bag.

Targeted Promotion Schedule

Broadcast, print and new media promotion of this event will begin in July 2009, and will be targeting, but not limited to outlets such as:

- Network Television
 - TV Guide
 - Extra
 - E!
 - Local network affiliates
- Print – Newspapers
 - New York Times
 - Los Angeles Times
 - San Francisco Chronicle
 - Chicago Tribune
 - Washington Post
- Print – Magazine
 - Vanity Fair
 - Rolling Stone
 - Esquire
 - W
 - LA Weekly
 - People
 - US Weekly
 - Newsweek
 - Maxim
 - Vogue
 - Glamour
 - Entertainment Weekly
- New Media
 - Savvy.com
 - Crave Online
 - Entertainment World
 - TMZ

Conclusion

On behalf ONELOVEfor...Music, thank you. We believe that this event offers your Company a very unique opportunity to extend its brand presence internationally, nationally and locally, by sponsoring an event that is in alignment with your principles as well to help us to make a genuine shift in the collective consciousness towards a greater sense of harmony through the universal language of music.

We look forward to working with you in uniting the cultures of the world in association with YOUR brand.