

On April 18, 2020,
Humanity Will Awaken
To A Single Mission



EARTH DAY 50^{LIVE}



What befalls the Earth,
befalls all the sons and
daughters of the Earth.



► INTRODUCTION

On April 22, 1970, 190 countries celebrated the first “Earth Day,” a day for raising awareness regarding the environment.

April 22, 2020 marks the 50 Year Anniversary of Earth Day, and an epic opportunity to focus humanity’s attention on the defining crisis of our time.

OUR GLOBAL ECO-CRISIS

AN EXISTENTIAL THREAT

IF YOU'RE NOT CONCERNED,
YOU'RE NOT AWAKE

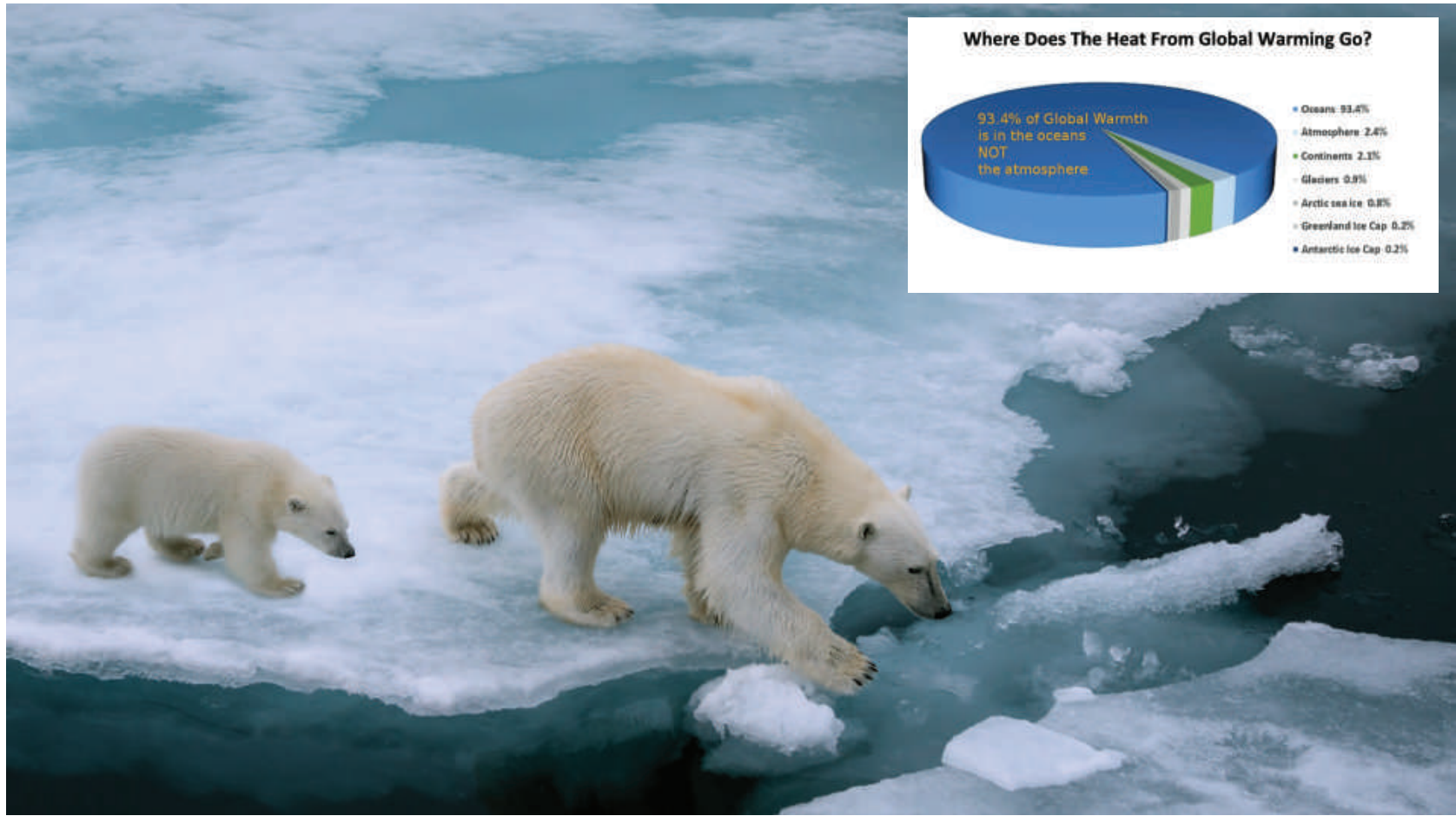
Unbeknownst to most people, humanity is facing an environmental crisis and existential threat, unprecedented in all its history. Dumping billions of tons of industrial waste into the atmosphere for decades has disrupted, and is intensifying, the Earth's weather patterns, cycles and storms.

More than any other occurrence, climate change has caused the collapse of numerous prior dynasties and civilizations. Our failure to act swiftly and responsibly, is likely to precipitate an *Extinction-Level Event*.

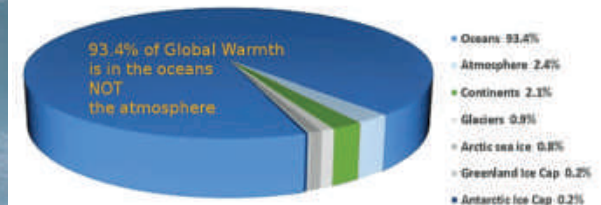


GLOBAL WARMING, GLOBAL WARNING

Global warming represents a clear and present danger to more than 1.5 million species of life, including humankind. Over 90% of increased atmospheric heat is absorbed by the oceans, resulting in significantly greater rainfall, intensifying storms, changes in jet streams, changing weather patterns, melting ice packs, rising oceans, far more flooding and greater climate extremes.



Where Does The Heat From Global Warming Go?



RECORD HEAT AND STORMS

2018 and 2019 are record-breaking years for extreme weather, amid intense heat and drought, high winds, record rainfall, devastating hurricanes, massive wildfires and flood-events, primarily caused by rising temperatures.



- 17 of the last 18 years are the hottest years ever recorded
- Since 1980, extreme climate events have more than doubled
- 2015 - 2018 are the four hottest years ever recorded
- Carbon emissions rose sharply by 3.8% in the U.S. in 2018
- July 2019 is the hottest month in all recorded history
- 2019, to date, is the hottest year ever recorded
- July 2019, amid record heat, Greenland ice sheets melted into 11 billion tons of water, in one day
- Alaska, amid record temperatures, hits lowest levels of sea ice ever
- In 2019 Amazon fires have released massive amounts of heat and CO₂ into the atmosphere.



AMAZON FIRES

Over 42,000 fires have devastated the Amazon this year, releasing huge quantities of CO₂ into the air. The Amazon produces 20% of the world's oxygen and fewer forests mean less absorption of excess CO₂. Wildlife and Bio-Diversity are enormously at-risk, as the majority of the Amazon could disappear by 2035.

California has been devastated by record fires that are becoming a way of life. Portugal, like other nations around the world, are also experiencing devastation by fires.



OUR UNDECLARED WAR AGAINST NATURE



THE PROBLEM

For decades, corrupt political policies and predatory industrial practices have been waging an undeclared war against nature and our life-support systems... a war we cannot win.

THE SOLUTION

More than 600 governments and municipalities have declared climate emergencies, urging a transition to clean renewable energy and green economies, in support of the goals of the Paris Accord.

Encourage governments, corporations and people,
to do the same!



WHO WILL BE MOST AFFECTED BY CATASTROPHIC CLIMATE CHANGE?

All the world's children – the inheritors of the Earth.

The Earth does not belong to us ... the Earth is on loan to us ...
we borrow it from our children!

WE NEED YOUR HELP!



EARTH DAY 50 LIVE IS:

Earth Day 50 Live -
Climate Crisis Concert
is a rallying call and
rallying event, for humanity
to mobilize on behalf of its
own survival.



- A Call For The People Of The World To Come Together
- A Call To Action For Global Green Initiatives
- A Call For Institutions To Protect Our Fragile Eco-Systems
- A Call To Support And Contribute To Proven Eco-Solutions
- A Call For Humanity's Re-Direction and Eco-Re-Education
- A Global Giving Platform For Helping the Environment
- A Rallying Call For Sustainable Community
- A Rallying Call To Secure Humanity's Future

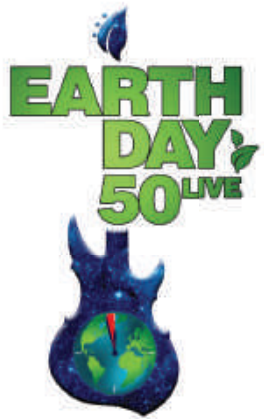


EARTH DAY 50 LIVE

Make 2020 “The Year of Environmental Change,”
and “Earth Day 50 Live,” a “Turning Point” for humanity and the Earth.

Addressing Climate Change is a matter of national and global security.
We must protect the living systems on which our existence depends.

“We know there is no ‘Planet B,’ but we can reboot and create ‘Plan B’...
a “Global Clean and Green Movement,” completely embraced by
the world!



TOWARD A CARBON-NEUTRAL CIVILIZATION

We call on all people to help create a carbon-free civilization by restoring our air, water, soil and vital life support systems.

Green Culture, appreciation and guardianship must replace predatory culture, complacency and climate denial. An Environmental Renaissance and deeper understanding of our relationship with the Earth is needed, in order to insure humanity's survival.



BE THE DIFFERENCE

With a few lifestyle changes we can adopt clean green energy sources, policies and practices, re-use, refill, recycle and replace plastics, and reduce our carbon footprint, contributing to the well-being of future generations.



SUPPORT IMMEDIATE ACTION ON CLIMATE CHANGE

Just ahead of the September 2019 UN Climate Summit, millions of students and strikers marched in solidarity around the world, demanding action to reverse our Global Climate Crisis. If we do not act now, conditions will quickly worsen, as an impending existential threat demands reduction of our carbon footprint. Our Global Economy must transition to a “Clean and Green Economy.” We must support “Green Candidates,” and our leaders must be accountable.

We are the first generation to feel the sting of Climate Change, and the last generation that can do something about it. Doing right on behalf of the environment must become a way of life.

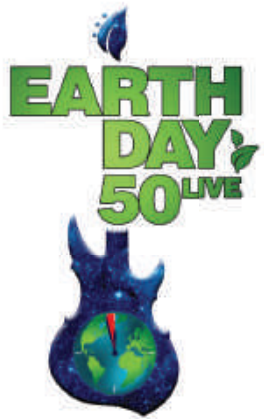


EARTH DAY 50 LIVE - CLIMATE CRISIS CONCERT

A crucially-timed global environmental concert, fundraising telethon and worldwide broadcast.

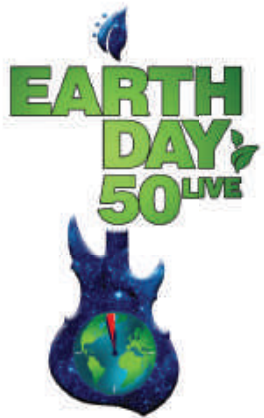
Earth Day 50 Live is a catalytic event for the care, protection and defense of the environment and the Earth.

Crossing all cultures, time-zones and musical genres, ED50 Live - CCC is a global, multi-city music and celebrity-driven grassroots, interactive, benefit concert and invitation to billions of people, to participate in what may well become the most vital, live, multimedia and broadcast event of all time!

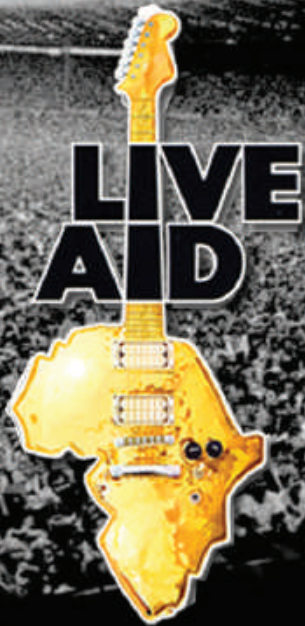


THE KEY TEAM

Our team members have played the lead roles in the production of Live Aid, Live 8, Live Earth, Farm Aid and the 9/11 Concert For New York.



FEED THE WORLD Wembley Stadium



A CONTINUOUS PROGRESSION OF SUCCESSFUL EVENTS

Our efforts have generated over \$1 billion for important humanitarian causes.



CONCERT TICKETING



Advance Group Tickets (AGT) / World Stage Tickets (WST), are partnering with Earth Day 50 Live to provide global online e-ticketing, mobile e-ticketing, general and VIP ticketing, for the Climate Crisis Concert, providing on-line event management tools, financial accounting,” and self-ticketing for concert-goers. AGT/WST have serviced millions of customers over 30 years, with some 1600 radio stations and 3000 travel agencies and multimedia sources, worldwide.

AGT/WST served as official Ticket sellers, Value-Added Ticket & Travel Packagers and Tour Operators for artists such as Pink Floyd, The Rolling Stones, U2, Madonna, Michael Jackson, The Eagles, The Who, Elton John, Celine Dion, Bon Jovi, Van Halen, Garth Brooks, J-Lo, AC/DC, American Idol, the Olympics, NFL, NHL, NBA, the Oscars, Grammys, etc. AGT/WST will coordinate Worldwide Ticketing for all ED50 Live concerts, by organizing the biggest int'l ticketing companies and agencies, supporting conventional and electronic ticketing, and possessing the technology to instantly access the best prices from virtually every major ticket site, in real time. AGT/WST have worked for years with Stub Hub, Razorgator, Tickets Now, Ticket Network, Seat Wave, Viagogo and other top agencies.



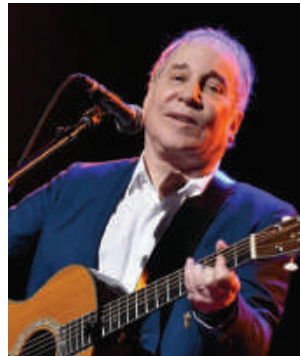
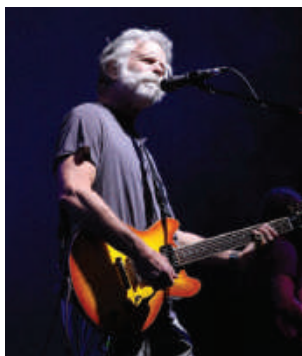
CONCERT LOCATIONS

Many cities and countries are interested in partnering and hosting ED50 Live concerts, with their venues.



ARTISTS

Superstar talent will perform for the greatest of causes: for the Earth and human survival.



An All-Star cast of bands, music artists and entertainers will perform Pop, Rock, Urban, Latin, R&B, EDM, Jazz, African, Country, Folk and international music for ED50 Live-CCC. All artists' expenses will be paid, but can also take a tax-deduction when performing for discounted rates. Artists and celebrities are also being invited to make live, on-camera and/or pre-recorded pleas, urging the public to support the donate to the environmental cause. Several members of ED50 Live-CCC's team have provided talent procurement services for hundreds of concerts, tours, humanitarian cause, broadcasts and award shows. Each major venue will feature at least two A-List and one B+ List Artist, along with other regional artists and opening acts.

Artists are being invited to compose and contribute songs to suit the theme and the message of the ED50 Live-CCC. Artists are also being invited to contribute ecologically friendly, and Earth friendly songs, not only for their musical performances, but also for inclusion in an ED50 Live-CCC compilation CD / DVD, to be used to generate post-concert sales.

Artists often contribute such songs and any revenues generated by them, to the ED50 Live-CCC, and the environmental cause, in exchange for a tax-deduction. Many high-profile artists may also record together for one or two, We Are The World type environmental rallying songs, and anthems.

ARTISTS INVITEES



The following is a partial list of artists that will be invited to perform for “ED50 Live-CCC.” They include: Ed Sheeran, U2, the Rolling Stones, Paul McCartney, Pink Floyd, Bruno Mars, Beyoncé, Coldplay, Taylor Swift, Queen, Arianna Grande, Lady Gaga, Bon Jovi, Justin Bieber, Katy Perry, Sting, Maroon 5, Marc Anthony, Celine Dion, Aerosmith, Shakira, Billy Joel, Mariah Carey, the Eagles, Led Zeppelin, Elton John, Drake, Kendrick Lamar, Demi Lovato, Metallica, Justin Timberlake, Madonna, Santana, Van Halen, Lenny Kravitz, Chrissie Hynde, the Who, Journey, Sheryl Crow, Red Hot Chili Peppers, Pink, Green Day, Foo Fighters, Brian Adams, Barbra Streisand, Usher, Rod Stewart, Michael Buble, Andrea Bocelli, Mateo Bocelli, Bruce Springsteen, Enrique Iglesias, PitBull, Pharrell Williams, Rihanna, Nicki Minaj, Eminem, Selena Gomez, The Weeknd, Miley Cyrus, One Direction, Dave Mathews Band, Goo Goo Dolls, Rickey Martin, One Republic, Lenny Kravitz, Gwen Stefani, John Legend, Stevie Wonder, Cristina Aguilera, Zack Brown, Britney Spears, Robby Williams, Mana, Juanes, Gloria Estefan, Alejandro Sanz, Garth Brooks, Rascal Flatts, Shania Twain, Toby Keith, Brad Paisley, Alan Jackson, Kenny Chesney, and many more.

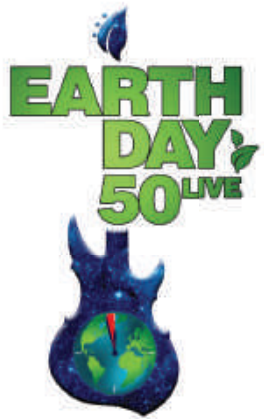
The ED50 Live-CCC will also feature top artists from Japan, China, KPOP from South Korea, the Middle East, and other parts of the world.

THE BROADCAST

A 24-Hour worldwide live TV, radio, internet and streaming mobile simulcast.

TV • RADIO • INTERNET • STREAMING •
SIZZLE • AR • VR

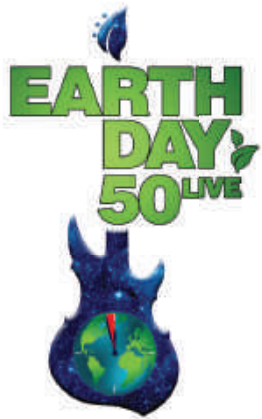
Starting Saturday afternoon, April 18 in Asia, and continuing westwardly across the world, ED50 Live Climate Crisis Concert and Fundraising Telethon, will be broadcast to the largest worldwide TV, Radio, Internet, and Streaming mobile audience, ever assembled. The broadcast will originate from multiple high profile countries and venue locations, around the world.



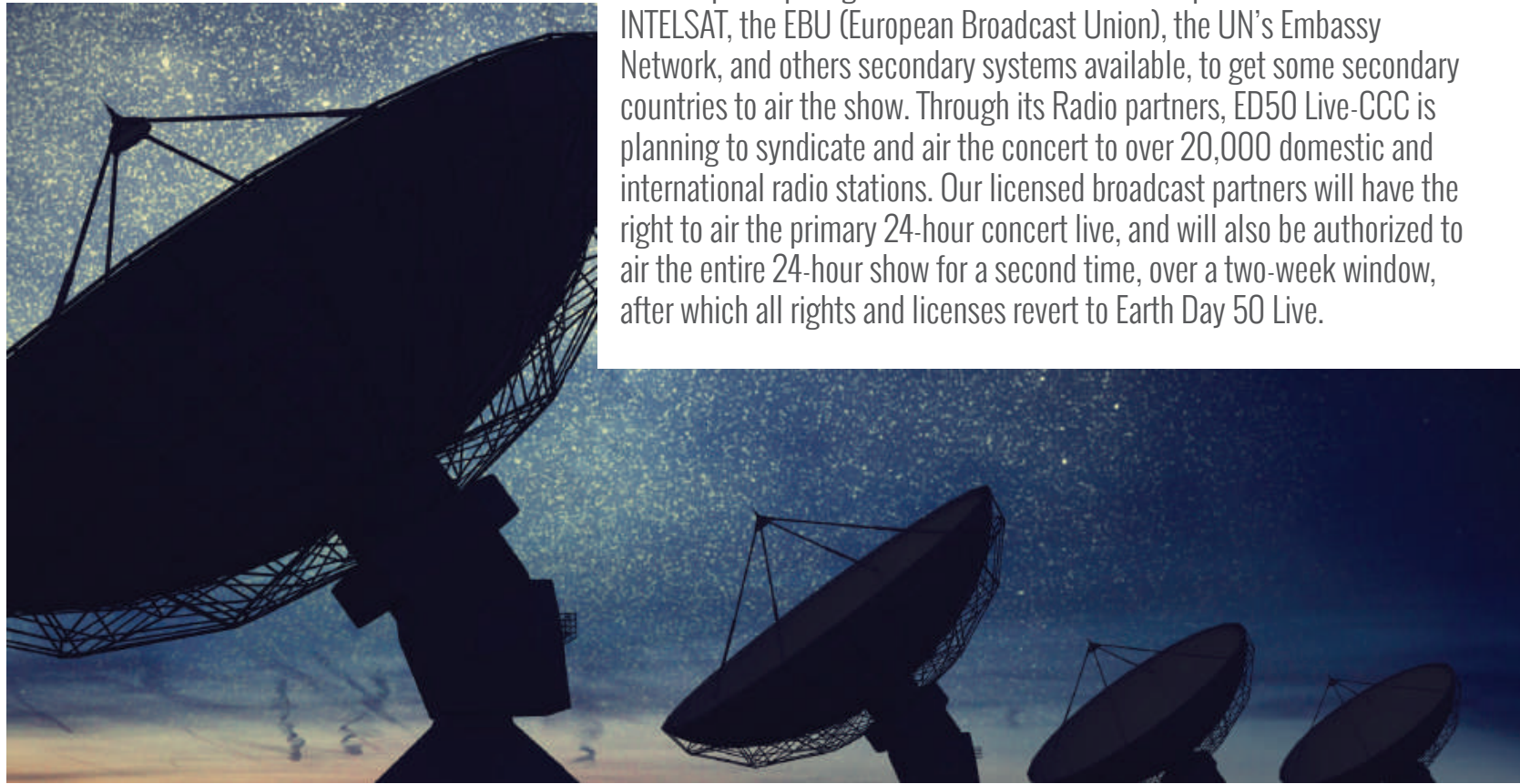
The lineup of and schedule of performers may be made available in advance of the event. Although much of the coverage will follow the succession of time zones, there will be many cuts back and forth between venues around the world, in order to insure the highest quality of live performances. Pre-produced segments and messaging are also being prioritized.



DISTRIBUTION



The Earth Day 50 Live - Climate Crisis Concert team is capable of syndicating the show internationally, in-house. However, NBC's Super-Channel would be a great partner for international distribution. The BBC is another outstanding international partner, as the show represents a potential Turning Point for the environment and the human race. Though the finest elements of the concert will be broadcast in over a primary 24-hour period, more than 100 hours of the concert will also be streamed throughout the world, after the 24 hour broadcast. However, there is still no substitute for the power of major TV networks covering the 50-Year Anniversary of Earth Day, while also addressing the serious environmental crisis confronting the human race. Our broadcast partners in each nation and concert site will contribute camera equipment and productions crews, and will provide a broadcast quality feed to our Los Angeles Master Control. In exchange, we return the 24-hour global broadcast to each participating TV Network. ED50 Live-CCC producers also have INTELSAT, the EBU (European Broadcast Union), the UN's Embassy Network, and others secondary systems available, to get some secondary countries to air the show. Through its Radio partners, ED50 Live-CCC is planning to syndicate and air the concert to over 20,000 domestic and international radio stations. Our licensed broadcast partners will have the right to air the primary 24-hour concert live, and will also be authorized to air the entire 24-hour show for a second time, over a two-week window, after which all rights and licenses revert to Earth Day 50 Live.



BROADCAST COVERAGE - 24 HOURS LIVE

Though many concert locations will run 6 to 10 hour concerts, our world feed coverage of the live musical performances and vital messaging content will be edited on the fly, and provided to our global broadcast partners, as an Eco-themed, 24 hour show, concentrating on top national and regional talent, while also featuring A-list international music artists, environmentalists, celebrities, and dignitaries. Any additional content beyond the live 24-hour show, will be cataloged and archived, monetized, and utilized as revenue-generating 'aftermarket' licensing and streaming product.



BROADCAST PARTNERSHIPS



As with other previous humanitarian mega-concerts, ED50 Live-CCC, will partner with major broadcast networks, cable and satellite service providers, as well as Internet and Mobile Streaming platforms around the world, in order to reach the widest audience possible, air as many hours of the show as possible, and maximize revenue generation and donor contributions.

Market reach is boosted significantly by partnering with major broadcast networks, such as America's CBS, NBC, ABC or Fox, the EBU (European Broadcast Union), the BBC UK, RTL Germany, RAI Italy, Canal Plus France, RTR Russia, TV Globo or Rede Record Brazil, CCTV or Hunan China, NHK or Tokyo TV Japan, CBC Canada, ABC Australia, Televisa Mexico or Univision or Telemundo USA, TVRI Indonesia, ABS-CBN Philippines, KBS South Korea, DU Network or MBC Middle East, SABC South Africa, and others. Additionally, cable and satellite services, as well as streaming companies and platforms, can assist in making ED50 Live-CCC, the most viewed concert and media event of all time.

Over 160 nations will purchase and air ED50 Live-CCC, on a licensing basis, while other networks will barter the show in exchange for six (6) 30-second spots per hour, for sale to "ED50 Live-CCC's," sponsors. A special requirement among concert hosting countries, is a network partner that will record their local concert, and provide us their "live" broadcast feed from their respective country and venue. In exchange, we send each such country, the right to broadcast the 24-hour ED50 Live-CCC, in its entirety. We also utilize INTELSAT and the UN Embassy Network, in order to get more difficult countries to air the show. The radio show will also be aired on thousands of radio stations globally, while streaming through dozens or even hundreds of Internet and mobile conduits.

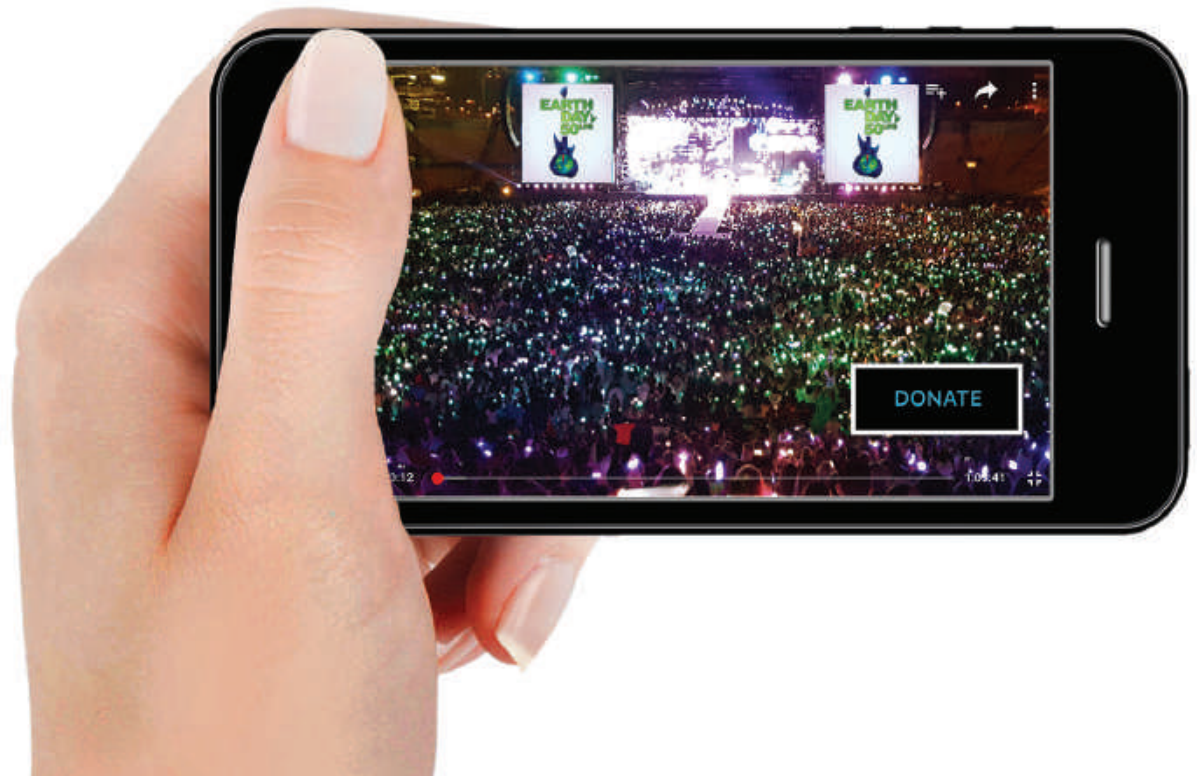
MOBILE TO WEB SOLUTIONS

SERVICES INCLUDE:

MOBILE & WEB SOLUTIONS
MOBILE APPS
SMS / MMS CAMPAIGNS
WEB PLATFORMS
E-COMMERCE
ADVERTISING PLATFORMS
SPONSOR PLATFORMS
INTERACTIVE PROMOTIONS
MOBILE TAGGING
BRAND DEVELOPMENT
STRATEGIC ALLIANCES
TRAFFIC GENERATION
MARKETING CAMPAIGNS
PAYMENT & BILLING SYSTEMS



The world leader in “Mobile Media” and “Mobile to Web Solutions,” PHD Mobi” is creating and overseeing the “Earth Day 50 Live - Climate Crisis Concert” digital infrastructure, to support the massive volume of traffic expected to be generated by “ED50 Live’s” global media campaigns, concert and broadcast activities. PHD Mobi regularly delivers the world’s largest, most advanced, interactive streaming media and communications services to many of the world’s biggest and most advanced companies, including Apple, Google, Amazon, Microsoft, Coca Cola, MasterCard, the Olympics, and more than 2,000 of the world’s biggest corporations. PHD Mobi is a leader in the creation of digital experience, using the most advanced technologies and digital solutions to connect consumers and brands, providing clients with digital technologies that expand and enhance interactivity with audiences, offering never before imagined solutions, while delivering innovative, high-impact experiences.



THE MESSAGE

ED50 Live Summits, pre-produced segments, PSA's, eco-solutions, Earth alerts, motivational speakers, dignitaries, celebrities and activists, pulling for humanity and the Earth!



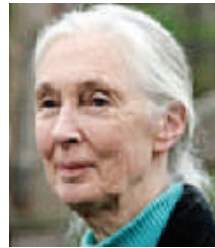
- Climate action and mobilization are immediately required
- Study the way the Earth's weather and climate cycles work
- Launch a massive global climate survival movement
- Enlist government, science, religion and the private sector
- Phase out fossil fuels in exchange for carbon neutrality
- Re-use, refill, recycle, replace and even ban plastics
- Promote green education, activities, games, zones and hubs
- Protect the Earth's wildlife and precious natural resources
- Present sustainable solution models for all the world to see
- Work to secure the safety and future of the human race, for generations to come!



TARGETED SPEAKERS



Antonio Guterres



Jane Goodall



Leonardo DiCaprio



Mary Robinson



Billy Zane



Bill McKibben



Peggy Shepard



Lester Brown



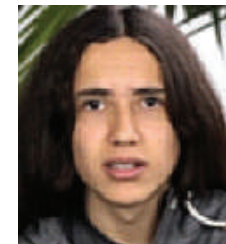
Robert Bullard



Sylvia Earle



Brian May



Xiuhtezcatl Martinez

THE LARGEST INTERACTIVE HUMANITARIAN CONCERT

The hub of social media and
global interactivity



The Earth Day 50 Live - Climate Crisis Concert is expected to become the largest and most interactive humanitarian concert and broadcast in history!

An important component of the Climate Crisis Concert's success is its digital reach to billions of people via various media platforms, allowing for surveys, viewer polls, donation campaigns, chats, blogs and event interaction between environmentalists, concerned citizens, artists, fan bases, concert goers and international viewers, all made possible by the incorporation of the latest advances in Social Media and interactive technologies.

In addition to concert-goers in cities throughout the world, as well as global TV and Radio coverage, the world public will have real-time access to the "ED50 Live CCC," via the Internet and mobile apps, heralding a new era and heightened scale of media interactivity, while celebrating and promoting Sustainability, Eco-Solutions, Citizen Diplomacy efforts, Environmental breakthroughs, Music and Dance!



THE SOCIAL MEDIA CAMPAIGN

Earth Day 50 Live 'Climate Crisis Concert' will utilize Mobile Messaging, SMS, Push Notifications, the Internet, Facebook Twitter, Instagram, Flickr, Pinterest, YouTube, Google, LinkedIn, Yahoo, Reddit, Tumblr, Fan Bases.





ED50 LIVE “GPS”

Global Problem Solvers -
Delivering critical solutions

ONE WORLD FILTER

We now have the solution to the global drinking water crisis.



Water related diseases represent over 50% of human illness in the world. The World Health Organization estimates that 3.4 million people, mostly children, die annually from water-related diseases. The World Bank estimates that ten percent (10%) of the world's 7.7 billion people, or approximately 770 million people, live in extreme poverty. UNHCR, the UN Refugee Agency, estimates that roughly 70 million people are internally displaced of which 26 million are living in refugee camps. Based on these numbers, roughly 840 million people or 140 million families, assuming 6 persons per family, have little or no access to safe drinking water.

We now have the solution to the global drinking water crisis. Introducing the revolutionary One World Filter™ (OWF) System, a state-of-the-art nano filtration technology that can filter any kind of fresh water – source being municipal, well, river, lake, pond or rainwater – and make it safe for drinking. The inventor and genius behind the OWF System is Dr. Evan Koslow, the world's foremost expert in water filtration technology. OWF Gravity Flow System and OWF Pressure System (for large scale production) are in the process of being IAPMO certified to NSF standards to remove all microbiological threats and a myriad of pesticide, herbicide, pharmaceutical, chemical and trace metal threats.

OWF System produces the safest and most affordable drinking water on our planet.

OWF System has the potential to eliminate all waterborne illness and prevent over 50% of human illness on our planet once deployed globally and providing OWF Foundation Safe Water Requirements Education Program is followed. The quality of our global water supply is rapidly deteriorating resulting in further increase in the number of cases of water borne illness. We must act now to deploy the OWF System to help prevent the deaths of over 9,300 children around the world everyday.

The deployment of the OWF System will result in hundreds of billions of US dollars currently deployed by governments, UN and other humanitarian organizations in treating water borne illnesses now being available for education, other medical services and infrastructure development to further improve the quality of life of all the people in the world.

ONE WORLD FILTER FOUNDATION

Water For All Initiative



One World Filter Foundation (OWF Foundation) www.oneworldfilter.org is a Canada and USA registered NGO, led by visionary humanitarian Judy Ryan, whose sole mission is to provide safe drinking water to our less fortunate brethren around the world by giving them OWF Humanitarian Kits which will be distributed by partner NGOs with “boots on the ground”.

Its long term objective is to provide the marginalized 840 million people, or 140 million families, free OWF Humanitarian Kits through its Water for All Initiative (WFAI 140 million Families Initiative). The OWF Foundation WFAI Phase 1 objective is to raise US\$202 million to provide 4.7 million OWF-GF1-16L Dispenser Kits in 2020 to 4.7 million families (equivalent to 28.2 million individuals) living in extreme poverty across the world. OWF Gravity Flow System produces safe drinking water at an annual cost of just \$2.90 per person (this cost includes delivery to humanitarian organizations in various countries), assuming consumption of 3 liters of drinking water per day for 365 days.

By eliminating over 50% of human illnesses, overall economic development and well-being of people will improve as the workforce are healthier and more productive. Solving the global drinking water crisis is the most important step to reducing mortality from illnesses and to improving the quality of life of all humanity.

OWF Foundation's WFAI will be one of the main features in Earth Day 50 Live - Climate Crisis Concert as the solution to the global drinking water crisis.

GLOBAL PROBLEM SOLVERS

Curation, amplification, and distribution of core technologies to save our planet



RaD Technologies
A Radioactive Solution

Nuclear Waste

Burying it is not a solution

Forget Half-lives
De-Construct
Radioactive Contamination
In
Soils, Water, Rods
in 72 Hours

AlChemical-E
The Origins of Science

CO₂

The seemingly
un-mitigatable byproduct

Roll back CO₂ levels
WorldWide in 14 months.

Elemental Transformation
without heat/pressure/or energy
Non Anthropogenic
Cycle Chains

Curative Global
Insighting life

Devastating so many lives
for so long.

The first 2 Trials revealed
a 100% cure rate in 30 days

Let us complete the
3rd and final trial
to bring it to the world

**A
CURE FOR
AIDS**

SPONSORS

*Presenting Sponsor / Premier Sponsor /
Friendship Sponsor /
Participating Sponsor*

The healthy and prosperous future
of the human race depends upon
the support and participation
of multi-national corporations.



Global and local Sponsorship opportunities exist for companies that wish to support the Earth Day 50 Live – Climate Crisis Concert, by benefitting from radio, the Internet and mobile streaming, venue banners, billboards, print media and product placement, promotions, logo placement, co-branded publicity, cross-promotions, group ticket sales, VIP tickets, branded ticket-backs, stage access, meet & greets, on-site and online merchandising, web exposure, program books, display space programs and retail tie-ins, after parties, and a plan for international television. The Global Concert will provide sponsors with a wide range of publicity, leading up to, during and after the festival and broadcast event. “ED50 Live-CCC” represents a rare opportunity for a natural convergence of high-quality entertainment, the ecological cause, significant international exposure, and legacy value for sponsors who truly care and wish to be seen as environmentally supportive and responsible. “ED50 Live-CCC is inviting sponsors to participate in a global benefit concert to raise funds, raise awareness and support environmental reform, to help insure our human future. Sponsors will join an international line-up of recording artists, actors, athletes, dignitaries and concerned citizens who are contributing their time, talents, and resources to raise funds that will support the Environmental cause. All Sponsor contributions will help to pay the production costs that will be incurred in the staging, production marketing and distribution of the ED50 Live-CCC humanitarian event. Platinum Sponsors will receive the greatest number of benefits resulting from their media exposure.



SPONSOR BENEFITS



In the remaining weeks leading up to the festival, event sponsors can:

- Receive extensive co-branded publicity, marketing and advertising opportunities
- Realize an enhanced corporate image by being a sponsor
- Participate in marketing mechanisms that result in lead generation and product promotion
- Participate in group ticket sales that bring greater traffic to Sponsor's products and services
- Share the event spotlight with co-branded publicity and advertising exposure
- Enjoy "product placement" opportunities that enhance company image in visually linked venues
- Showcase "special" announcements about Sponsors that appear in the 8-hour broadcast and are also embedded in on-demand electronic rebroadcasts
- Produce high profile "sponsored by" commercial spots that serve as "bumpers" leading in and out of broadcast breaks
- Obtain VIP tickets for company use or for charitable fundraising
- Participate in "on-site" merchandising opportunities with products that also bear sponsor's logos

MERCHANDISING

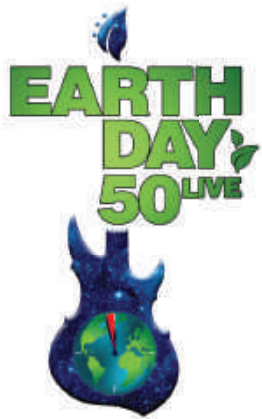
Merch has become a dynamic part of the concert industry, pop culture, fan bases, as well as legacy, to the cause-related environments.



The ED50 Live-CCC has initiated dialog with prospective merchandising partners who can manufacture and deliver products with a quick turnaround.

Such merchandising often includes music, T-shirts, shirts, hats, jackets, stickers, badges, pins, posters, bracelets, jewelry, rubber wristbands, mugs, beanies, dog tags, and other concert souvenirs, collectibles and memorabilia, some emblazoned with faces of music artists, logos, album art, as well as environmental art. Due to the loss of revenues that has followed commercial music streaming, Merch has become a dynamic part of the concert industry, pop culture, fan bases, as well as delivering a legacy to the cause-related environments. Also, due to the growing number of humanitarian themes and causes, merchandising sales are climbing exponentially. In this era of social media, a well-planned PR and marketing campaign can become part of a powerful and viral modern multimedia experience, helping to monetize charitable causes, products and brands. Our ED50 Live-CCC merchandising and product team is designing a Streetwear, campaign, that ties fashion, celebrities and sizzle to a cause and its culture. A successful ecological, mass-media driven merchandising campaign is capable of generating many millions of dollars in revenues, for more serious humanitarian causes or crises, such as ED50 Live-CCC and our global ecological crisis.

FUNDRAISING AND DISBURSEMENTS



ED50 Live-CCC's benefit concert, broadcast and social media campaign, have been designed to raise awareness, reach the largest possible audience, in order to call people to action and generate maximum revenues, which include public and corporate donations. ED50 Live-CCC will retain Price Waterhouse to oversee and track the collection of revenues, donations and contributions, as well as appropriate disbursements to proven and qualified humanitarian organizations.

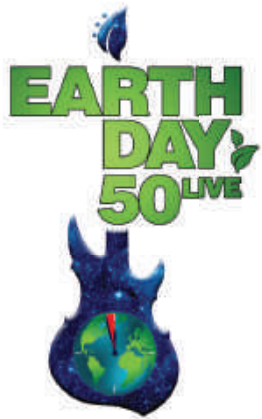
In order to protect ED50 Live-CCC, as well as the public trust, such accounting and professional tracking, collections, audits and oversight will be applied to any and all sources of income, so as to maintain consistency of information, as well as monitoring all cash in-flow and out-flow. In this way the maximum benefit from the generated funds and resources will be protected against loss, and will make their way into qualified, hands-on organizations that can best assist the various critical aspects of environmental protection and human survival, on a daily basis.

Donors will be able to designate where they wish their donations to be allocated. Most donations and their charges will be billed on debit cards, credit cards, or through mobile phone carriers. All donations and/or product purchases must be authorized by account holders and/or be made by persons 18 years of age or older. Message and data rates may apply.



pwc

EARTH DAY 50 LIVE BENEFICIARIES



100% of all charitable donations generated by the ED50 Live-CCC will be collected by and distributed to public charities, in the U.S. and internationally. As ED50 Live-CCC is promoting environmental awareness, pollution reduction and carbon neutrality, cleanup efforts, sustainability and eco-solutions, such funds will be used to support the most critical environmental remedial efforts, implemented by established scientific and environmental organizations.

ED50 Live-CCC is proposing the creation of three Humanitarian Funds:

***The 1-Earth Green Fund / The 1-Earth Education Fund /
The 1-Earth People Fund***

Public charities allow for the collection of capital donations and contributions, estates, properties and various other assets, on a tax-free basis, which allows subscribers, members, patrons, donors and contributors, to receive a tax-deduction for their gifts and contributions. The ED50 Live-CCC aligns itself with all persons, community groups, cities, universities, spiritual groups, non-profit organizations, corporations and NGO's, that promote ecological and environmental responsibility and sustainable community, regardless of their national, political or religious affiliations.

ED50 Live-CCC will serve as a collector of charitably donated and contributed funds, and as a pass-through to designated nonprofit recipients and beneficiaries. The recipients of such funds will be established tax-exempt environmental organizations. ED50 Live-CCC will assemble a committee that utilizes charity watchdog groups that evaluate charities on their essential policies and practices, including what percentage of allocated funds are spent on the cause, as opposed to administrative expenses.

EARTH DAY 50 LIVE BENEFICIARIES



Earth Day Network



GREENPEACE



OCEANA



blue planet
FOUNDATION



WWF®



NATIONAL
WILDLIFE
FEDERATION



EDF
ENVIRONMENTAL
DEFENSE FUND™

Finding the ways that work.



RAINFOREST
ACTION NETWORK



NRDC



SIERRA
CLUB
FOUNDED 1892



Audubon



CONSERVATION
INTERNATIONAL



Rainforest
Alliance



1st Eco University



MARINE
CONSERVATION
INSTITUTE



350.org



WORLDWATCH
INSTITUTE
Vision for a Sustainable World



Friends of
the Earth



Earth First!



The Nature
Conservancy
Protecting nature. Preserving life.™



SIERRA
CLUB
FOUNDED 1892



WILDLIFE
CONSERVATION
SOCIETY



AEP



STORM
AID



One World Filter™
FOUNDATION

AUSTRALIA'S DEVASTATING FIRES

Aid Down Under

As Sydney, Australia will open ED50 Live's 24-hour global concert broadcast, a campaign is being developed to raise and allocate funds to support "Australian Environmental Restoration, which includes:

1. Tree Planting and Reforestation
2. Wildlife Restoration Programs
3. Aid for farmers, growers, and their families

With over a million acres burned and a billion creatures destroyed, ED50 Live stands in support of the nation and people of Australia during this difficult time.



BRANDING AND MARKETING

Utilize all available systems to identify, and contribute to success.



UNIVERSify

ED50 Live-CCC has contracted with one of the world's largest licensing and global brand strategy consulting companies. University will help monetize ED50-Live-CCC's products in international markets by helping to maximize income and minimize risk, through a variety of strategic platforms that include Licensing, market penetration, brand management, retail and franchising. University creates brand solutions and long-term revenue streams, by identifying customer touch-points to sourcing, production, retail and product concepts consistent with corporate goals, thrives across global markets, and collaborates to ensure the integrity of brand expertise. University offers a substantial investment of resources, along with the ability to support long-term market development. University has best-in-class legal expertise and an executive team to manage implementation of transactions, while reducing costs and providing protections, while providing strategic partners and structures that guarantee present and future revenues. University works with other manufacturing and marketing companies that will assist ED50 Live-CCC to achieve its goals and objectives, locally, regionally and globally.

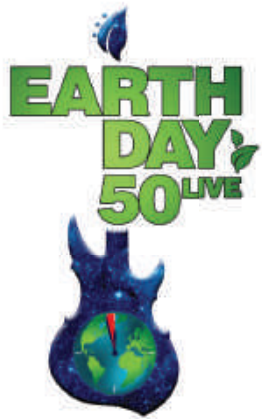


EARTH DAY 50 LIVE APP BUILT ON THE SIZZLE[®] NETWORK

Sizzle is a new TransMedia Network, and the world's most effective offer, information and point of sale platform. The use of Sizzle's technology as the infrastructure of the ED50L App for use within ED50 Live-CCC and ongoing thereafter will seamlessly integrate all of the media used to support this global event into a user-friendly system of interactive engagement, participation, support, promotion, marketing and long term interconnectivity between ED50 and it's audience.

ED50L App becomes the connective tissue that continues to deliver on the programs and systems and promotions that ED50 Live-CCC and it's sponsors will promote.

Leading up to the event, the ED50L App will be delivering promotional content and user engagement opportunities to the growing audience. During the concert, the ED50L App provides instant access to donate, purchase merchandise, win contests and prizes, see sponsored augmented reality experiences, participate with visuals from the shows and much more. After the concert the ED50L App is the conduit that maintains the instant communication between ED50 Live - CCC and the audience by delivering new content, promotional updates, sponsored activities, information for how to volunteer and get involved and new venture hotlines to stay on top of all of the latest innovations coming to save the planet. The ED50L App brings all of its systems to bear on the Worldwide Marketing of Earth Day 50 Live and it's Climate Crisis Concert.



SIZZLE® NETWORK

Sizzle technology powering the ED50L app makes all media and all locations instantly transactional, informational, interactive or entertaining.



GAMES FOR PRIZES / DISCOUNTS



YOUTUBE TRANSACTIONS, GAMES



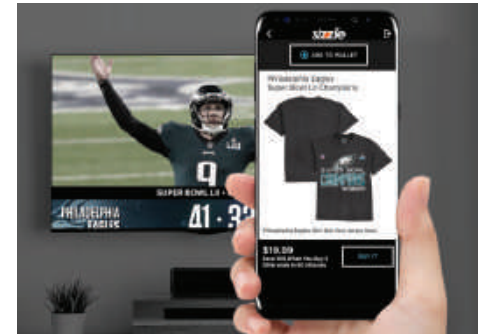
AUGMENTED REALITY GAMES



LOCATION-BASED OFFERS



SHOPPABLE PRINT MEDIA



TIMED TELEVISION TRANSACTIONS



VR REAL ESTATE TOURS



AR SOCIAL MEDIA STUNTS



TRADE SHOW TRANSACTIONS

PR AND PUBLICITY



ED50 Live-CCC PR and Publicity campaigns include social media, mobile apps, push notifications and mobile blasts press releases, public interviews, radio, print and TV ads, celebrity spokespersons, soft news media (newspapers, newsmagazines, evening news, morning shows, cable news, product tie-ins and promotional opportunities, reminding people to donate, buy concert tickets and merchandise. The objective is to generate awareness for Global Warming, Climate Change, Carbon Neutrality, and the critical role of Ecology and the Environment in human life. We are planning cross-promotional sponsorships, and marketing and publicity opportunities with major PR agencies to promote ED50 Live-CCC and its sponsors.

We work with sponsors to co-develop scripts and musical themes for promotional purposes, present stories that promote environmental responsibility and solution orientation, and manage, monitor, compile data and follow up to insure proper media coverage. ED50 Live-CCC is engaging an environmental publicist, as well as a firm such as Ogilvy Mather, Edelman, W2-O Group, or others, on a pro bono basis. It is a pleasure to work creatively with top publicists and PR firms, when they are truly committed to the well-being of humanity, and to the environmental cause.



CAPITAL REQUIREMENTS



The budget to promote, stage, produce and globally broadcast the 10-city Earth Day 50 Live-Climate Crisis Concert, is \$25 million USD. The full budget for 20-city or greater Earth Day 50 Live – CCC, is \$50 million USD, which will allow for maximum reach, maximum impact and maximum fundraising capability (between \$500 million USD and \$1 billion or more, including charitable contributions).

The Use of Proceeds covers multiple venue deposits, reduced fees for more than one hundred local, regional, national and international performing artists, travel, hotels and accommodation costs, road crew costs, technical riders, logos and graphics, office rentals, office equipment, administrative costs, insurance costs, legal fees, accounting services, above-the-line production costs, advertising and promotional costs, vendor costs, L.A.'s master control center, set designs, staging (equipment, sound & lighting), sound engineers, trailers, 2-D and 3-D video productions crews, streaming and content management, website costs, Internet and mobile apps and services, marketing costs, PR and publicity teams, merchandising and product development costs, pre-produced vignettes, messaging content, PSA's, insurance, equipment transport, tents, catering, police, security and cleanup costs. It is important to note that ED50 Live-CCC will seek pro bono and/or discounted equipment and services, wherever and whenever possible. This is frequently done for humanitarian causes and productions, through an outpouring of good will from the many concerned and compassionate industry professionals who seek to assist, on humanitarian grounds.

The goal of the ED50 Live-CCC production team is to raise awareness, introduce solutions to the world's environmental problems, plus generate between \$1 billion or more in revenues and donations, in order to support environmental education, emerging problem solving technologies, environmental cleanup, organic agricultural models, environmental organizations, carbon neutral civilization and successful sustainability models, all pointing humanity toward a healthier, more enlightened and complimentary relationship with nature and our life-support systems.

MOBILIZING THE HUMAN RACE

Every government, religion, corporation, educational institution, and capable man, woman and child, has a moral obligation to contribute to the maintenance of our planet's health and security. In a world filled with confusion, our global ecological crisis requires a dynamic movement and initiative. We must educate, inform, inspire, empower and mobilize the masses, to help shape a more livable and inhabitable future. Technology is no substitute for common sense and Earth stewardship, so we must direct technology toward solving, and not compounding our problems. The time has come to launch a world movement in defense of the Earth. We must mobilize and organize by every known means in order for us to remain viable. Our battle is for the Soul of the World, and survival of humanity, itself.



IT IS TIME TO STAND UP AND BE COUNTED

Along with the breathtaking beauty and diversity of nature, all of the people we have ever known, loved, studied, or learned about, have lived on Mother Earth. The Earth that has for so long sustained us, is our only home!

*ITS TIME TO STAND UP AND BE COUNTED;
ITS TIME TO SHOW SOME LOVE!*





CONTACT

THIS EARTH DAY 50 LIVE - CLIMATE CRISIS CONCERT

presentation, budget and team bios have been prepared by:

Douglas Ivanovich
Founder / Chief Executive Officer / Executive Producer
World Peace One Concerts, WP1 Music

Ryan G. Olesen
Executive Group Vice President/Executive Producer
WP1 Concerts

WP1 Concerts is a Florida Profit Corporation

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World Peace One Concerts, Inc.
12400 Wilshire Blvd. Suite 400, Los Angeles, CA 90025 USA
15 Paradise Plaza, Suite #281, Sarasota, FL 34239 USA