

Anton Doyle: Chairman
Keith Niles: Director - Concert Production
Sean Thomas: Director – Music
Rolf Doyle: Director – Marketing
Maria Wellington: Director
Carlene Mulchan: Director - Finance
Patrice Doyle-Thomas: Director/Company Secretary
Martin Wellington: Director
Nigel A. Campbell: Director

3 IRISH AVENUE,
GLENCOE,
TRINIDAD AND TOBAGO, WEST INDIES
Phone: 868-632-3061
Fax: 868-632-1929
Email: info@productiononeltd.com

INVITATION TO PARTNERS

Production One Ltd. is a company committed to the top quality production of high-profile concerts and to expanding the audience for jazz, and other live music in Trinidad and Tobago and the wider Caribbean. This is being achieved not by compromising the music but through a dynamic and highly visible marketing strategy and by developing the public's trust through a commitment to quality. In addition to fulfilling the role of a traditional concert promoter, we also specialize in providing opportunities for sponsorship by adding value to events through sophisticated marketing, advertising, design, public relations and the production of collateral media.

Production One Ltd. has been successfully producing its flagship event, **Jazz Artists On The Greens**, annually since 2003 with an ear tuned to traditional jazz and its Caribbean variations. This open-air concert is fashioned to encourage patrons to “*walk with their mats and festival chairs*” and sit where they are most comfortable as they enjoy good company and great music. Over the past six years our Trinidad event has received glowing reviews in the press and encouraging responses from many of the patrons who have been attending in increasing numbers –and we anticipate that this year's production will be an even greater success. In 2008, we presented our first Tobago concert. Using the energy and interest generated by the Plymouth Jazz Festival, Production One Ltd. introduced the audience, comprised mainly of visitors to Tobago, to some “true” Jazz musicians from Cuba, Brazil, Barbados and the United States. The result was electrifying.

As in previous years, the 2009 **Trinidad** event will be held at the Centre for Creative and Festival Arts, University of the West Indies, St Augustine, on Sunday March 29th, 2009 and will highlight Local, Caribbean and International Jazz performers. Our 2009 **Tobago** show, now scheduled for Saturday 25th April 2009, will again feature more international Jazz musicians, this time from Canada, Cuba, Dominica and Trinidad. (Artist lineups at this time are subject to final contract.)

For our 2009 events, we anticipate an audience of approximately **2,000** patrons at each of our venues. Our company is committed to widening the pool of local jazz audiences and our traditional audience comprises the local, upwardly mobile and decision-making, university graduates within an age range of 22 – 60, and with an average annual income upwards of **TT\$180,000.00**. We are therefore inviting organizations to avail themselves of the promotional and advertising opportunities for both product and corporate imaging offered directly or peripherally by aligning with our event.

Prospective partners are invited to consider **traditional advertising methods** such as inclusion of their logos as part of concert-related promotional ads in the local press; the inclusion of their names/logos in tag lines in electronic ads; the placement of their corporate and/or product banners at the venue; pre-event on-air competitions; and give-aways and/or special door prizes on the day of the show. Alternatively and/or additionally, partners may, subject to our organization's sanction, opt for tastefully executed **innovative options**, specifically related to their respective organizational needs or marketing thrusts.

Attached is a list of our standard Corporate Partnership Packages for the year 2009; we would welcome the opportunity to discuss with you these available partnership and promotional options afforded through **Jazz Artists On the Greens**. Inquiries about accessing multi-year partnership options are also welcome.

We may be contacted directly through our Director – Marketing, **Rolf Doyle** via e-mail at marketing@productiononeltd.com or by telephone at (868)-620-6920

Sincerely

Rolf Doyle,
Director
February 21, 2009

JAZZ ARTISTS ON THE GREENS – 2009

Corporate Partnership Packages (either Trinidad OR Tobago) at a glance...

BENEFITS	Title >\$100,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000	Bronze \$5,000
Corporate Name Visibility & Media Recognition¹					
Recognition on Tickets	✓	✓	No	No	No
• Recognition on Posters	✓	✓	✓	No	No
• Recognition on Flyers	✓	✓	✓	✓	✓
• Pre- and Post Event press releases	✓	✓	✓	No	No
• Print and Electronic Media					
• <i>Television</i>	✓	No	No	No	No
• <i>Radio</i>	✓	✓	✓	No	No
• <i>Newspaper</i>	✓	✓	✓	✓	No
• <i>Magazine</i>	✓	✓	No	No	No
• Website	✓	✓	✓	✓	✓
• JAOTG Newsletter	✓	✓	✓	✓	✓
• On-Stage Mention	✓	✓	✓	✓	✓
Brand Exposure					
Press Photo wall²	✓	✓	✓	No	No
• Signage					
• <i>Stage – Center Bottom</i>	✓	No	No	No	No
• <i>Stage – Side (x2)</i>	✓	✓	No	No	No
• <i>Perimeter</i>	✓	✓	✓	✓	No
• Programme (placement)	✓	✓	✓	✓	✓
• Product Sampling Booth	✓	✓	✓	No	No
• Other Promotional Opportunity³	✓	✓	✓	✓	✓
Hospitality					
Complimentary Tickets	35	25	15	10	5
• Premium Parking⁴	✓	✓	No	No	No
• VIP Tent access	✓	✓	No	No	No
• Meet-and-Greet Artistes	✓	✓	No	No	No

Notes

1. **Media Recognition** – Partner Designation and Logo placement, where applicable;
2. **Press Photo Wall** – Photo opportunity wall with background that displays product images and/or partner logo;
3. **Other Promotional Opportunity** – Partner may distribute product related flyers, etc. either through hand-out by the partner's own representatives or by placement at the event entrance;
4. **Premium Parking** –
 - a. In **Trinidad** – Corporate Partners will be entitled to two (2) reserved parking spaces in specially designated parking area;
 - b. In **Tobago** – Corporate Partners will be entitled to four (4) reserved parking spaces in specially designated parking area.

JAZZ ARTISTS ON THE GREENS – 2009

Corporate Partship Packages (for both shows, Trinidad AND Tobago) at a glance

BENEFITS	Title \$180,000	Platinum \$85,000	Gold \$45,000
Corporate Name Visibility & Media Recognition¹			
Recognition on Tickets	✓	✓	No
• Recognition on Posters	✓	✓	✓
• Recognition on Flyers	✓	✓	✓
• Pre- and Post Event press releases	✓	✓	✓
• Print and Electronic Media			
• <i>Television</i>	✓	No	No
• <i>Radio</i>	✓	✓	✓
• <i>Newspaper</i>	✓	✓	✓
• <i>Magazine</i>	✓	✓	No
• Website	✓	✓	✓
• JAOTG Newsletter	✓	✓	✓
• On-Stage Mention	✓	✓	✓
Brand Exposure			
Press Photo wall²	✓	✓	✓
• Signage		No	No
• <i>Stage – Center Bottom</i>	✓	✓	No
• <i>Stage – Side (x2)</i>	✓	✓	✓
• <i>Perimeter</i>	✓	✓	✓
• Programme (placement)	✓	✓	✓
• Product Sampling Booth	✓	✓	No
• Other Promotional Opportunity³	✓	✓	✓
Hospitality			
Complimentary Tickets	35	25	15
• Premium Parking⁴	✓	✓	✓
• VIP Tent access	✓	✓	✓
• Meet-and-Greet Artistes	✓	✓	✓

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