

A woman with dark hair, wearing a white blouse and large white and blue headphones, is smiling and looking at a white smartphone. The background is a blurred interior with bookshelves. The text 'The Heart of Jazz' is written in a white, elegant script font on the right side of the image.

*The Heart of
Jazz*

May 8th 2020

Blue  Note
MILANO



World Health
Organization



Ministero della Salute



Regione Lombardia



Comune di
Milano



Croce Rossa Italiana

THE HEART OF JAZZ

*A big live streaming concert,
that goes beyond borders
unifying Italian and international jazz
to support the Italian Red Cross.*

*Performed by
PAOLO FRESU DEVIL QUARTET*

*Presented by
NICK THE NIGHTFLY
Artistic Director of Blue Note Milano*

*The Event will take place in Milan, at Blue Note, closed to public
Powered by: Huawei
Supported by: JVC*

A great performance by

*Paolo Fresu
Devil Quartet,*

*International Jazz celebrities
and Blue Note Milano's friends.*



A CALL FOR THE JAZZ WORLD AS A WHOLE.

Paolo Fresu Devil Quartet and Nick the Nightfly are supporting the event by engaging their fans, friends and followers, inviting them to follow the concert and to donate.

European Jazz clubs have been invited to participate to this tribute, with support and interactions on their social channels.



AN IMPORTANT ACTION.

To unify the world of Jazz for a big tribute to the heroes that on a daily basis save human lives.

To convey optimism and energy to the world, starting from Milan, the most involved Italian city in the fight against the virus.

To remind everyone that we are not alone.

To raise donations for a big cause.



*SUPPORTING
ITALIAN RED CROSS,
IN AN IMPORTANT DAY*

*May 8th , The World Red Cross and
Red Crescent Day*

*Support for Italy, the most affected
European Country.*

*The Italian Red Cross has been fully
involved from the beginning of the
Covid-19 emergency spread,
operating on the entire nation with
thousands of volunteers and
supporters.*



Croce Rossa Italiana

LIVE STREAMING DETAILS

One hour concert, broadcast on 3 channels: Blue Note Milano Facebook Fanpage, Huawei Video Platform, Blue Note Milano's website.

Technically supported by JVC and directed by Casta Diva Group, the concert will generate 3 different events, one for each channel:

- ***Facebook Fanpage:*** *with 125K followers, the event will be for free and limited to the first half of the concert; video and audio's quality will be standard.*
- ***Huawei Video Platform:*** *dedicated to all Huawei users, promoted across Europe in the countries where Huawei operates (70M potential users); audio and video will be high quality; the whole event will be available on this platform.*
- ***Blue Note Website:*** *the concert will be available using invitation codes, broadcast on a designated channel; access to the page will be reserved to journalists and partners. Audio and video premium quality for the whole concert.*

Three days after the concert, the event will be available on the Blue Note Milano's youtube channel.

A communication plan will be provided with partners' support; Blue Note will activate all its own channels, involving its fans and will ask other European Jazz Clubs to make the event available on social platforms across Europe to raise awareness.

Advertising will be shared with Huawei that will support the initiative with its national and international channels.



WHAT WE CAN OFFER TO PARTNERS

- *Logo's positioning among partners on all off/online materials (media partner)*
- *Logo and link on the Blue Note's landing page and rotation quotations for the representative of the partnering company.*
- *Being mentioned in the official press release for the event*
- *Overlayer Adv during the streaming*
- *Short home-video for 15'' message*
- *Nr. 100 invitation-codes for the whole concert, Premium quality (audio and video)*
- *Bespoke Video Production for partner's social channels or websites (3 cuts -15'', 30'', 120''- customized according to the Partner)*
- *Nr. 6 Vouchers for the first live concert in Blue Note Milano once it will open to the public*
- *Nr 6 official gifts (to be defined)*
- *Data analytics report*



WHAT WE ASK TO PARTNERS

- *A financial and supply support to cover the costs of the event, underlining the message and the call for donation.*
- *Availability to support the work in progress of the event*
- *Help to promote the event through their owned channels (social, website, intranet...)*

Thank
you.

