

The Heart of DZZ

May 8th 2020







😡 Ministere della Salute 🛛 🔂 RegioneLombardia

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





Croce Rossa Italiana

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 theirs 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 theirs social channels.





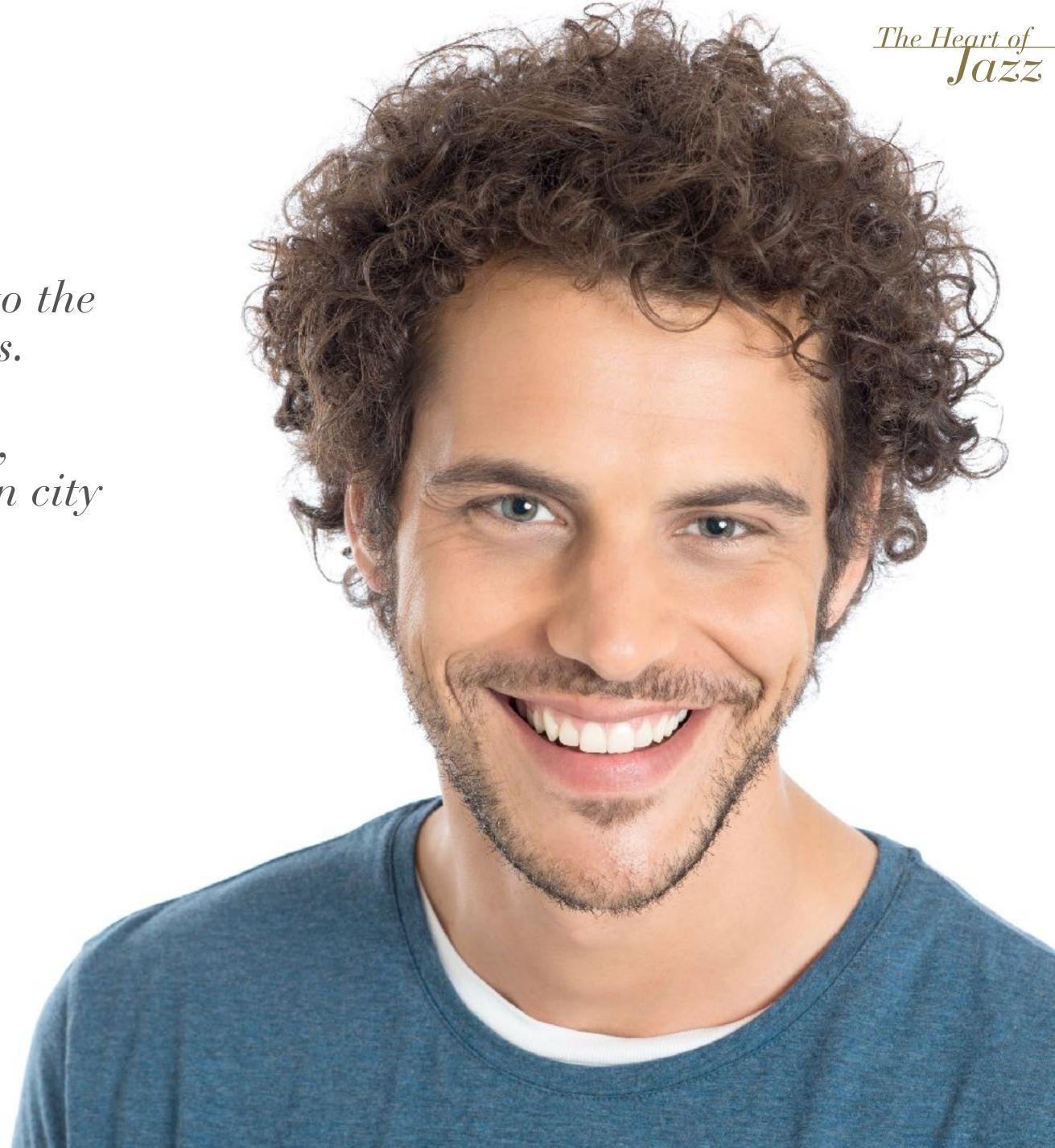
AN IMPORTANT ACTION.

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.

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Croce Rossa Italiana

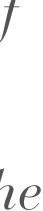


One hour concert, broadcast on 3 channels: Blue Note Milano Facebook Fanpage, Huawei Video Platform, Blue Note Milano's website.

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

The Heart of





•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...)





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