

CREATIVEOTIS

AN ENTERTAINMENT PRODUCTION COMPANY



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CONTENTS

| | |
|--|----|
| About Otis Sallid's Gospel! Gospel! Gospel! | 4 |
| Gospel Music Heritage..... | 5 |
| – Historical Background | |
| Otis Sallid's Gospel! Gospel! Gospel!..... | 7 |
| – A GMHM Special Engagement | |
| Black Theater..... | 8 |
| – Insight | |
| Business Goals & Objectives..... | 13 |
| Activation..... | 15 |
| – Marketing, Promotion & Publicity | |
| Sponsorship..... | 20 |
| – Entitlement Rights | |
| Value Proposition..... | 18 |
| Next Steps/Timing..... | 23 |



PORTER SANFORD III PERFORMING ARTS CENTER PRESENTS

OTIS SALLID'S

GOSPEL! GOSPEL! GOSPEL!

Gospel music from then til now

FEB 10 TO **MAR 4** 2011

FRIDAY - SUNDAY 7:30PM

SATURDAY & SUNDAY MATINEES

2:30PM **PERFORMANCES**

FOR TICKETS AND INFORMATION CALL

800-838-3006 OR ONLINE AT

WWW.BROWNPAPERTICKETS.COM

PORTER SANFORD III PERFORMING ARTS CENTER • 3181 RAINBOW DRIVE • DECATUR GEORGIA 30034

EXECUTIVE DIRECTOR **DAVID MANUEL**

OTIS SALLID'S
GOSPEL! GOSPEL! GOSPEL!
AN **INSPIRATIONAL** FOOT STOMPING, HAND-CLAPPING **MUSICAL** REVUE OF GOSPEL MUSIC ©

- Gospel! Gospel! Gospel! is a musical production that takes the audience on an inspirational, foot stomping, hand clapping journey of Gospel music from slavery to present day. The soul stirring musical tells the history of Gospel through music with narrated historical events as a backdrop
- Sallid cautions those seeking to pigeon hole the production into a singular category, instead he says, "It's Art, not church," which is familiar to black people yet is also "an experience that some would not have been privy to."
- The rich histories of Karamu and Ebell theaters were fitting backdrops for the world premiere and Hollywood benefit; the LA red carpet drew a who's who in Black Hollywood
- As an American theatrical work of art Sallid sees Gospel! Gospel! as an opportunity to bring all different kinds of people back to the theater. To introduce the experience of live theater to our youth. "This is a family friendly production. I encourage families, community groups and organizations to take this opportunity to introduce our youth to a wonderful art form," said Sallid.



Gospel Music Heritage



Historical Background

- Gospel Music is a unique and beloved American art form, spanning decades, generations and races
- It is one of the cornerstones of the entire American musical tradition and has grown beyond its niche to achieve pop-culture and historical relevance.
- Gospel Music in the United States was first expressed in the form of Negro Spirituals, blending diverse elements from African music, melodic influences by Irish folk songs, and hymns and other uniquely American musical styles including Ragtime, Jazz and Blues
- Gospel's tradition and legacy of diversity remains today, as the influence of Gospel Music can be found infused in all forms of mainstream music, from Rock & Roll, Soul, Country, R&B, Hip Hop and countless other styles.

Gospel Music Heritage

Historical Background

- The legacy of Gospel Music includes some of the most memorable voices and pioneers in American history, such as Thomas Dorsey, Mahalia Jackson, James Vaughan, Roberta Martin, Virgil Stamp, Diana Washington, Stamp Quartet, The Statesmen, The Soul Stirrers, The Mighty Clouds of Joy, Terry Woods, James Cleveland and Billy Ray Hearn
- Many of the biggest names in music came out of the Gospel Music tradition, and/or have recorded Gospel Music at some point in their careers -- from Sam Cooke to Al Green, Elvis Presley to Marvin Gaye, Aretha Franklin to Whitney Houston, Little Richard to Ray Charles, Buddy Holly to Alan Jackson, Dolly Parton to Mariah Carey, Bob Dylan to Randy Travis
- Regardless of the musical style, these artists and so many more have turned to Gospel Music as the source and inspiration for their music and songs--crossing, blurring and borrowing across the divide between secular and Gospel Music.
- Gospel Music has a huge audience and fan-base around the country and around the world, a testament to the universal appeal of an historical American art form that both inspires and entertains across racial, ethnic, religious and geographic boundaries.



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- Fall 2006, award-winning choreographer, director and producer Otis Sallid brought his energy and spirit to Karamu House Performing Arts Theatre in Cleveland, Ohio, the nation's oldest African American Theater where he world premiered his musical "Gospel! Gospel! Gospel!"
- James Pickens Jr. a Cleveland native and Karamu alum, known to viewers for his recurring roles on numerous television series, including "The X-Files," "NYPD Blue," "Philly," "The Practice", "Six Feet Under." and most currently "Grey's Anatomy" invested in the live stage production
- May 2009, Sallid and Pickens teamed up again to mount Gospel! Gospel! Gospel! In Los Angeles at the legendary Wilshire Ebell Theater to benefit the James Pickens Jr. Foundation.
 - The LA production starred James Pickens Jr., Vickie Winans, Loretta Devine, Rocky Carroll, Chante Moore, Kenny Lattimore and Reginald Vel Johnson.



BLACK THEATER

Insight

JET Magazine 2007 Cover Story

“Black Theater Grows Up”

- Urban stage plays are attracting more and more famous black actors, like Vivica A. Fox. “It’s great exposure,” she says. “So many black actors are underused in Hollywood.”
- These stage plays make a tremendous amount of money. Tyler Perry’s seven stage plays have grossed more than \$100 million.
- “I identified the Black consumer market and the need for theater in our community,” says playwright Vy Higginsen. “I was very aware that the audience was there and available and had disposable income.”



BLACK THEATER

Insight



- Gospel stage plays have been a dominant entertainment outlet for the African American community for over 30 years, depicting an array of faith, family and community situations, generating millions of dollars and creating successful careers for a host of renown e.g. Tyler Perry and unsung e.g. Michael Matthews black theater pioneers.
- Black Theatre, known as the “Black Theatre Circuit” is an established and viable institution supported by working class African Americans who have and continue to patronize quality stage plays in a major way.
- The success of Black Theater on and off-Broadway combined with the impact gospel stage plays have had depicting the black faith-based experience created a “low risk, high reward” Hollywood business model for black film.
- BET viewers made the TV adaptation of David E. Talbert’s gospel stage play “The Fabric of a Man” the #1 movie event for BET during 1st quarter 2008, averaging 1.4 million viewers. Source: Reuters and BET Networks
- Gospel stage plays are capable of delivering African American engagement second to none; aligning marketers/brands with African American core values i.e. faith, family, community and cultural passion points i.e. Gospel Music, Black Theater

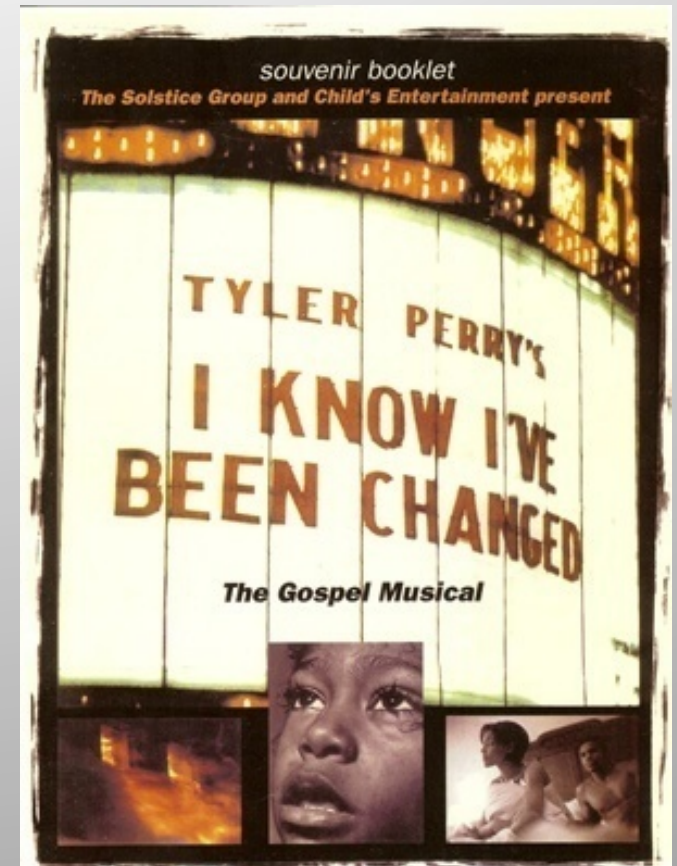
BLACK THEATER

Insight

Success Stories

- Tyler Perry
 - 11 touring plays (\$150 million gross)
 - 5 films (Lions Gate; \$319 million box office)*
 - 2 television series (\$200 million production deal))
 - 1 book release (NY Times Best Sellers list)
- David Talbert
 - 12 touring plays (\$75 million gross)
 - 1 film (Sony Pictures; \$38 million box office)*
- JD Lawrence
 - 4 touring plays (\$10 million gross)
 - 1 television series (Community Service on GMC Q1- 2010)

* Sourced from www.the-numbers.com



BLACK THEATER

Insight



Target Audience Demographics

Average Venue Seating: 2,000

Average Attendance: 80%

Single: 21%

Employed: 76%

High School Grad: 73%

College: 56%

Some College/Trade School: 18%

Attend One Performance A Year: 14%

Attend Two plus Performances A Year: 72%

Average Ticket Price: \$45

Married: 79%

Women: 70%

Men: 30%

Age: 18- 65

African-American/Black: 70%

Caucasian/White: 23%

Hispanic/Latino/Other: 7%

*Sourced from JD Lawrence Inc.- Rumors Tour

BLACK THEATER

Insight

Gospel Stage Play Circuit-Top 30 Tour Markets*

Key Cities

- New York, NY
- Los Angeles, CA
- Detroit, MI
- **Washington, DC**
- Nashville, TN
- Memphis, TN
- Cleveland, OH
- Columbus, OH
- St. Louis, MO
- Indianapolis, IN
- Chicago, IL
- Atlanta, GA
- Augusta, GA
- Dallas, TX
- Houston, TX
- Baltimore, MD
- Philadelphia, PA
- Montgomery, AL
- Birmingham, AL
- Huntsville, AL
- Little Rock, AR
- Charlotte, NC
- Raleigh, NC
- Baton Rouge, LA
- Lake Charles, LA
- New Orleans, LA
- Jackson, MS
- Miami, FL
- Orlando, FL
- Jacksonville, FL



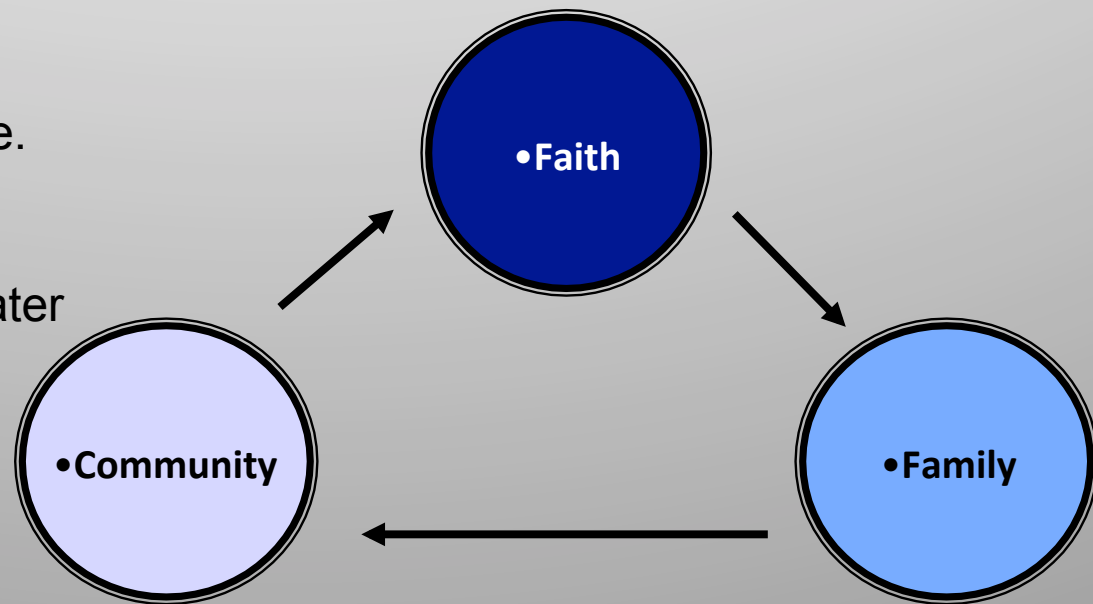
Gospel Stage Play tours frequent primary & secondary African American DMA's

BUSINESS GOALS & OBJECTIVES

Cultural Pinpointing

Otis Sallid's Gospel! Gospel! Gospel! are poised to meaningfully engage the faith-based African American audience through an intersection of core values i.e. faith, family, community with cultural passion points i.e. Gospel music and black theater

Gospel Playhouse is designed to impact three key pillars of African American culture:
Faith, Family and Community



BUSINESS GOALS & OBJECTIVES



Measures of Success

- Drive consumer awareness with Gospel music's message of hope and inspiration
- Heighten faith-based consumer engagement
- Maximize appeal, feature gospel/secular celebrity artist appearances and performances
- Deliver a seamless consumer experience on-air, online and in-market
- Ignite sales and increase market share for legacy partners and corporate/brand sponsors

Activation

Marketing, Promotion & Publicity

- Integrated strategy:
 - Radio, Television, Internet, Mobile
 - Print (Playbills, magazines, newspapers)
 - Out-of-home (posters, flyers, street intercept palm cards)
 - Public & community relations (local, national)
- Sponsorship mentions during all live radio and TV interviews
- On-site signage with vending/display provisions in venue
- Provisions for sampling and information dissemination in venue
- Specially priced ticket sale tie-ins with faith- based organizations e.g. local churches, community service organizations, fraternities/ sororities
- Data collection for research and database development





SPONSORSHIP

Entitlement Rights

- Category exclusivity
- Commercial inventory on-air, online and on-demand
 - If/where appropriate, scripted brand integration and product placement
- Custom content options
 - PSA & vignette series, webisodes, mobisodes
- Branding in all marketing, promotion and publicity
- Rights of first refusal in film, CD and DVD extensions

Turn-key Investment: (1) Presenting Sponsor @ \$500K (gross)*

(2) Supporting Sponsors @ \$250K (gross)*

* Associated media schedules available upon request



VALUE PROPOSITION

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- Otis Sallid's Gospel! Gospel! Gospel! represents a national treasure and lasting legacy in the spirit of great timeless classics
 - Think the stature of dance by Alvin Ailey, the Broadway significance of Lorraine Hansberry's A Raisin in the Sun and the historical relevance of Alex Haley's Roots.
- Otis Sallid's Gospel! Gospel! Gospel! will deliver unique access to multicultural audiences who seek the good news of Gospel through messages of hope and inspiration; messages that help people better cope with the growing stress of life changing events and experiences of today

VALUE PROPOSITION

- Otis Sallid's Gospel! Gospel! Gospel! will deliver the following marketing and media benefits to legacy partners and corporate/brand sponsors
 - alignment with a top quality, controversy-free family friendly environment
 - association with platinum-selling, Grammy, Stellar and Dove Award winning artists and Oscar Award winning actors
 - a cost efficient way to control costs, ignite sales and increase share via a new and virtually uncontested growth market





NEXT STEPS TIMELINE

Planning/Development

- Identify funding sources/secure legacy partners and corporate/brand sponsors
- Devise (local/national) marketing, media and promotional plan
- Secure star-power cast additions
- Investigate 2010 tour options



Otis Sallid – Producer, Director, Writer

- Considered a visionary among his peers, Otis Sallid is one of the most innovative and powerful creative designers of his time. Style and substance are the benchmarks of his diverse body of work; his keen eye and a close attention to detail has established him as one of the most creative director choreographers in the business. His work in **Spike Lee's School Daze, Do The Right Thing**, and **Malcolm X** positioned him amongst the most notable choreographers in the industry, and his work on **Swing Kids** garnered him the coveted **Bob Fosse L.A. Choreographers Dance Award**. He has become well known in the entertainment industry for his ability to produce, direct and stage elaborate dance numbers as seen on Broadway, the **Superbowl** and at **The Academy Awards**.
- Sallid is the Founder and President of the Los Angeles based production company **CreativeOtis, Inc.** [www.creativeotis.com], which most recently produced the opening and closing night live stage productions for **The Middle East International Film Festival** in Abu Dhabi , the live opening show for the **Super Bowl XL** featuring Stevie Wonder, India Arie, John Legend and Joss Stone, and **Infiniti...In Black**, a half-hour television special featuring the former film critic for The New York Times, Elvis Mitchell. CreativeOtis has become an in-demand production company in Los Angeles, known for its highly creative, all-inclusive productions for clients all over the globe.



In his illustrious career, Sallid has worked with artists such as **Faith Hill, Sarah Jessica Parker, Janet Jackson, Stevie Wonder, Prince, Bill Cosby, Brooke Shields, Patti LaBelle, Denzel Washington, Billy Crystal, Tony Bennett, Samuel L. Jackson, Christina Ricci, Julio Iglesias, Robert Sean Leonard, Gregory Hines, Spike Lee, Lawrence Fishburn, Helen Hunt, Vanessa Williams, Whoopi Goldberg, Debbie Allen, James Ingram, Vivica Fox, CeCe Winans, Don Cheadle and Queen Latifah**