

Dear Grant Candidate,

My name is Debra Cerritelli and I am the Senior Event Coordinator of Jazz for Peace. At this point I would like to introduce myself and provide you with this example of a VIP Video from one of our previous events and breakdown of the value these VIP Guests received in an easy format which includes the kind of questions that you and your team might ask.

Please review this info below and let me know if you have additional questions so that I may provide you with ADDITIONAL clarification.

Thank you for your questions and below are answers!

1- Who will be selling these tickets to the VIPs?

ANSWER: Only YOU and your VIP Team can decide who will be allowed to profit from this event by receiving all of the [perks and amenities listed on the VIP GUEST OF HONOR FAST FACTS LOCATED HERE](#) that are entitled to the VIP Guests.

To make sure that ONLY those that YOU have chosen are the only ones who will receive these special [perks and amenities listed](#) it is mandatory that these VIP's buy their special VIP Tickets **directly from YOU or the other designated members of your team.**

For this purpose our Team will design the special Invitation with Receipt for you to use to collect the funds.

2- I thought the VIPs are paid for by JAZZ FOR PEACE? Please i need this to be explained to me in detail.

ANSWER: Correct. EVERY step of our Empowerment Tree including this one (Which we call [Planting the ROOTS](#)) **raises funds for YOU!**

By paying the VIP Guests of Honor 5 times the amount of their VIP Ticket in the form of [perks and amenities listed on the VIP GUEST OF HONOR FAST FACTS](#)

[LOCATED HERE](#) we can raise funds for you and reward your VIP Guests at the same time.

#### HOW THIS STEP WORKS FOR YOU:

Super Low price ticket example: If the VIP Ticket price is \$5 per ticket and each VIP Guest purchases a pair of tickets each you will be able to collect \$10,000 from the 1,000 VIPs on your list who purchase a pair of VIP Tickets each (2000 tickets total).

#### HOW THIS STEP WORKS FOR YOUR VIPS:

Since our goal is to provide each VIP with 5 times the value of the ticket each VIP who pays \$10 for their pair of tickets will receive \$50 worth of [perks and amenities listed on the VIP GUEST OF HONOR FAST FACTS LOCATED HERE](#).

High price ticket example: If the VIP Ticket price is \$100 per ticket and each VIP Guest purchases a pair of tickets each you will be able to collect \$10,000 from just 50 VIPs on your list who purchase a pair of VIP Tickets each (100 tickets total).

#### **VIP Video from one of our events and breakdown of the value these VIP Guests received.**

A. Here is a VIP Video from one of our events - <https://www.youtube.com/watch?v=xb3TKWL98xY>

B. The price of their VIP Ticket for this Sao Paulo Event was \$25 (in Brazilian REAL Currency)

C. HERE is a breakdown of the value these VIP Guests received.

1. For this event we had the following beverage sponsors - Dom Perignon Champagne, Robert Monday Wine, Coca Cola Beverages and Sucorrico Juices.

**Value: \$15**

2. For this event we had numerous very high level FOOD sponsors - **Value: \$35**

3. For this event we had numerous corporate sponsors who provided products for the Gift Bag received by each VIP - **Value: \$35**

4. For this event we had preferred seating for each VIP providing them with the very best seats that were available at this venue - **Value: \$40**

5. For this event we had special [meet and greet ceremony](#) which enabled all of these VIP's to attend for free in order to network with each other, BOND with the outstanding members of this organization to help them EXPAND their donor base, MEET the founder of Jazz for Peace in person, and partake in all of the amenities listed above in an exclusive way which made each of them feel special. - **Value: \$45**

**TOTAL VIP VALUE RECEIVED BY EACH VIP GUEST OF HONOR FOR THIS EVENT: \$170**

As you can see, sometimes we actually exceed our goal and provide even MORE than 5 times the value of a VIP Ticket for our VIP's. However, irrelevant of whether we exceed our goal or not, most of our VIP Guests feel like they "got paid" to attend an event that they would have been happy to pay the normal "night out" expenditure for anyway because of the outstanding cause they were supporting and the outstanding world class cultural event (which some have even called "[one of the most significant cultural events or our time!](#)") that they were experiencing.

**In Summary:** EVERY part of our Empowerment Tree should be beneficial to the Grant recipient and the ROOTS of the tree (VIP Guests) should be no exception. The most popular price for a VIP ticket has been \$25. VIP's who pay more for their VIP Tickets often "get paid more" in the perks and amenities detailed above to attend the event. However to make sure the price of YOUR VIP ticket has value yet is still affordable as a benchmark should be no more or less than the price your VIP's would normally pay to go out on the town on a normal Saturday (or other) Night.

Please let me know if you understand this.

Sincerely,  
Debra

**ADDITIONAL INFORMATION:**

**The price of your VIP ticket should be similar to what your VIP's would normally spend ANYWAY on a normal "night out" in their city or town.**

With this in mind - The Higher the ticket price, the MORE funds you will be able to collect and the MORE VALUE your VIPs will be able to receive in [perks and amenities listed on the VIP GUEST OF HONOR FAST FACTS LOCATED HERE](#).

FOR EXAMPLE: If the VIP Ticket price is \$10 per ticket and each VIP Guest purchases a pair of tickets each you will be able to collect \$20,000 from the 1,000 VIPs on your list who purchase a pair of VIP Tickets each (2000 tickets total).

HOW THIS STEP WORKS FOR YOUR VIPS:

Since our goal is to provide each VIP with 5 times the value of the ticket each VIP who pays \$20 for their pair of tickets will receive \$100 worth of [perks and amenities listed on the VIP GUEST OF HONOR FAST FACTS LOCATED HERE](#).

**QUESTION:** Selling the VIP tickets is the only money raised by this event? For example if i sell tickets worth \$10,000 from the VIPs will that be it?

**ANSWER:** NO. That is **Just the BEGINNING** of the process which we call "PLANTING THE ROOTS" as we Grow your Empowerment Tree as detailed here:

1. TEXT - <https://jazzforpeace.wordpress.com/about/>
2. VIDEO - <https://vimeo.com/186064846>

Please review this text (clicking on the TREE) and video carefully and thoroughly.

ALSO\*\*\* - Please note that to make it super easy to collect these funds our Team will be creating the Special VIP Invitation with Receipt for you so all you have to do is show each VIP their Invitation, collect the funds and give them their receipt.