

# MUSIC & MOGULS



## LEGENDS BEYOND

WE INVITE YOU TO EXPERIENCE THE FIRST ANNUAL "LEGENDS BEYOND" GALA TAKING PLACE ON THURSDAY, SEPTEMBER 19TH, 2013 AT A BEAUTIFUL MANSION ESTATE LOCATED IN THE PRESTIGIOUS BEL AIR, CALIFORNIA. PROCEEDS AND DONATIONS WILL BENEFIT THE SUSAN G. KOMEN FOUNDATION. THIS ELITE EVENT WILL HONOR THE LEGENDARY FREDA PAYNE, GRAMMY WINNING MUSICIAN, CHARLIE SHEEN, AND RICHARD SIMMONS.

THE FIRST ANNUAL LEGENDS BEYOND ALSO CELEBRATES THE BIRTHDAY OF FREDA PAYNE AND THE RELEASE OF HER NEWEST JAZZ ALBUM. THE EVENT WILL CONSIST OF A VINTAGE GLAMOUR THEMED EVENING INCLUDING A PREMIUM COCKTAIL HOUR, LIVE MUSICAL PERFORMANCES.

RED CARPET: 5:30PM  
AWARDS: 7:30PM

PLEASE RSVP:  
[CORPORATE@LEGENDSBYOND.COM](mailto:CORPORATE@LEGENDSBYOND.COM)

# TICKETS & PACKAGES

**Legends Beyond** provides custom experiences for target celebrity and tastemakers. We plan for incredible press coverage and promotional efforts on behalf of Legends Beyond, including scheduling of celebrities and VIPs to interact brands directly through gift bags, sampling, silent auction, and more. We provide a range of opportunities to accommodate your needs.

## **VIP TABLE (8 Guests) - \$10,000**

- Seating for 8 guests
- Exquisite four course dinner with premium open bar
- VIP placement in front of stage

## **VIP TABLE (4 Guests) - \$5,000**

- Seating for 4 Guests
- Exquisite four course dinner with premium open bar
- Second tier VIP placement close to stage

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## **Bronze Sponsorship - \$7,500**

- Inclusion in all press materials, website, and marketing collateral
- Premium logo placement in VIP areas and Red Carpet
- 5 tickets to the event
- 1/2 page ad in souvenir program/magazine

## **Gold Sponsor - \$15,000**

- Includes all of the above benefits plus:
- Logo on music stage signage
- Full press list access

## **Platinum Sponsor - \$30,000**

- Includes all of the above benefits plus:
- Logo lit against mansion wall
- Lifetime Achievement Awards brand mention
- Full press list access



# FREDA PAYNE



The multi-talented Freda Payne is an established jazz vocalist, songwriter, and actress, who has is known for her legendary chart-topping record, “Band of Gold,” has worked with the likes of Berry Gordy, Jr., Duke Ellington, Quincy Jones, and even Bill Cosby. She is best known for her singing career, yet she has also performed in musicals and acted in movies over the years, and briefly was the host of her own TV talk show.

Born on September 19 in Detroit, MI, she developed an appreciation of music at an early age with her career beginning singing radio commercial jingles, which brought the young vocalist to the attention of several music-biz heavyweights. Berry Gordy, Jr. attempted to sign her to his record company, Motown, while Duke Ellington employed her as the featured singer with his renowned orchestra for two nights in Pittsburgh, resulting in a ten-year contract. But in both cases, Payne's mother turned them down. Payne's ever-expanding theatrical repertoire includes roles in the award winning musical “Blues in the Night” and in “Jelly's Last Jam,” a musical based on the life of jazz legend Jelly Role Morton. In the review for “Blues in the Night,” the American Showbiz Daily states: “Freda Payne has a truly unique voice that hits an amazing number of notes with a smokey, unusual quality...” Additionally, Payne has starred in the Broadway production of Duke Ellington's “Sophisticated Ladies,” “Ain't Misbehavin'” and the Tony Award winning production of “Hallelujah Baby.”

Freda Payne truly is a legend of our musical and artistic history. She has been etched in the hearts and minds of those all around the world and continues to bring music, talent, and philanthropy to those around her. She is set to release her newest jazz album early this fall and plans to perform an album preview at the Legends Beyond Gala.



# HOWARD MCCRARY



Traversing the worlds of gospel and secular music, multi-talented Howard McCrary has built a solid reputation as an award-winning singer, songwriter, producer and musician whose resume includes some of the most prestigious and important artists in contemporary music. Howard McCrary brings a mix of artistry, enthusiasm, skill and positive energy to each and every project.

He has co-produced the album "So Good" and was nominated for a Grammy for "Best Gospel Performance, Male" for that record. During the late '80s, Howard traveled intermittently with different evangelists; in 1987, he was given ASCAP's Duke Ellington Award for most promising writer in gospel music and was commissioned to write the piece Yesterday, Today And Tomorrow for the Brooklyn Philharmonic Symphony Orchestra.

As the '80s ended and the '90s began, Howard's workload accelerated considerably: he was featured as a background vocalist on Quincy Jones' best-selling Back On The Block, as well as arranging vocal parts for the song "Keep The Faith" on Michael Jackson's 1992 multi-platinum set Dangerous. He began working with Chaka Khan in 1993 as keyboardist and musical director. Later, he worked with Oscar-winning composer Hans Zimmer on the film The Power Of One. Howard's studio activities have included production work with teen idol Jennifer Love Hewitt, soul diva Sandra St. Victor, gospel great Helen Baylor and successful R&B group Changing Faces.

Howard moved to Hong Kong in 2005 and merged into the local music scene quickly. He performed on the Soundtrack of the Chinese Movie "Confessions of Pain" & "Happy Funeral" and with the Hong Kong Chinese Orchestra, conducted by Maestro Hubert Yan. As both an entrepreneur and masterful musician, Howard McCrary has much to celebrate as he continues to find new ways to express his boundless artistry and contribute his multiplicity of God-given talents and skills.



LEGENDS BEYOND

# LEGENDS BEYOND LLC

Legends Beyond, LLC is a full-service entertainment marketing agency and will help conceptualize, coordinate, and implement all production elements. We will utilize our extensive expertise in event production, while leveraging industry and vendor relationships to ensure a seamless, turn-key event. We also specialize in branding, public relations, and non-traditional communications - fusing brands together to produce exciting and measurable results, helping clients introduce new products to tastemakers and influencers.

Beyond brands and entertainment, important humanitarian, social and charitable causes inspire Legends Beyond to lend its expertise and experience with entertainment and marketing to educate and bring about change. Working with numerous socially conscious artists and companies who understand the power of music and celebrity to advance important issues and agendas, Legends Beyond has forged a cultural initiative for a new, more progressive generation.



**BRANDON POPE**

GLACIER MULTIMEDIA GROUP

Brandon is the founder of the established music production company, Glacier Music Group. Brandon moved the business to Los Angeles from Atlanta to develop the businesses' endeavors and to expand his network for various genres of music. He has established a team of high quality producers, songwriters, directors, choreographers, engineers, and artists. Brandon also produces many Hollywood events with a world-class production team



**COURTNEY MANLOVE**

CRE8TIVE IMPACT

Courtney is the Principal and CEO of Cre8tive Impact, an agency that strategically connects brands with consumers through partnerships in music, fashion, sports, and consumer products. They create strong sustainable programs through services in PR, Branding, Digital Marketing, Event Activation, and Entertainment Management. Cre8tive Impact is based in Los Angeles, but also works out of New York, Dublin, Paris, and Hong Kong



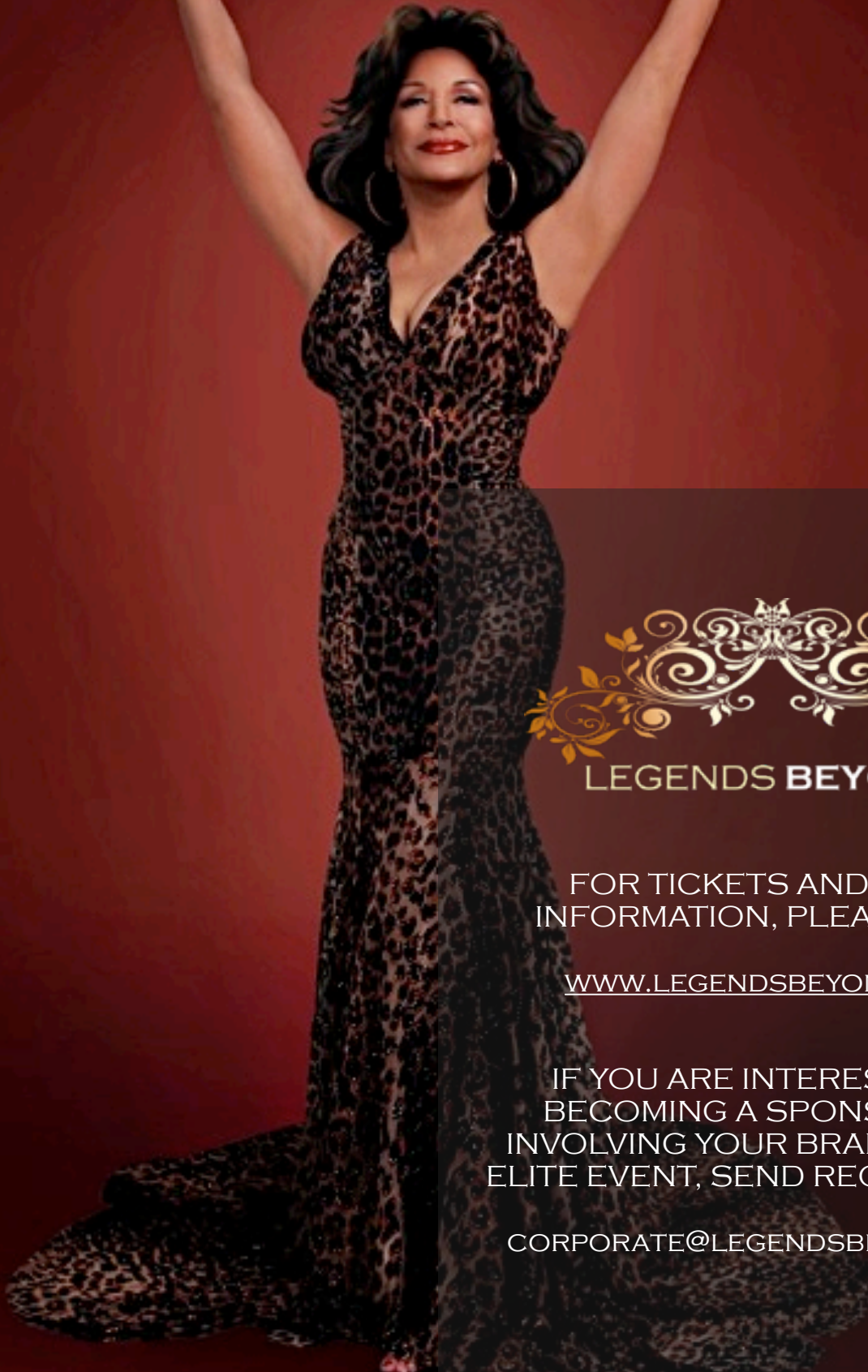
**LAWRENCE "LP" PHILLIIPS**

LP ENTERTAINMENT PRODUCTIONS

Lawrence is a former fashion model and high-fashion show producer. He attended Fashion Institute Of Design in Los Angeles and has worked on high-level projects including: Susan G. Komen - Fashion for the Cure, "A Joyful Noise" musical theater, Coker Productions Oscar party benefiting Covenant House, "Opulence" Fashion Awards & Entertainment, and the "Just Like Family" sitcom pilot starring: Marla Gibbs, Freda Payne, Garrett Morris and Thea Videl



# CONTACTUs



**LEGENDS BEYOND**

FOR TICKETS AND MORE  
INFORMATION, PLEASE VISIT:

[WWW.LEGENDSBEYOND.COM](http://WWW.LEGENDSBEYOND.COM)

IF YOU ARE INTERESTED IN  
BECOMING A SPONSOR, OR  
INVOLVING YOUR BRAND IN THIS  
ELITE EVENT, SEND REQUESTS TO:

[CORPORATE@LEGENDSBEYOND.COM](mailto:CORPORATE@LEGENDSBEYOND.COM)