

PROPOSED TUSK/3RD EAR MUSIC FESTIVAL-DURBAN

OFFICIAL LAUNCH OF THE TUSK RECORDING STUDIOS

I have booked the VILLAGE GREEN for the 9-10 December 1989. I have spoken with Roddy Quinn of Run Run Promotions and he has agreed to let us have MANGO GROOVE and MARCALEX for this festival.

It goes without saying that this festival would be a great success not only as an exclusive Tusk Music programme, but also to highlight and initiate the studio project.

Other proposed groups to feature would be NOISE KHANYILE (Shifty/3rd Ear), MADALA & DUZI (3rd Ear), IZIMFIHLO (Afro Promotions), and NEILL SOLOMON/PASSANGERS (Transistor). This may seem an unusual mixture but as you may know 3rd Ear's most successful festivals have been precisely that. We also feel that we will draw capacity crowds on both days and just as we were the first to introduce groups like LADYSMITH BLACK MAMBAZO and ABAFANA to a city audience in the mid '70's, Johannesburg, we feel an introduction for NOISE KHANYILE and his style of music would be as successful in Durban at this time.

PLAN OF ACTION (for Tusk's ears only)

1. Booking only through Computicket - booking to open mid October.
2. Initially only radio and news editorial promotion - to try and create a "superstar" atmosphere and mystique around the MANGO GROOVE phenomenon and the MARCALEX success.
3. Limited edition special posters - by mid November we should know how successful the booking is and depending on that we will then start flying posters and handbills.

4. If possible, an "upmarket" glossy souvenir programme for sale at the show and after. We will look for advertisers for this programme.
5. Merchandise - T-shirts, peak caps etc. We could try and do this in conjunction with an advertiser and possibly even a radio station.
6. Beneficiaries would be MANA - they in turn are interested in assisting the SOROPTOMISTS in raising funds to build a classroom in one of the rural areas.
7. Sound and lighting - we plan (without going over the top), to install a sound system and lighting rig that Durban will not forget. Negotiating prices at this time.
8. Security - we will hire "uniformless" local firm. We would place great importance on security.
9. Accommodation and travel - approximately 30 people are going to have to be accommodated. We will require special rates and fares.
10. Studio Launch- one of the main reasons for us to arrange this festival is to launch our 24 track studio in memorable style. As discussed with Derek and Roddy, we would hopefully get Mango Groove or members thereof to accompany media people to the studio and demonstrate one or two items - Marc and Alex could do the same for the SYNTH-MIDI programme room. It would be good to get their engineer/producer down a few days earlier so as we can arrange a really slick and proper media demo.

We would also invite ad agencies from this area and surrounding coastal towns, as well as local producers and publicity agents.

This media demo would be for not more than 24 people.

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11. Live recordings of the event? - If we get an overwhelming reaction to these concerts, (for eg. we are booked out by the end of November) then I would suggest that we look at moving the mobile control and making this project our first live recording.

Before Mango Groove or Marcalex's producers jump to conclusions, we must repeat that our 24 track facility is fitted with a 3 MACH Q-LOCK synchronisation system and we are on DOLBY A - this means that at worst the atmosphere of such a festival would be captured first hand and allow the producers to fix the masters in the mix in Johannesburg or at any other comparable studio.

However, I would only go this route if the reaction to the show is what I think it is going to be.

SPONSORSHIP

All things considered, we could attract upward of 10 000 people per show. We aim to charge approximately R12 per head and even after our beneficiaries have taken their share, Tusk/3rd Ear Music could bank approximately R50 000. If we could get an outside sponsor, this figure could easily double. If we do not get an outside sponsor, we would still need to underwrite basic expenses, and hopefully, Tusk H/O would see their way clear to assist us.

Remeber that this will be Mango Groove's first official Durban appearance and besides Marcalex would certainly attract upwards of 10 000 people. I have no problem with predicting that we will get a full house for both shows.

MARKETING/....

MARKETING THE FESTIVAL

As mentioned, we could create the sort of mystique and excitement that precedes a top international band when they tour. In order to do this we need to liaise closely with your record marketing division, especially in terms of radio and TV. We would need as much information and visual material as you can spare. It would be important for a number of Tusk's directors to be at these concerts. We need to build a promotion strategy which should include some of these directors, for example Benjy's connection with Marcalex, Tusk, etc, Derek's involvement in the business and his relationship with Mango Groove-if there is any, etc.

SUGGESTED FESTIVAL TITLE

"INTO THE 90'S WITH TUSK 3RD EAR MUSIC"

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