

“DIAMOND FOREVER”

ENTERTAINMENT PROPOSAL

“Jason Scott’s Diamond Forever a Celebration of Neil Diamond” is a multi award winning show that has been touring western Canada the USA and Mexico for the past 17 years and is a standing member of Local 145 Musicians Union Vancouver B.C. and the Canadian / American Federation of Musicians. I am based in Cranbrook British Columbia.

The “Diamond Forever” performance is a single artist, "track" driven show that easily travels and is an entertaining, informative, fun, audience interactive, non-stop 2 hour with 10 minute encore, no break presentation that includes clap-a-long songs, sing-a-long songs, a dance contest complete with prizes, humor, facts and stories behind the iconic music spanning 60 years of hits from Neil Diamond. Following the performance there will be a 20 - 30 minute “meet & greet” with the audience. This show tailors perfectly for dinner and/or dance events.

The “Casino” or “Soft Seat Theatre” buy out price for “Diamond Forever a Celebration of Neil Diamond” can go very high per performance, with a “rider” attached to the contract that includes accommodations, P.A. and lighting system rentals, technical staff, ground transportation, daily per diem, transportation fuel costs and flights.

For Royal Canadian Legion shows I offer a different strategy.

I propose that once we have chosen the right event date, your RCL branch print and sell tickets for the low price of \$25.00 per admission to the “Dance performance. The number of tickets printed for sale will match your show area maximum seating capacity for this type of affair. I will perform the “Diamond Forever a Celebration of Neil Diamond” show for the revenue of total tickets purchased, while your RCL enjoys the food, alcohol and product revenues sold as a result of the event.

There is another choice or avenue you can use to broaden the interest in your membership and non-members attending the show. You might consider charging \$35.00 per ticket and turning the evening into a “Dinner Show” event. I would still withdraw \$25.00 from each ticket and your branch would bring in \$10.00 per plate. Favorite “pre-show meal” choices for a lot of RCL branches have been the “Spaghetti” dinner or “Light Lunch” buffet. Both choices have proven economical and extremely successful.

I would like to point out that I have witnessed very high food sales generated in Royal Canadian Legions I have played, that are equipped with kitchens and a menu. These Legions have opted for the \$25.00 ticket version of this proposal and allowed the patrons to order meals from the menu at their leisure with incredible food sales success.

Most branches’ have gone with the \$25 ticket proposal and advertised that a small appetizers menu would be available for customers to order from during the event. Some of these menus for order have included fun snacks like popcorn, hotdogs, sandwiches, small cheese & cracker trays, sliced meat trays and even BBQ items during the nicer weather months. For added “event ambience” some branches have also put together fun “drink” menus using the names of iconic Neil Diamond songs!

“Diamond Forever” Responsibilities ...

I will provide the “performance necessary” P.A. system, lights and qualified technicians. I will provide accommodations. I will cover all transportation and flight costs.

I will provide all promotional materials to your legion branch. I will endeavor to have a written article appear in your local newspaper a week before the performance date, highlighting your legion and the “Diamond Forever” event.

I will canvass your local radio station, (Radio station to be chosen by your RCL), to see if they will run “show mentions” in their daily “community events” segments. These segments would run for a few weeks leading up to the show date. Also, if agreeable by your RCL, I will also discuss a “show sponsorship” with your radio broadcaster, where they would promote their station by displaying “ID” banners in the performance area of the venue and/or possibly give out “radio station souvenirs” on the show date. I will also be available for “on air” telephone interviews. This type of advertising is “gratis” and although I “cannot guarantee” radio participation, I have found this is a great way to procure “no cost” airtime for the event, while at the same time promote your RCL.

If your city enjoys the Coffee News, or a similar “advertiser”, I will pay for and run ads for the final 2-3 weeks before the show date. I will place internet ads with all local newspapers whose websites except ads.

I will pay print and shipping costs and provide your branch with (25) hi-gloss, vivid color 11 x 18 posters as well as press releases and hi-rez photos needed to properly promote the event.

I will be available to your “RCL Promotions Committee” by telephone and email 24/7

“Royal Canadian Legion” Responsibilities...

I ask that your RCL print the number of tickets that equals your show area maximum seating capacity. Your branch will act as the ticket sales outlet. Tickets will be priced at \$25.00 per admission for a “Dance” event. The tickets will be priced at a “negotiated amount” for a “Dinner & Dance” affair.

I ask your legion to place print ads promoting the event in your local newspaper to run a minimum of 2 or 3 weeks prior to your RCL show date. (Ad must display the “Diamond Forever” poster “Jpeg” I provide)

Your legion would provide a platform stage or proper “staging” area (with ample power outlets) to set up equipment for the performance. I will ask your legion to provide a “close to the stage” suitable “green room” for pre-show prep, guitar tuning and costume dressing. A “close to the stage” office would suffice.

I ask that a mention is made of “Show info & Ticket Availability” on your RCL’S outgoing telephone answering machine message. If your branch has a “marquee” sign, I ask that show particulars be displayed on that sign for a minimum of 3 consecutive weeks leading up to show date. Also, I ask that your branch place bulletins on your social media pages, and that your RCL send an email “announcement” of the show date to their membership.

I ask that the branch be open and available to my Technical crew for gear setup and sound check the morning of the show date.

When booking a date with Diamond Forever a Celebration of Neil Diamond, your branch accepts the responsibility of fulfilling ALL of the promotional points mentioned above.

A handy “Promotions Checklist” will be emailed to your Royal Canadian Legion’s Entertainment Chair to help keep all of your promotion responsibilities organized.

Although this point has never materialized, I reserve the right to “consider” relinquishing a performance, if less than a minimum of 50% of a Royal Canadian Legion’s (show area) seating capacity is not met in ticket sales.

I believe that by following this model, it will take your Royal Canadian Legion’s worry out of “hitting the mark” in selling tickets to cover the cost of an event like “Diamond Forever a Celebration of Neil Diamond”.

Please find an accompanied attached “References” file and feel free to contact the folks from RCL’S on this “reference list” who have successfully presented "Diamond Forever a Celebration of Neil Diamond" events.

If you feel you would like to choose a date or would like to be furnished with more information, please get in touch with me by using the following contact information.

I Hope this email finds you having a great day.

Cheers

Jason Scott

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