

Alliance Music For Humanity

Let the music make the difference!

The Idea: In this day and age, one of our richest common threads is music. Music starts out as a gift to the artist and lifts the spirits to all who listen. This charity provides a triple win situation for the artist, organization and the donor (local, national or international).

Alliance Music for Humanity is donating hundreds of Stephen and Joan Palmer's "The Alliance" CD's to multiple not-for-profit organizations both local and world wide. The Alliance CD is a compilation of International and Local talent with a wide variety of musical styles. Stephen's goal is to set a trend in the music business and to make a difference. Artists would link their music to the website and instantly become a part of this wonderful way to give back to the community.

Now Imagine if new artists could be discovered and international acts could promote their CD/DVD's and help their favorite organization at the same time. The objective would be to get as many artists to create direct links from their My space or artists websites and donate their CD/DVD's with 100% going to the charity. We know that this can and will truly make a difference .

HERE'S HOW IT STARTS;

To Generate interest in this Project, We would require:

Spokesperson:

- The artist and the charity would choose their own spokesperson best suited to represent their organizations (optional)

Getting the word out:

- The artist from each organization would need to circulate a press release 'You Tube' Video or a Banner ad (*Podcast type file*) on their Myspace or website to promotion interest to "create a serious buzz!!"

Website Info and Submission pages

A single page added to the artist sites; The page would have to be easy to navigate and contain information such as:

- Set up a home page like: www.GoodSearch.com (just one great example) offering a menu of central links
- CD quality requirements and amounts (professionally packaged and the minimum amounts); Being that these products are for not for profit organizations and would be available for everyone, explicit language labels would be required.
- Tax deduction information
- Shipping requirements (for artists and organizations)
- How to link your sites (for artists and organizations)

Benefits for the Artists

Besides the obvious: helping out your favorite organizations

- International promotion in a positive light through out the internet
- Tax benefits
- Increase CD/DVD sales (increased sound scan numbers for bar coded product)
- Potential for CD promotional tours and sponsorship
- International networking for all artist management and charitable promoters

Start Up Requirements

- A few internet links from the spokesperson's /artist's website
- Time and input from other artists and webmasters
- Time from anyone willing to generate interest in this project

Benefits for the Organization

- Heighten exposure for the organization through multiple music websites and My space music type accounts
- Larger organizations networking with local not for profit organizations in the field
- **Increased donations year round**

The Big Picture

- The big picture could be completed by involving the local/nation organizations with local/nation artists in fund raisers and charitable events
- The true goal of the "ALLIANCE MUSIC" site is to create a network partnership and show that the world is truly filled with giving, caring people that understand the true spirit of philanthropy. We think music is just the beginning.

- **Summary**

Race Production Records and www.StephenPalmerMusic.com is going forward with this project starting in 2007. Stephen and Joan are planning on donating over Three Hundred Alliance CD's to approximately thirty organizations. It's an acceptable start but the possibilities are endless.