



HIT MUSIC and **Bring Back the Rock** in conjunction with **The Renaissance Scene** presents...

the

RENAISSANCE ROCK REVIVAL

Sustainably sourced music and culture.

A festival for the future that unifies movements and visions.

Proposed dates:
April 15th and 16, 2023, South Africa
Safari Tour April 17th

The Renaissance Rock Revival is...
more than just a festival...

It is a beautiful planetary movement filled with art, music, and visions of a bright new future that shall spread the sustainable equality needed for a global transformation.

THE 4 UNIFIED FRONTS OF SUSTAINABILITY

- 1. ENVIRONMENTAL SUSTAINABILITY:** The gathering of all environmental causes to converge their momentums, hence amplifying the power and ability of each to create healthy ecological impacts.
- 2. ECONOMICAL SUSTAINABILITY:** An accumulation of economic developers utilizing new models of enterprise equality to support and uplift struggling individuals into economic vitality.
- 3. SOCIAL SUSTAINABILITY:** Physical, mental, emotional, and spiritual well-being interfused with the cultural awareness needed to integrate the distinct beautiful strengths of each unique culture into cultural unity.
- 4. CIVIC SUSTAINABILITY:** The unifying of distribution networks for information and resources into an ethical global hub for the flow of sustainable civic development into places of depravity.

We are the pioneers of the New Global Renaissance Movement.

JOIN US IN EXPANDING THE VISION OF POTENTIALS.

TABLE OF CONTENTS

	<u>Page #</u>
An Introduction to the Festival.....	3
Logistical Details: <i>The contents of the festival</i>	4
The Embodiment of the Renaissance.....	5
Building the Global Movement: <i>An action plan</i>	6
Marketing Strategies.....	7
United Companies.....	8
Organizer Bios.....	10
Sponsor Partnerships.....	13
Closing Vision.....	14
Ways to Join the Alliance for the Future.....	16

“What will it look like when our global inspiration is amplified enough to travel through the walls of social norms holding back our creative nature?”

An Introduction to the...

RENASCENCE ROCK REVIVAL

A festival of societal awakening

So what is the Renaissance Rock Revival?

The *Renaissance Rock Revival* is the beginning of a global renaissance movement that starts with a multi-faceted celebration launching in South Africa in April 2023. The festival is intended to activate and ignite the human energy of inspiration, while planting visions of potential. It is a platform to paint and share concrete pathways forward that shall uplift communities and cultures. It's here to amplify inspiration through a celebration of the beauty and art that we'll welcome in as a part of our daily existence. The inspiration and expanding humility will be what is needed to pass through the walls of set expectations that cause reluctance to change. The flow of art and beauty can then pour over the surroundings spreading through a global reach, while building a culture of creativity, equality, and well-being. *The Renaissance Rock Revival* isn't just a festival, it's a movement for sustainable creativity and beauty that will enrich every global culture it touches.

About the festival?

The festival itself is an activating platform to spread a flourishing new culture of creativity and equality within humanity. Within the container of the event, we will be using a *Rock Music foundation* to push forth the sound that will help fuel the movement. Within the pushing forth of this *Neo-Renaissance*, an emphasis will be placed on the health and well-being of the individuals participating. This will include and integrate a holistic and natural approach to well-being to encourage self-empowerment within participants. Focuses of sustainability will be integrated with various subject matters *including sustainability for artists, food production, housing, individual health, social interaction, civic development, and so forth. "Sustainable" is that which we will carry forth into a brighter future.*

Within the processes of cultural integration, we'll be creating participant databases for the flow of skills and talents toward real world potentials that extend past the event's timeframe. The saturation of arts will be the inspiration that grows the waters of community, just like the blossoming of the first renaissance back in Florence Italy. The global change that happened within the first renaissance are still present to this day with the wide belief that we can be more than just what we are born into. Like with every renaissance type energy and upsurge of creativity, new philosophies based on humility and compassion spread through the unifying cultures. And so, this festival is the very consolidation of the expanding humility happening currently that contains new philosophies, idealism, and visions for a better world.

Short-term, Mid-term, and Long-term Visions

The South African festival is merely the launchpad for the global spreading. After we reroot in Africa, the *New Renaissance* begins to pour outward into the mainstream conversations through media buzz. *In the middle of our action plan*, we'll be continuing to expand the platform by replicating our festival into as many countries as possible. *A bit further down the line*, we'll be setting up permanent venues to create various hubs for community growth. The expansion continues with the flow of people and resources along the established pathways. *In time, a new world is born of balanced equality.*

LOGISTICAL DETAILS

The CONTENTS of the FESTIVAL

- ~ **Rock Concerts:** National and International Bands.
- ~ **Theatrical Performances:** Small performance zones that provide variety shows.
- ~ **A Well-Being Village:** Various advisory health practitioners where guests get advice.
- ~ **Vitamin Enriched Culinary:** Healthy but tasty sustainable cuisine teaching guests about nutrition.
- ~ **Vendors and Artisans:** Local/ international vendors and artisans of elevated fair trade quality.
- ~ **Gifting and Interaction Stations:** Lively gifting stations with giveaway gift bags and donated items from sponsor-partners and donating vendors.
- ~ **Art Installations:** Art sculptures and light installations by various artists looking to share their aesthetic gifts will beautify the surrounding of the festival to give the ambient feel of a blossoming renaissance.
- ~ **Crowd Uplifters:** Various socially expressive personalities of a lite nature will be swimming through the crowds to bring positivity through their specialized ways. This can include seeking out people who seem isolated and not having the best time to brighten up their day, while gifting out small trinkets and items.
- ~ **Guest Speakers:** As the event will also be the spread of useful information, guest speakers will be talking on a variety of subjects which can include culinary and health, sustainable farming, mental and emotional well-being, spirituality, the arts, a better future for the world, enterprise development, evolving industries, and so on.
- ~ **Workshops and Classes:** Workshops are a good hands on way to teach through doing. Classes are a great sit and listening way to learn and absorb new skills. Like guest speakers, they can come in a variety of subjects and are about little downloads that give the receiver new tools to take home to better their lives.
- ~ **Participant Databasing:** Databasing participants and guests follows the principle that every person has a purpose and place in this world. By treating everyone as a collaborative potential, databasing guests is a way to include them into future development opportunities to utilize their value. *This is vital in any type of movement.*
- ~ **Project Presentation and Economic Development:** Using the skills and talents of visitors, in alignment with a sustainable renaissance, a long term focus is on worker owned cooperatives that help locals develop their own sustainability. We will layout the process of achieving this. In the more immediate, current and near future projects will be presented to gather potential contributors. Sponsors are welcome to recruit for their own growth sharing any job opportunities that they might have available to add a “*job fair*” component to the festival.

OTHER LOGISTICS

EXPECTED PARTICIPATION: We're looking at between 2,500 – 10,000, but we are willing to expand it larger with the right sponsor-partners. The more contributors that step forward, the greater the magnitude becomes!

TARGET AUDIENCE: While the event is meant to be a welcoming festival community for all to be participating within, especially local communities, the festival will be of heightened interest to: **1. Rock enthusiasts and existing fan bases.** **2. Artisans and art collectors** **3. Holistic and health practitioners.** **4. Activists looking to create change within the world.**

POTENTIAL HEADLINERS

Blink 182
Papa Roach
Dependent on availability and sponsorship

Alter Bridge
Machine Gun Kelly

CONFIRMED SUPPORTING BANDS

Ninefinger
Bazerk
DILF USA!

***10% of festival proceeds goes to support Bare Foot No More :
A non-profit distributing basic needs resources to children in Africa.***

The EMBODIMENT of the RENAISSANCE

What is the Renaissance?

While the Renaissance is often seen as that certain time period within the 1400s-1600s, it is not so much a time period as it is an upsurge of creative life vitality. The first renaissance brought about an upsurge of arts, philosophies, culture, sciences, and technologies that had spread throughout the world. The unfortunate precursor was the Black Plague which eradicated old structures and broke binding systems of oppressing beliefs left over from the Middle and Medieval Ages. Fortunately, it cleared the old to make way for the new. This very upsurge of collectively rising energy has resurfaced many times with an emotional and cultural ascension, often following periods of global death and cultural suppression.

Recent Renaissance Résurgences

Since the Italian Renaissance half a millennium ago, there has been many upsurges of saturated art and culture. Somewhat recently, in the roaring 1920s, a renaissance of art and culture followed the sadness of the 1918 global plague and the devastation of World War I. Then in the 1960s, the renaissance of art and culture happened as a counterbalance to the death and war in Vietnam. In all these inspired upsurges, the utopian dream was a unifying factor for the creative blossoming. This is the nature of collective movement; the instinctual cure to destruction and depression is creation and inspiration. It is the equal and opposite reaction that people gravitate to in times of great imbalance.

The Reoccurring Issues for Every Renaissance Upsurge

Unfortunately, without a sustainable action plan to manifest the utopian ideals of the renaissance energy, those time periods of resurgence fell back into history to become nostalgia. For every upsurge of utopian renaissance energy, one constant is that they all lack the knowhow to sustain such heightened dreams. San Francisco was a Bohemian Mecca in the 60s, but they had no way of providing a new life for the mass migration of runaway teens seeking the promised land of the San Francisco utopia. The Mecca began to fall, as the powers that be tried to curb the disorganized and chaotic upsurge. Having learned from our past, this new renaissance will be focused on the economic and environmental sustainability, as well as individual well being that is needed to keep the movement growing and blossoming. This time we do it different. Rather than escaping business and structure to find freedom, we will learn from the past by including sustainable business structures with new models of equality.

The Current Renaissance Rising

We are now in our own current upsurge of creativity and inspiration that is once again following a global plague. People are feeling approaching change on the horizon, though they can't quite pinpoint what it is. Not only do they feel it, they recognize others feeling it, while they themselves are recognized by others as feeling it. In this, we must turn the nebulous feeling people can't describe into something concrete, beautiful, and unifying toward a destination. The energy to launch this Neo-Renaissance is already here presently waiting to be realized so that it may move forward into manifestation. With the alignment of greater social networking, the modern-day digital printing press of the internet, and the expanded global purview brought on by the global plague and wars, the pieces needed to birth the New Renaissance are here. That is why the *Renascence Rock Revival* is here upon the cusp of the cultural assertion: To help define the nebulous feelings transforming it into concrete visions for the future. **The only way to get there is to move toward it.**

An ACTION PLAN:

BUILDING the GLOBAL MOVEMENT

This **FOUR PHASED** action plan is a generalized summation. Since the actual plan is far more comprehensive and extensive than a single page that has been formulated over 20 years, this is only a taste with many crucial pieces not listed. Many visionaries will add their own contributions and steps to proceed forward that will further solidify and evolve the plan further.

PHASE 1: Pre-Event

Setting the foundation of the RENASCENCE UMBRELLA

- **GATHER COMPANIES** authentically working toward their own greater vision within their movements.
- **GATHER NON-PROFITS** who have authentic track records in working toward a greater mission.
- Join forces with **CELEBRITIES** and **INFLUENCERS** who desire to be a voice for the movement.
- **BUILD BUZZ** for a new movement by pushing mainstream trends that utilize a saturation of creativity.

PHASE 2: Event-Launch

Redirecting and ALIGNING FESTIVAL ATTENDEES/ VIEWERS toward the greater movement

- Introduce **EQUALITY BASED** enterprise **MODELS** to various cultures suffering inequality.
- **PRESENTATION** of **PROJECTS** for potential participant integration and company recruitment.
- Painting a vision of **FUTURE TECHNOLOGIES** and the present technological capabilities.
- **DATABASING** of skills, resources, and abilities of participants for expanding out into the world.
- Expansion of business **DEVELOPMENT NETWORK** for economic independence.

PHASE 3: Post-Launch Momentum

Growing further the built momentum for NEXT MILESTONE EVENTS

- Establish a unified alliance of existing **“STAMPS OF APPROVAL”** that already measure human equality and ecological quality into a singularity of standards.
- Invite organizations and companies to get the **RENASCENCE STAMP of APPROVAL** based on the authentic quality/equality standards.
- **CONVERGING** of various **EXISTING MOVEMENTS** to join their momentum into the Renaissance Movement, hence creating a cross-promotional force of immense magnitude.
- **EXPAND** the **MOVEMENT FESTIVAL** into other countries to include other genres of music and art.

PHASE 4: Expansion Out onto a Global Front

Aligning the large network of hubs through technology to UPLIFT ALL SOCIETIES

- Immersion of **NEW EQUALITY BASED ENTERPRISES** into various societies to *either* compete against non-equality metrics, *or* preferably assist them in repairing harmful inequalities.
- **REDISTRIBUTION** of **RESOURCES** for building, repairing, and evolving the various devastated cultures and countries of the world who have been the victims of monetary oppression.
- Use the New Renaissance theme to create jobs for the great magnitude of artists and creators hence **TRANSFORMING** the **BLAND** and neglected spaces into **INSPIRING SATURATIONS OF AESTHETIC BEAUTY** rich with creative expression and social inclusion.

MARKETING STRATEGIES

Reaching our marketing objectives is dependent on sponsor-participation...

PROMOTIONAL TOOLS and ASSETS

- ~ SOCIAL MARKETING PLATFORMS - Facebook, Instagram, TikTok, Twitter, Newsletters.
- ~ PR AGENCIES and PRESS RELEASES - PR platforms and international PR agencies.
- ~ PROMOTER NETWORK - Specialized social networks catered to event promoters.
- ~ WEBSITES - www.hitmusic.co.za , www.bringbacktherock.co.za , www.rocknet.co.za
- ~ BILLBOARDS and SKYWRITING - Billboards and sky promo in key cities.
- ~ RADIO and TV ADVERTS - Commercials on radio stations and local TV stations.
- ~ MEDIA OUTLETS - Invitations to local and international news stations to cover the story, while keeping the story revolving around a movement for greater global change.
- ~ FLYER and POSTERS - Double sided color flyers distributed by street teams at key events and cities. Posters for strategized locations within vital demographic venues.
- ~ MAGAZINES and PUBLICATIONS - Articles and stories within specialized art and music magazines to build up hype. Newspaper advertisements for local areas.
- ~ TRAVEL AGENTS and TOURISM - Local agents who want to boost up South African appeal by including our event in a promotional push of SA music, art, and culture.
- ~ SPONSOR PROMOTIONS - Promoting on various platforms by sponsors wanting to give an extra push to their fan base through commercials and social media posts.
- ~ INFLUENCERS - Aligning with Influencers motivated by the greater vision of the event and utilizing their multitude of fanbases for promotion.
- ~ CELEBRITY PROMOTIONS - Linking up with various celebrities with interest in building up South Africa and those with interest in building up a sustainable global movement.

MARKETING ACTION PLAN DESCRIBED

The promotional list above contains a partial amount of marketing platforms we'll be pushing for. Some of those platforms are dependent on sponsorship, some of them are dependent on our success to build a growing buzz, and some of them are within our current ability and already set up for promotion.

The promotional strategy includes a specific sequencing of approaches into steps to build a continually growing momentum, which is important. An example is contacting media outlets to do stories after enough mass content is acquired so that it doesn't backfire by seeming small and insignificant. With every marketing push, an energy is built that is then carried on by the next marketing push. If a local news station does a story on the festival, flyers and-or skywriting to that area amplifies the momentum.

A promotional calendar will ensure that there is a continual push in various manners up until the point of launching the event. This will propel the momentum needed within the movement.

UNITED COMPANIES

A merging of independent entities under a common umbrella.

HIT MUSIC: www.hitevents.co.za



Hit Music manifested in 2012 after discovering a void in the South African market for managing and bookings gifted artists. With sincere intent to be a bridge between the public and musicians, they've been involved in local SA events with a growing focus on larger festivals to bring sustainability and vitality to the artists. In this, they push forth a vision and passion for collaboration with other event companies, venues, and international individuals. They represent numerous individuals and bands in South Africa, while creating shows to showcase amazing talent. Their current focus is importing international musicians to South Africa, while arranging national and international tours to bring the wonderful talents of SA to the rest of the world. Within their own global expansion, they push forth a vision to become a cross-continental cultural bridge that unites the current global divisions by means of traveling information and talents.

The clients they book and manage include: Jaryd Smith / Lungelo / Jody Mayhew / Halcyon / Christian Heath / Ross Harding / Jasper Dan / The Cadence Project / Khaleesi / Bruce Dennill / Adventure Man / Rock The Boat / DeeVah / and Up Your Sleeve.

BRING BACK THE ROCK: www.bringbacktherock.co.za



Bring Back The Rock is a Rock Music Festival created by HIT Music in their own evolution into greater ambitions and insight. The Bring Back the Rock festivals and events have brought together various national and international talents within a celebration of the potency of multi-genre Rock Music to shift cultures in positive directions. In their movement celebration to revive the vitality of the rock scenes, they are here to remind everyone that Rock Music is alive and well within the world. In an aligned vision of building momentum through growing out their range of international shows over the longer trajectory, they have aligned onto a common pathway with the Renaissance Revival. In this partnership, they are stepping up to provide musical foundation for growing the festival onto a global front.

ROCKNET: www.rocknet.co.za



RockNet is an online rock radio station that was created to assist in bridging the gap between new artists without distribution assistance and the mainstream public. In addition to playing rock classics, they scout out various local and international artists to bring them forth in the spotlight for sharing their music to the world. In addition, they are an informational liaison reporting key information on local events, current events, and venues, while streaming artist interviews and live performances. In this, RockNet is a reinvention of the way things are done to not just share music, but to build culture.

BEACONS OF LIGHT: www.beabeacon.weebly.com



Beacons of Light has been helping to shape the cultural well being within Los Angeles and the greater California area for many years now. It has put on several gatherings and events that focus on giving individuals the knowledge of well-being that they can both incorporate within their daily lives and share with others who may need the help. Working with the youth was the beginning intent with the launch of Up With Teens entity, but it has since expanded to a greater demographic. With decades of experience within the high level holistic well being field, Beacons of Light plays a critical role within the festival in representing the push for bring health and well being to the attending participants.

THE RENASCENCE SCENE: www.puzzlingclockz.net



The Renaissance Scene was born in 2003 within the established event production company Deep Soul Plug productions. The vision behind it was always the same, the launching of a new renaissance that offers the sustainability that the Peace and Love movement of the 60s was lacking. Well after it was launched as a new renaissance themed event under the name Renaissance, it was formed into a business entity in 2012. Through the span of its time, many collaborators and participants have passed through, but what remains is the utopian idealism by which it was first conceived. While the present form has been more generalized as a terminology of a type of renaissance scene and culture, it is considered in partnership, as the ideologies and mixed project visions manifested within it are currently present within the Renaissance Revival movement we are pushing for.

AFRICAN ANGEL ART: www.africanangelart.com



African Angel Arts is committed to building bridges between the diverse cultures of the world, while dismantling racial myths, borders, and fears with the philosophy that cultural exchanges are the best way to build relations across social, economic, and political divides. Within this greater vision of creating bridges where both art and cultural respect can travel, African Angel Art has succeeded in creating an interconnected network that unifies approximately 50 tribes spread through out Africa into a common network. In forming a relationship of benefit for these many tribes, African Angel Art is a vital framework for distributing the hidden cultural treasures of Africa to the many gratified collectors who will play their parts in preserving and sharing the rich African cultures to others. In doing so, African Angel Art are importers of wealth and resources to Africa to those who would not otherwise have the opportunity. While the art side of the business focuses on tangible creations, the founder Luke Angel also founded African Angel Tours to create the direct cultural integration that comes from human to human interaction. This allows for those out of country to integrate with the culture, while experiencing the natural beauties and creative manifestations that Africa has to offer. In doing so, this helps bring in resources and wealth directly to Africa through tourism that will assist in black empowerment and economic independence there.

ORGANIZER BIOS

A merging of Visions and Visionaries

The talents and experiences contained within this project are representative of key leaders in their fields, each putting forth a vision of their own. They are not merely a group of organizers with a common vision, they are an alignment of visions that are all merging in parallel toward a common mission leading to global transformation.



JACK RAHME / DJ / SA promoter:

Jack is bringing forth his vision to uplift the Rock & Roll scenes that have defined cultures and brought about change so many times over.

Jack's experience includes being founder of HIT MUSIC and the creation of his own festival movement of "Bring the Rock Back". He has spent years working on the art form of building community through events and festivals. In addition to representing seventeen different SA bands and artists, he comes with an analytical background providing professional IT and Business Solutions including security, hardware, and design. This very analytical foundation has assisted him greatly in mapping out key details and processes that can uplift the artists that he is passionately committed to serving.



EIRAN SWART / USA-SA liaison and SA-CA Promoter :

Eiran brings forth a vision to elevate global consciousness through transformative music and well-being knowhow that uplifts underserved underprivileged communities.

Originally from SA, her experience before getting into the health and holistic side of our personal being was within the world of events and PR with a BA in Communications. She has worked closely with many bands and artists promoting events with her credentials in public relations. In addition to being the international author of "Your Soul Kit", she is a certified holistic practitioner with exponential knowledge of well being. Her work includes teaching the African Parliament stress management techniques for a better outcome. In addition, she's worked closely with the African Art and Culture Diplomat for the greater Los Angeles area. www.yoursoulkit.com



ZIGGY DAYZ / Structural admin, writer, and CA Promoter:

Ziggy brings forth the vision a sustainable global renaissance that infuses people's daily lives with a saturation of inspirational creativity.

Having pushed forth his vision since the turn of the millennium, Ziggy has run many successful productions and companies since then. His work includes 6 years of Burning Man staff creating their Center Camp. Other event work includes art walks, trade fairs, film festivals, holistic gatherings, fashion shows, and working festivals such as Sundance, Symbiosis, Earth Dance, Bhakti Fest, and others. But Ziggy's experience far exceeds just events, as he is "*Thee Renaissance Man*" with a versatile background in lighting, decor, painting, photography, music, writing, sculpture, carpentry, graphic design, film production, holistic arts, dance, theater, admin, and I.A.. In all his creative developments, the vision for global transformation is always a guiding light. Part of his vision includes the "*Equilateral Business Model*", an equality based metrics to balance the social, creative, and business angles found within enterprises. Further still, he's spent decades creating both a geometry based information matrix to revolutionize databasing and a geometric musical matrix to bring a rapid multi-intelligent approach to learning music. His journey toward a greater vision continues. www.ziggydayz.com



JOSHUA PICARD / Band Ambassador and Networking Specialist:

Joshua brings forth a vision of bringing uplifting music and art within various demographics in a way that catalyzes change in the world.

In addition to being a musician and part of the LA band “Nindefinger”, Joshua is a social activist pushing forth concepts and ideologies for larger change within the local art scenes. He’s worked and allied with numerous bands including Bazerk and Gin Blossoms. For everything he does within the music scenes, he is a powerhouse for pushing a positive and uplifting experience into the attending culture. For the festival, he’ll provide extensive experience for all things music related with a key focus on building musical culture. www.nindefinger.com



JESSE BLAZE / Music Celebrity Consultant

Jesse brings forth a vision of unifying the spirit of rock within his audiences toward a direction of elevating consciousness to impact positive change within the world.

Having been exposed to celebrity and high life circles since his early childhood, Jesse has been carving out his own unique identity that stands apart from the others. Within his eccentricities of performance and life, he’s worked as a comic book writer for comics such as Deadpool, Toy Story, Hulk, Strangeland, and others including a six episode life story issue of Black Light District/ *The Fantasia of Comics*. His music writing and singing career includes performing and providing material for various ESPN shows and ESPN’s Monday Night Football, producer with MGI, wrote the theme song and two others for the show Growing Up Twisted, a contestant for Rock the Cradle, the international theme song for the series Holliston, theme song for the podcast Movie Crypt, contestant on Celebrity Family Feud and on Wife Swap, and many more. While he continues to be an independent powerhouse in the music industry, his humbleness and prolonged search for deeper meaning brings forth a needed spiritual essence to those around him and within the music and entertainment industries. The pursuit of higher consciousness and intent within the world is infused within everything he does.



ZU / Band Booking and Networking Consultant:

Zu brings forth a vision of creating a bridge that allows relevant artists and creators to present their gifts to the world, while uniting them together through the common bond of sports and fashion.

Zu is a singer, songwriter, producer, and visionary set on uplifting local cultures for a better future. He is lead man on one of Los Angeles’ sickest alternative band, Bazerk. The band implodes of fusion of powerhouse musical styles to draw from each. Through Zu’s lead, they built up Bazerk’s momentum to over 1.2M views for their unique music videos with over 3M plays on Soundcloud. In addition, they’ve charted five number-one singles and performed numerous live shows with a power that amplifies their audience into a unified convergence. The extent of their touring has included many greats, including Prince, 311, Hedpe, P.O.D., Black Eyed Peas, Busta Rhymes, Ludacris, George Clinton, KrsOne, Planet Asia, Wutang, and many more. Despite Bazerk’s rapid assertion and growing media attention, Zu and the band stay humble to their roots and audiences they serve, while keeping true to their vision.

IG: @bazerk bandofficial



BRENDAN SWART / IT Consultant and Logistical Assistance

Brendan brings forth a vision to create a new business model that allows for economically challenged individuals to have the opportunity to bring their brilliant ideas into fruition.

Brendan is a brilliant network engineer and tech pioneer with exceptional knowledge and intelligence. In his early days, he participated in a General Electric Science contest to win the Gold Award against his competitor Elon Musk. He built his project into a company called Pink Software that later evolved into sage.com. Over the years, he's managed Cisco's prime servers, planned Wi-Fi networks for Standard Bank, servers for Marko Stores and Distribution centers, and many more. Through his company, My Business App, they are fast-forwarding to the future through digital technologies that provide cloud solutions, services, and resources to help deliver a secured customer centric digital future. He's bringing greater tech accessibility to uplift the surrounding cultures into a new modern age. Currently his company is branching into greater global markets with the launch of apps.

<https://mybusinessapp.co.za> , www.fz-it.co.za



MICHAEL KELLY / Sponsorship and Corporate Consultant:

Michael brings forth the vision of creating a culture of authentic human connection through events designed for elevating consciousness.

Applying his keen sense of the creative process, organization, and communication across multi-disciplinary teams, a key focus of his is building communities that unite those of various walks of life into a positivity that moves people forward to enact impactful change. Having experience that spans immersive art, the music industry, and experiential marketing for global brands, he is a bridge to bringing creative vitality into the corporate culture and a powerful advisor. In this, his corporate clients have included Go Pro, Red Bull, New Balance, and J.P. Morgan. His progressive achievements include being Head of Operations for the media sensation Madcap Motel that had gained 40,000 visitors and 1.1B social media impressions, being Creative Producer of Dream Machine pop up installations generating \$3M in revenue in 7 months with coverage from Today Show, US Today, and BuzzFeed, and being Co-Founder of Savoy Music producing bodies of works that gained over 25M streams and \$7M in ticket sales.

www.mjkcreates.com , *LinkedIn:* <https://www.linkedin.com/in/michaelkellycreates>



AZWIFARWI SHADRACK NEFUMBADA / African Arts and Culture Consultant:

Shadrack shares a vision to spread African film and art culture into the global main stream to establish African value to the world.

Shadrack is a former African Diplomat who served as a South African diplomat for 24 years. In his time, he fostered both economic and public diplomacy in different foreign countries such as Chicago, Italy, Milan, Sao Tome & Principe, Tchad-Ndjamena Kenya-Nairobi, Guinea, Conakry, and Los Angeles. During his 4 years of working as a diplomat in LA, he served as a communication mediator bringing in African art and film into the Los Angeles Area as a CFO/ Director of Core Operations. In addition to working with a large number of known celebrities, artists, and political figures, he has worked with many companies in bridging and negotiating trade between Africa and the rest of the world. He currently sits on the Board of Directors of several organization both within the Continent of Africa and the USA. He presently works as a consultant in the area of Energy & Minerals Resources, while uplifting the entertainment industry of Africa. Shad's extensive experience is vital in providing diplomatic advice for working with the various governments, as well as the uplifting and distribution of those artists and artisans involved within this sustainable Renaissance Movement.

SPONSOR-PARTNERS

A note to potential sponsors

*In becoming a sponsor, you are PARTNERING WITH US in MUTUAL BENEFITS. You bring your VISION for a better world with authentic intent. Our vision is for an all ALL INCLUSIVE GLOBAL TRANSFORMATION catalyzed by the inspiration of creativity. Our trajectories are the same, you just happen to represent a concentrated focus within the greater umbrella of change. The Renaissance Rock Revival is NOT the owner of the RENASCENCE MOVEMENT, we are merely observers of that which will unfold. The festival is our contribution and celebration to launching this new movement. So your sponsorship support helps to support the BIRTH of the TRANSFORMATIONAL CHANGE. In helping us, you help yourself. *Let us pave a new way forward together on a path less traveled.**

A MUTUALLY BENEFICIAL RELATIONSHIP

If you were invited to be a sponsor-partner and you assist in the means necessary to grow the vision, then there is a mutual-benefit toward your own growth and status. We want to share with our audiences the good and betterment your company is doing for this world, as we hold gratitude and pride for your efforts and achievements.

This is not a you pay us for advertising scenario, this is alliance of us believing in you believing in us, so we want to share the credit. With that, depending on how much you want to feed into the alliance, there are several way we can put the spotlight on your company *including:*

- ~ **Informational tables for company representation.**
- ~ **Sample product distribution within gift bags.**
- ~ **Interview mentions on RockNet broadcast and other international stations.**
- ~ **Product presentation with \$1,000,000 allotment of advertisement on RockNet.**
 - ~ **Logo representation on digital and printed flyers, as well as websites.**
 - ~ **Logo representation onsite.**
 - ~ **Audio mentions through sponsor acknowledgements at the festival.**
- ~ **Acknowledgements and company bios within the printed festival programs.**
- ~ **Credit mentions within any historic documentary footage of the festival.**
 - ~ **Other additional promotions.**

MAJOR VS. MINOR SPONSORSHIPS

MAJOR-SPONSORS: The **full allotment of benefits** that are available will be given priority to major sponsors of **\$20,000 and above.**

MINOR-SPONSORS: If you are a smaller company unable to give the full amount, but still passionate about joining us on our journey, we will work to get you as much of the benefits listed and exposure for your sincere support. While radio mention, sponsor tables, and certain publications can't be guaranteed, other things that give credit for your participation as a provider for the festival can be arranged. This will include **posted festival credits and any rolling credits** on our footage showing your presence. In addition, **distribution of sample products** and attached promo material can distributed to the attendees. *We are about lifting up all no matter the size or stature.*

BUILDING A LEGACY

As sustainable providers, you will be building a new legacy that we mutually share. In this reciprocated partnership, you will be noted in documented historic footage as the pioneers that helped fund this new equality based renaissance movement.

Imagine this movement spreading into a global reality of creativity. Through your heartfelt participation, you will be the ones whose presence within this historic event helped make it happen. Rarely is such an opportunity like this ever presented, so we look forward to you being a part of this global plan for transformation.

CLOSING VISION 1: The past reflecting the future

One of the many great difficulties in life is to imagine that which is beyond our imagination. In this “see it to believe it” culture that doesn’t usually “believe it to see it”, describing a new renaissance on the rise is **beyond the imaginations of most**. Perhaps the best way to see it to believe it is to look to the past to a time when such a thing started unfolding. We have seen the great many preludes to this current time period. So *then*, let us turn to a visualization of the most recent rising renaissance energy seen within the 60s.

Within the 60s, there were two great equally important movements within society that left a pivotal legacy. One of them was the **Civil Rights Movement** that looked at the reality of the way things were and demanded better. The other was the **Peace and Love Movement** that escaped the realities and turned to visions of utopian dreams. *The Civil Rights* impacted much change to the system, while the *Peace and Love/ “Flower Power”* movement led with the creative upsurge found within the birthing of a renaissance. Both had their place and were two sides to the same coin, as if two hemispheres of the brain. The logical side challenged to fix the old system, but the reason side sought to build a new way with creations that spread the globe. While the two overlapped, they never fully merged to bring the change needed. *The Civil Rights Movement* often sacrificed creativity to focus on the harder reality, while the *Peace and Love Movement* often sacrificed our sustainability and logistical necessities to focus on unbound creativity. Of course both sides led with compassion, but the blossoming renaissance fizzled out because the two sides did not fully merge and balance. The creative inspiration of the renaissance movement wasn’t sustainable and the fires burnt out. On the flip side, the hardness of the civil rights also takes its toll, especially without the fiery creative inspiration that moves us forward. This time will be different though; this time we shall bring a convergence of dualities to ensure both sustainable structure and the flourishing of creativity.

Within this will be the very environmental awareness and caretaking for the planet that was born within the returning to nature found back within the Peace and Love Movement. Environmental Stewardship is currently a massive movement of its own that we will align and converge with within the Renaissance Movement. *That’s only one movement in many*.

The look of the world back then was far different in many ways. Within many urban areas, musicians filled the parks and streets on a daily basis. Public art and murals had saturated previously bland and mundane walls. New fascinations with cultivation and urban farming had filled people’s lives. Theater and public performances spread over cities. Cars were transformed into art cars of expression. New philosophies of equality and idealism spread rapidly. Color and vibrancy began to take hold and spanned the globe and mainstream aesthetics. All this was the blossoming of the renaissance energy. All this will happen once again, but it will be amplified greatly by our new digital “printing presses”.

So if you’d like to taste what a new renaissance might be like, you can step back in time to this very blossoming energy and then include an additional 60 years of cultural and technological evolution such as the internet that carries information at the speed of a click, rather than the slow word of mouth and occasional news stories. And just like the music was the essential carrier of the new feelings and philosophies, so it will be once again.

Visualize the upsurge of art and culture within the sixties that spread the world and then multiply its magnitude by 1000 fold, or 10,000 fold, or 100,000 fold. Now imagine the vibrancy of the Peace and Love Movement spreading through the mainstream and into people’s lives. This time though, there will be structure, organization, and sustainability to support the staying power of the utopian ideals. It is a magnitude of change the world has never seen, let alone imagined. It will contain new business models of equality with harmonious social interaction and individual creativity embraced. The integration and harmonizing with the business sector society will give an economic viability that was missing from our previous renaissance and others before that will allow it to sustain and gain perpetual motion. *Sincere intent driven enterprise will feed the abundance of creativity.*

CLOSING VISION 2: Breaking through norms

What will it be like to break the social expectations of how one behaves in public? While we complain about governmental suppression, much our daily suppression is often self-inflicted, at least within our western culture where we move relatively free in public. In this imprisonment of self-expression, unyielding social expectations generate smirked judgmental looks if you deviate outside of norms, such as walking through a grocery store playing guitar. *"How dare they disturb the peace."* Social normals leave cities looking bland, ugly, and dilapidated with no effort of giving the many artists the duties to beautify the many voids of creativity. Social expectations turns people meek and quiet, as they isolate from others rather than coming together in wonder to share their humanity. As a whole, we turn away from the pains and sufferings of others in this competition game of survival. The leftover 60s' renaissance energy faded out from the mainstream within the 80s to create a major diminishing of individual creativity and expression. The diminishing of inspiration is the increasing of the inability to move through the walls of social norms that societies put in place to mold our behaviors into predictability. How do we create the new if we just repeat the old familiarity? A cold uninspired individual needs inspiration to inspire it to change.

What if we utilized trend strategies to shift the outpouring of pent up creativity that lives within most all of us? Perhaps we can shift the backward fears and worries of survival within cultures into the forward inspiration for a new sustainable future. The flow of inspiration and passion washes through these dense walls dividing strangers, while filling the cold empty spaces between them with warm flourishing. Imagine a world saturated with creativity and authentic connection. How would that look? How would it feel?... It is here for you all to decide, create, and participate within.

It is time to reach up for *Utopian Ideals* in sustainable-obtainable ways. Why would we not want to strive for the best possible outcome? We've far more to lose by not trying. If nothing else, at least we pursued what's right and true. ***One thing is for certain, if we don't try it can't be.***



WAYS TO JOIN THE ALLIANCE FOR THE FUTURE

Thank you kindly for making it this far. We hope you'll join us on this journey to manifest this crucial movement of creativity and vitality throughout the world. Come join us in envisioning the greater potential for our planet that's possible when we believe it's possible. Within a world filled with pessimism and jadedness, we are to be the bearers of light who bring the rays of hope.

There are many ways you can join us; below is just a short list. This is a co-creation event and movement. If sponsorship allows, financial assistance may be available for the sharing of your gifts with the larger community. ***Our intent is symbiotic healthy growth with those we join.***

SPONSOR-PARTNERS: The convergence of companies into a common accord will form a powerful alliance web that can bring about a greater impact of change upon the world.

ARTISANS and VENDORS: The contributing of your own beautification to the world through uplifting product creations.

MUSICIAN INTEGRATION: An opportunity to share your musical gifts, if not upon the stage, potentially in designated areas near crowds that need some musical vibrations.

SCULPTURES and INSTALLATIONS: A beautification of surroundings through large art installations and other visual enhancements for the events.

THEATRICAL and DANCE PERFORMERS: A revival of the live performances of mixed forms.

GUEST INTERACTIONS: The use your charismatic presence to shift the experience of the crowd.

GUEST SPEAKERS and WORKSHOP LEADERS: A means for uplifting people, while they upload informations and new tools they can then apply to life.

PROMOTIONAL TEAM: The pushing forth of the momentum by spreading the word about the greater movement and mission we are pushing for.

HOLISTIC PARTICIPATION: A way to uplift guests' mental, emotional, and physical wellbeing.

CULINARY CREATIONS: The sharing of your healthy and revitalizing cuisine to prove that absolutely delicious and healthy can coincide harmoniously.

MAINTENANCE, INFRASTRUCTURE, and SETUP/BREAKDOWN: A great hands on way for participation within the actual building of the festival.

PROMOTER POINTS OF CONTACT

On site event logistics, ticketing info, venue info, and artist support :

JACK RAHME: 082-494-9087. Jack@hitmusic.co.za

Team cohesion, music liaison, networking strategies, and cultural well being :

EIRAN SWART: 424-343-3425. EiranSwart@yahoo.com

Sponsorship opportunities, movement logistics, event design, and structural organization :

ZIGGY DAYZ: 414-424-3494. DayzOfTime@gmail.com

The future is present... we just have to build it!

RENAISSANCE
THE RETURN OF INNOCENCE - A DEEP SOUL BATHING