

2b1 Multimedia, Inc.

WEST • FEST

WOODSTOCK 40TH ANNIVERSARY

Golden Gate Park • San Francisco • 25 October 2009



The WEST FEST "40th Anniversary of Woodstock" will take place in San Francisco on October 25, 2009 in Golden Gate Park, Speedway Meadows from 9 am to 6 pm with free admission. Hundreds of San Francisco rock stars, luminaries and activists will pay homage to Woodstock, the largest free musical event in history founded on the principles of peace, love and spirituality.

Born out of the "Summer of Love" which began in San Francisco in 1967, Woodstock helped change the way people lived in the world. The principles began many movements including the Peace Movement, Free Speech, Women's Rights, Workers Rights, the Environmental Movement and now the emerging Green Movement.

This event will draw an estimated 40,000 people on the low end with an upward potential of 100,000. Our last event, "The Summer of Love 40th SF" hosted 132 rock stars and activists and drew in excess of 100,000 people. Once again, we will have extensive media coverage and a worldwide webcast.

West Fest "40th Anniversary of Woodstock"

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EVENT INFORMATION:

Event: West Fest "40th Anniversary of Woodstock"
Date: Sunday, October 25, 2009
Time: 9am to 6pm
Location: Speedway Meadows, Golden Gate Park, San Francisco, CA
Admission: Free

Producer: 2b1 Multimedia, Inc. and the Council of Light Production Committee
Contact: Boots Hughston, 415-861-1520, boots2b1@yahoo.com
Public Contact: 2b1records.com/woodstock40sf
Non-Profit: 501(c) 3

The West Fest "40th Anniversary of Woodstock" will pay homage to the 1969 event in Woodstock which drew over 400,000 people. Our event will concentrate on the original ideology and beliefs that surrounded the times and the movement that changed the way people thought and lived worldwide.

It will take place in Golden Gate Park at Speedway Meadows with simultaneous events being held in Germany and New York as well as multiple other potential markets including England, Holland, Australia, and Japan. The event will be webcast live from all of the event locations on the "Woodstock West" (WW) website.

PARICIPATING ACTS (WITH MORE TO COME):

Listed are some of the potential acts being contacted. Many additional artists are changing schedules and tour routing to be at this event. Time slots and set times will be scheduled after the acts have confirmed:

Country Joe McDonald, The Chambers Brothers, Richie Havens, Joan Baez, Joni Mitchell, Carlos Santana, Arlo Guthrie, Canned Heat, Phil Lesh and Friends, John Fogerty (Credence Clearwater Revival), Big Brother and the Holding Company, Sly and the Family Stone, The Starship, Barry "the Fish" Melton, Ten Years After, Mountain, David Crosby and Neil Young, Nick Gravenitis (Electric Flag), Narada Michael Walden, members of The Doors, Chris Isaacs, Journey, Bob Weir and Jerry Miller.

Many of these artists played our "Summer of Love 40th SF Anniversary" event and are look forward to participating. Hundreds of San Francisco stars and musical luminaries will perform. This event will be a combination of 1960's musical icons, cultural leaders, current pop stars and activists influenced by the era.

SMASH THE GUINNESSE BOOK OF WORLD RECORDS:

In honor of Jimi Hendrix, who headlined the festival in 1969, 3,000 guitar players will attempt to break the World's Record for the Largest Guitar Ensemble playing "Purple Haze" -- all at the same time!

ECO-GREEN VILLAGE:

On the forefront of yet another movement, we are incorporating an Eco-Green Village with everything green, fun, and sustainable. We'll have merchandise, food, solar and happening alternative energy vehicles. In this decade it's hip to be green.

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SPONSOR INFORMATION:

TIER 1 (Silver Sponsor) - \$5,000

- Placement on the West Fest "40th Anniversary of Woodstock" Program
- Logo Placement on banners in the vending areas along the fencing
- Logo placement on advertisement, media print and digital ads prior to and on the event dates
- Logo placement on the WOODSTOCK 40th SF website in the sponsor's section

TIER 2 (Gold Sponsor) - \$10,000

- Placement on the West Fest "40th Anniversary of Woodstock" Program
- Logo Placement on banners in the vending areas along the fencing
- Logo placement on advertisement, media print and digital ads prior to and on the event dates
- Logo placement on the WOODSTOCK 40th SF website in the sponsor's section
- Logo placement on the backstage pass/wristband
- Logo exposure in the live DVD box-set to be distributed worldwide by 2b1 Records Red Music/Sony

TIER 3 (Platinum Sponsor) - \$20,000 (Event Sponsor, Staging Provider)

- Logo placement on the West Fest "40th Anniversary of Woodstock" Program cover noting your company as an official Event Stage Sponsor
- Full page advertisement in the event Show Guide (approximate value \$2,500)
- Logo placement on banners in the vending area along the fencing
- Logo placement on advertisement, media print and digital ads prior to and on the event date
- Logo placement on the WOODSTOCK 40th SF website in the sponsor section
- Logo exposure in the live DVD box-set to be distributed worldwide by 2b1 Records Red Music/Sony
- Logo placement on the backstage pass/wristband
- Space to display your company booth for the full day of the event (approximate value \$2,500)
- Web banner advertisement on the WOODSTOCK 40th SF website (approximate value \$2,500)
- Signage at the event recognizing your company's level of sponsorship

TIER 4 (Diamond Sponsor) - \$40,000 (Event Sponsor, Branded Event Involvement)

- Logo placement on the West Fest "40th Anniversary of Woodstock" Program cover noting your company as an official Event Sponsor
- Event Branding: Advertisements will contain your company name as a presenter, i.e. Apple Computers presents the Woodstock 40th SF Anniversary Event
- We will work with your company to ensure that the event will fully expose your company brand name
- Full page advertisement in the official Event Show Guide (approximate value \$2,500)
- Logo placement on banners in the vending area along the fencing
- Logo placement on advertisement, media print and digital ads prior to and on the event date
- Logo placement on the WOODSTOCK 40th SF website in the sponsor section
- Logo exposure in the live DVD box-set to be distributed worldwide by 2b1 Records Red Music/Sony
- Logo placement on the backstage pass/wristband
- Space to display your company booth for the full day of the event (approximate value \$2,500)
- Web banner advertisement on the West Fest "40th Anniversary of Woodstock" website (approximate value \$2,500)
- Signage at the event recognizing your company's level of sponsorship

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MARKETING POTENTIAL

Participating sponsors will benefit from multiple opportunities for logo exposure, placement, and promotion in a key marketing demographic. Sponsors will benefit from exposure on the event day as well as six weeks before and after the date via the following:

- Backdrop and speaker stack logo banner placement
- Merchandise branding opportunities: T-shirts, posters, food and beverage containers and many more items to be announced as the event date approaches
- Logo placement on advertisement, media print and digital ads beginning six weeks before event date
- Skate Board Ramp – Banner space available on the back, sides and top of ramp
- Backstage Area – Green Rooms – Banner placement and promotional product placement
- Crowd Barricades – Space for long banner placement
- Press Area – Ideal for logo exposure and background during interviews and photographs with a high concentration of the national and international press
- Logo exposure in the live DVD box-set to be distributed worldwide by 2b1 Records Red Music/Sony
- Radio, print, magazine and web advertisements

HISTORY OF THE-MOVEMENT

There are moments in time when a word or thought has such power that it changes history; a generation so involved in the moment it becomes unstoppable and a spiritual awakening so profound that its very conception shatters perceptions, halts the world and makes people from all nations take notice.

It began with a simple four-letter word: **LOVE!** In the 1960's, this word became synonymous with a generation and a city call San Francisco. It was a concept, a belief deep in the hearts of all who were there (and those who wished they were). It began with Ken Keasey, the Merry Pranksters, and their bus "Further," Jack Kerouac, Allen Ginsberg, Lawrence Ferlinghetti and the Beat Generation.

They gathered in places like North Beach, Haight Ashbury, Palo Alto, Berkeley, Seattle, Portland, New York, and LA. These pockets of anti-social, anti-establishment individuals questioned authority and their surroundings while searching for the real meaning of life and the deeper truths.

These small communities of like-minded individuals and "families" of communal creativity focused on poetry, art, folk music, jazz and rock 'n roll, demanding to be free of societal restrictions, restraints, and hang-ups.

Then one summer – it happened! **We Were Everywhere.** The pureness of thought exploded exponentially and now there were millions of us. This event, this historical moment, which included most of 1967, became known as the '**SUMMER OF LOVE**'.

During this period, the Peace Movement was born with the "Human Be-In's" in San Francisco and then the "Love-In's" in New York. Anti-war demonstrations occurred everywhere and college campuses erupted with thousand of people refusing the draft. This startled the government as presidents were impeached, wars were stopped, and an entire generation stood up and said "Hell No."

Social change was occurring and continued on multiple levels. Out of this orderly chaos came "The Movements": The Free Speech Movement, the Free Love Movement, the Farm Workers Movement, the Women's Movement, the Gay Rights Movement, the Environmental Movement, the Ecology Movement, the Animal Rights Movement, the Sexual Revolution, the Spiritual Movement, the Student Movement, the Civil Rights and the Anti-War Movement.

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The message was clear – that the world was uniting behind one principle and one thought – LOVE! And its affirmation of PEACE, COMPASSION AND UNDERSTANDING. The world was brought forth by musicians such as Peter, Paul and Mary, the Mamas and the Papas, Donovan, Bob Dylan, Joan Baez, the Grateful Dead and Jefferson Airplane and then carried on by many of the English musicians like Eric Clapton, the Beatles, and the Rolling Stones.

Because of this free-thinking environment a renaissance of gifted geniuses occurred with the likes of John Coltrane, Miles Davis, Jimi Hendrix, Janis Joplin, and Jim Morrison. New concepts and inventions touched every segment of society. The transistor, the calculator, the computer, and the internet all had their inception in the 1960's. A whole new creative sector of the economy developed within and took hold to become Silicon Valley.

The international community was in awe of this explosion of creativity. Even athletes showed their solidarity by uniting with the winds of change. All of this started with a simple word, a simple thought – LOVE, and a generation of free thinking people willing to stand up and be counted and their willingness to be different.

Woodstock was not just an event, a happening or a concert with 400,000 people; it was a pivotal moment of realization for an entire generation. It marked an epiphany for the entire country. Woodstock was a statement to the world – “humanity had evolved” coming together through peace, love spirituality and rock 'n roll.

An event originally intended for profit became the largest free event in history. The “Hip Movement” had come of age and was recognized by the world. The principles of love swept the country and we had become the ‘WOODSTOCK NATION’.

Amidst a time of military conflict abroad, as well as racial disharmony at home, the Woodstock Music and Arts Festival became an “Aquarian Exposition” that exemplified the counter-culture of the late 1960's and early 1970's.

The festival was held for four summer days, August 15 – August 18, 1969 on Max Yasgur's farm in Bethel, New York. The event was originally designed as a profit making venture but the realization that the event was drawing hundreds of thousands of more people than expected prompted organizers to turn the festival into a free concert.

The fences surrounding the grounds were purposely cut prompting many more people to show up. The Woodstock Nation swelled to 400,000 people creating the largest free musical event in history. Although the community that emerged during those four days of peace, love spirituality, and music embraced hip political causes and allied a strong sense of political activism during the Vietnam War it was the music itself that was essentially the driving force behind Woodstock.

Thirty-two of the best know musicians of that era performed including legendary artists such as Richie Havens, Jimi Hendrix, Janis Joplin, Jefferson Airplane, Santana, Canned Heat, Country Joe and the Fish, The Grateful Dead, Joan Baez, The Who, and Sly and the Family Stone. The event is still regarded as one of the greatest moments in popular music history as well as a milestone on the evolution of American society.

As the site of Woodstock became a counter-culture mini-nation participants became aware that the event had taken on a new meaning than originally intended. Max Yasgur spoke of how the historical significance of Woodstock communicated to America that a community of 400,000 people and all the possibilities of disaster was instead spent during those days with peace on their minds. He stated, “If we join them we can turn those adversities that are the problems of America into a hope for a brighter and more peaceful future.” Forty years later, with renewed hopes for change in our country, we now see that it is far from impossible.

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SIXTIES OF LOVE LINKS:

<http://www.abbiehoffman.org/>

<http://www.summeroflove.org/>

<http://deoxy.org/learyraw.htm>

<http://www.sftoday.com/enn2/summerlove.htm>

<http://www.hafci.org/>

<http://www.grantjacobs.com/flowers.htm>

<http://www.woodstocknation.org/>

<http://www.wavygravy.net/>

<http://www.leary.com/>

<http://www.diggers.org/>