

I HAVE A DREAM...

PAGE	INDEX
02	HISTORY
03	PASSION
04	THE PIANO
05	PHASE 01
06	PHASE 02
07	PHASE 03
08	PURPOSE
09	BENEFITS
10	TEAM EFFORT
11	THANK YOU

HISTORY



It started with a single, sparkling, silver glittering mirror ball 20 years ago...

With this, our company Meterolites was born with the purpose to completely transcend the style and shape of the 'common' mirror ball.

This 'mirror-balled' into a leading successful event company shining the light, setting the stage, creating themes, theming events such as the opening and closing ceremonies of the Sydney 2000 Olympic Games, major functions in our Australian Parliament house, giant 'Kitty Glitter' drag queen shoes and creating the scene for many other creative moments and spaces over the decades.



PASSION

Over the years we have been heavily involved in fundraising efforts within the gay community.

We have worked on various fundraising initiatives and been integral community committee members for many charity, health and social organisations, including The Western Australian Aids Council, The Mardi Gras Association, ACON and The Sydney Harbour City Bears.

Our contribution has been varied, however the core action was providing our event and creative services at no charge, ensuring successful fund raising 'event' outcomes were achieved.

Like so many others, we too have lost many dear friends to AIDS. We are renowned as giving, reliable and prominent 'community members' whom organisations could rely on 100% for active help and support.

We continue to be surrounded by the ongoing suffering of many people globally, especially people in many cultures whom feel ashamed because of who they are, their HIV positive status, their sexuality, and their poverty.

Cultural environmental factors attributed to their society such as deep shame and that society shunning them from seeking help and getting treatment, remain a major challenge in the fight against AIDS.

Vulnerable people living with HIV need the Elton John Foundation (EJF) more than ever. The Elton John AIDS Foundation is one of the foremost independent AIDS charities in the world and the money gets to where it needs to go. This is VERY important to us. It would give us great honour, reward and satisfaction in helping EJF end this global epidemic.

THE PIANO



'The Piano' is an entertainment concept which through it's creation will become an integrated event fundraising platform. This platform will ensure delivery of multiple revenue stream opportunities for the Elton John Foundation, over the life-span of the 5 year project.

The project has 3 key phases.



THE PIANO – PHASE 01

THE BIRTH

Two Grand Pianos will be mirrored with coloured Swarovski crystals piece by piece, moment by moment, by myself over a 6-12 month period giving them a glittering and glamorous life.

The public will watch these two Grand Pianos on a dedicated stage, with the progress streamed live via the internet. The Piano's are to be the centerpiece of a global live and interactive show, creating an on-line community known as **'The Piano Room'**.

As the 'masterpiece' Pianos' creations are slowly revealed over the period, the Piano Room becomes famous for the following:

- Artist's, DJ's, local artists, international artists, entertainers 'dropping in' to 'The Piano Room' sharing their life tales
- People passionate to the cause from many perspectives sharing their experience and knowledge
- People affected by HIV/Aids – 'telling their story'
- Artist's or celebrities 'jamming', playing the Piano's as they are being mirrored and brought to life
- Mini concerts: Surprise celebrity guests and shows
- Education around the prevention of HIV
- Question and answer forums.

The public can make a small donation to become a member of 'The Piano Room' log-in and have access 24/7. It is also a platform for Piano members to be involved, ask questions and 'watch the show' and be involved 'in the show'.

The use of social media: Internet live streaming, Facebook, Twitter, etc provides the opportunity to reach millions of people in a short time period creating 'one on one' live celebrity interaction – offering the public something new and exciting that they can watch evolve over a 6-12 month period.

THE PIANO - PHASE 02



THE LIVE CONCERTS

Upon the completion of the two mirrored Piano's they embark on their Global Live Concert journey, rolling out across SYDNEY, LONDON, NEW YORK, PARIS AND BERLIN. These will be major concerts, using each of the countries' key artists.

- These concerts will provide opportunities for artists to perform and play The Piano's together for a great cause (think of Live Aid for example) and independently should they choose. The options are endless. Eg: Elton John, Alicia Keys, ColdPlay – with all music genres to be included.
- The Concerts will open with a welcome and introductory speech outlining the key AIDS vision/mission.
- From a production perspective, The Pianos will be motorized, holding centre stage, interlocked together, surrounded and supported by a dynamic orchestra.
- The motorized Pianos will part slowly to allow the artists/s to rise from beneath the stage with an explosion of lighting, pyrotechnics and lasers.
- This 'concept' of course can be adapted to any arena.

REVENUE

Opportunities to support EJJ fundraising initiatives:

- Live streaming from internet – Piano Room members pay a small fee, log-on and view concert live
- Ticket sales from 5 global concerts
- Merchandise items including T-shirts, programs, red crystal ribbons, miniature pianos
- TV rights/advertising/sponsor opportunities/ pay TV/ documentary
- Press/PR/advertising revenue opportunities
- Strategic partnership opportunities
- BOX DVD set of the 5 concerts.

The opportunities from a revenue perspective are endless.



THE PIANO - PHASE 03

This is the grand final of our fundraising initiatives. The objective during 'The Piano' PHASE 1 and PHASE 2 is to have each and every artist/celebrity personally sign, message and date a small piece of mirror within the relevant concert city.

These mirrors are a tribute to their contribution, and a reflection of their integral involvement in 'The Piano' project. The small and individual mirrors join together, unite and in turn, create a LARGE mirror, symbolic of everyone working together, to help fight the AIDS epidemic.

There will be 5 LARGE mirrors created, each unique and individually built, piece by piece in SYDNEY, LONDON, NEW YORK, PARIS and BERLIN. The goal is to create a huge 'demand' for these 5 'one-off' LARGE mirrors and auction them off, one by one.

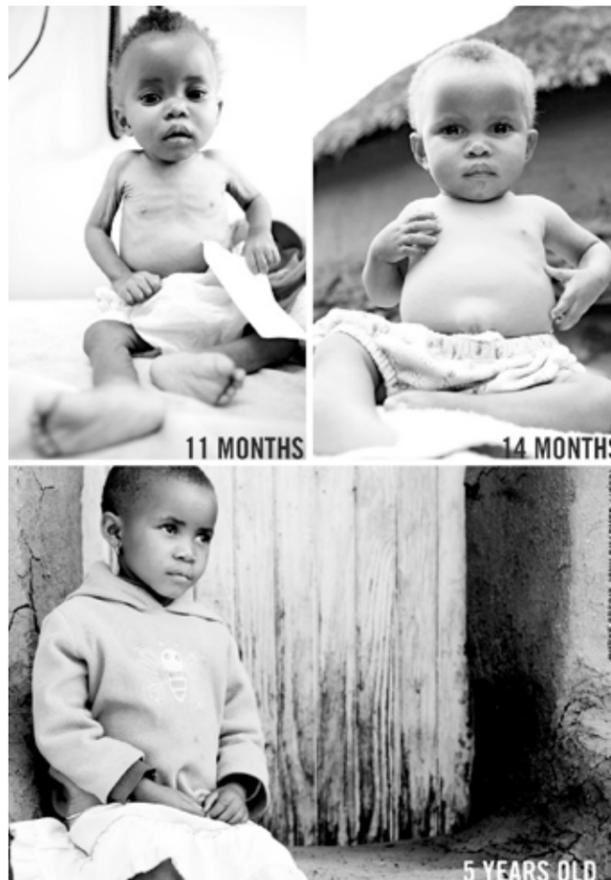
The 5 mirrors, along with other artist memorabilia will be sold at 'The Piano Ball' on World Aids Day, in our 5 concert cities, SYDNEY, LONDON, NEW YORK, PARIS and BERLIN.

PURPOSE

Utilising our 20 years creative event experience, supported by a dynamically skilled project and management team and combined with careful ongoing planning and support, this fundraising platform known as 'The Piano' will have profitable sustainability, longevity and growth opportunities.

The objective is to raise \$5 million over 5 years to EJF charities whom support the 'on the ground', community-based organizations providing innovative HIV prevention programs and treatment, whom provide direct HIV-related care for people living with HIV/AIDS, whom supply education and care services, helping to eradicate AIDS-related discrimination and eliminate social stigma in many countries around the world.

OUR PASSIONATE MISSION IS TO HELP CREATE A WORLD WHEREBY EMPATHY, DIVERSITY AND EQUALITY FL OURISH, WHILST BEING AN INTEGRAL PART OF CREATING AN AIDS FREE WORLD.



BENEFITS

By targeting individuals and companies who believe in the same purpose and possess the same human values who want to be part of something strong whereby fear does not exist, where honesty reigns and persistence is solid, we create a community with strong foundations, which continues to grow globally.

This growth and support ensure the EJV objectives are achieved with the worthy programs focused on the key targeted areas, which continue to make a difference in today's world in the fight against AIDS.

'The Piano' through its life-span, whilst raising the all important funds will also raise global awareness and educate many sectors of society as to why we need to continue to be a relentless advocate for the health and rights of people living with and affected by HIV/AIDS.

TEAM EFFORT

We think with left brain and right brain fully engaged. With careers based in event management, PR, project management, advertising, business and marketing strategy, operations and research, the team provides a unique mix of experience to ensure 'The Piano' is completed efficiently with all the project deliverables met whilst engaging our core values, ensuring all fundraising objectives are met.



THANK YOU

For taking the time to consider 'The Piano' conceptual project.

We look forward to taking 'The Piano' to the next fundamental phase of implementation via alignment with like minded passionate individuals and companies, who share our passion in creating an AIDS free future.

LET'S WORK TOGETHER

For further insights and discussion please contact
David Kett on +61 418 220 172

Alternatively email David at meteorlites@tpg.com.au

DISCLAIMER: This business plan and concept remains the intellectual property of David Kett and Chris Wynne, Trading as Meteorlites Designer Mirror Balls of 198 Slade Road, Bardwell Park, NSW 2207 Sydney Australia.