



the foundation

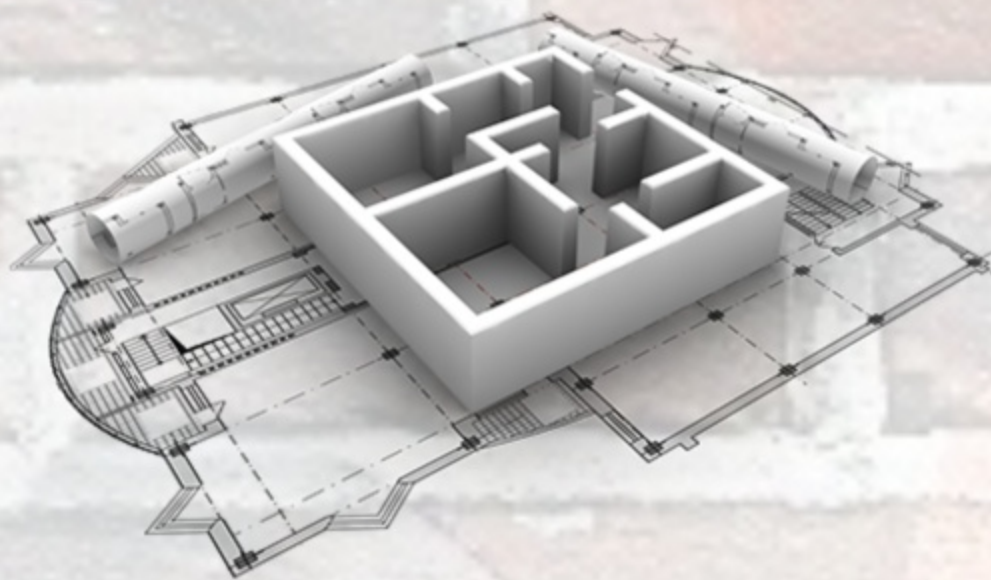
THE
PLAN

FEASIBILITY

KEY
PARTNERS

FIRST
STEPS

HOW IT
WORKS



THE PLAN!

We will create the most effective entertainment industry monetization model in history by DIRECTLY bridging the gap between current "major celebrities" and future "major celebrities".

This model's flagship will be created in the El Paso, TX Metropolitan Area.

WHO?

WHAT?

THE FOUNDATION BUSINESS MODEL

- 9th Ward Production and Promotions Company, LLC
- 100 Indie Artists (International)
- 100 Major Celebrities
- City of El Paso, TX



THE FOUNDATION BUSINESS MODEL


- Minimal to Zero impact on current time/effort commitments from the Major Celebrities
- Powerful Public Relations Effect
- Multiple Revenue Verticals
- Proven Strategies
- Increased "Relevance" Lifespan



THE FOUNDATION BUSINESS MODEL

- Global Visibility
- Scalable
- 360 Contract Compliant (Keep 100%)
- Increase 360 Contract Revenue
- Socially Responsible





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THE LAUNCH

Development Phase

1

2

3

STEP 1

RECRUIT MAJOR CELEBRITIES

Identify Major Celebrity Prospects

Facilitate Meetings & Presentations

Select Our Team of "Champions"



STEP 2

DESIGN BRICK AND MORTAR ASPECTS OF THE MODEL

Yes, The Foundation will ALSO be (a) PLACE(S)!

...but not quite like any other place(s) in the world!

- (MUCH) more than just (a) venue(s)
- Totally new and innovative concept
- Designs already in progress

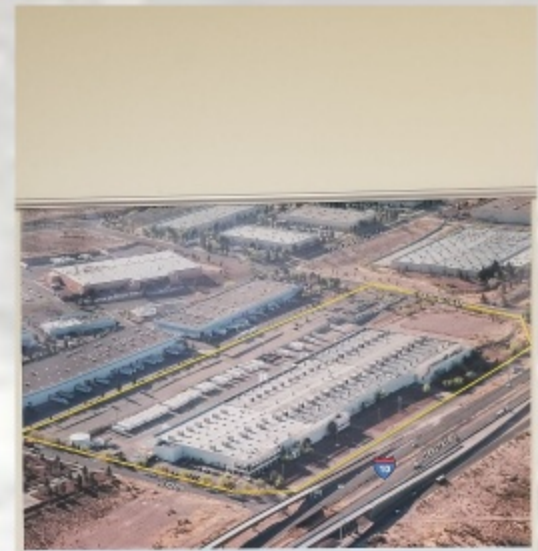


STEP 3

BUILD OUT

The build out of the physical, virtual and strategic aspects of the business model will take place once Steps 1 & 2 are complete.

Implementation Phase will begin during Step 3.




Strategic

7550 HOOVER AVENUE

7500 Hoover Avenue is directly adjacent to Interstate 10, which





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THE NUTS AND BOLTS

Why is our plan special?

Let's Compare Traditional
Strategy With Our Strategy

TRADITIONAL
STRATEGY

9TH WARD
STRATEGY

TRADITIONAL STRATEGY

DO YOU KNOW WHAT IT TYPICALLY TAKES TO BUILD AND RUN A MAJOR VENUE IN A METRO-AREA?

- Public Establishment
 - City/County Buy-In (Vote)
 - Increased Property Taxes
 - Increased/Additional Sales Taxes
 - Increased License Fees for Small Businesses

RESIDENT
BENEFITS

ENTERTAINER
BENEFITS

METRO AREA
BENEFITS

SPONSOR
BENEFITS

RESIDENT BENEFITS

DO YOU KNOW THE BENEFITS TO THE TAX PAYERS FOR FUNDING THE MAJOR VENUE IN A METRO-AREA?

- They get the opportunity to pay a fee for tickets to enter the facility and enjoy the events
 - They must compete for limited occupancy
- Economy is boosted
 - Property values increase
 - Business opportunities increase
 - Arts and Recreation opportunities increase

ENTERTAINER BENEFITS

DO YOU KNOW THE BENEFITS TO ENTERTAINERS FOR HAVING A MAJOR VENUE IN A METRO-AREA?

- Major acts will be highly sought out by promoters to be booked at the venue for a fee; or for a % of ticket sales (up to 100%)
 - Independent local acts (generally) won't be able to be booked by promoters to hold events
 - Independent local acts aren't able to afford to rent the venue for their own performances

METRO AREA BENEFITS

DO YOU KNOW THE BENEFITS TO THE METRO AREA FOR BUILDING A MAJOR VENUE IN THE METRO-AREA?

- Economy is boosted
 - Increased Revenue (GMP)
 - Major boost in travel/tourism and hospitality
 - Property values increase
 - Business opportunities increase
 - Arts and Recreation opportunities increase

SPONSOR BENEFITS

DO YOU KNOW THE BENEFITS FOR A SPONSOR FOR A MAJOR VENUE IN A METRO AREA?

- Brand Exposure/Awareness
- They make the lion's share of all revenue from the venue!!!

9TH WARD STRATEGY

This project features an innovative strategy that affords an unparalleled amount of benefits for all involved...but most especially the ARTISTS/Celebrities!

Beyond what it may seem like at this point, "The Foundation" is MORE than "just a venue". It is a powerful and unique business model that may very well change the entertainment industry forever!

Here are just a few key features...

100% V.I.P.
MEMBERSHIP

ARTISTS
OWN EQUITY

VERTICAL
REVENUE

SCALABLE

100% V.I.P. MEMBERSHIP

This is a PRIVATE establishment! All access into this venue is done BY or THROUGH a V.I.P. Member.

RSVP Ticketing/Seating and ALL ACCESS is owned by the V.I.P. Members and any tickets purchased by the public to access the venue are purchased from the V.I.P. Members.

Beyond "shows", the venue will feature other extremely magnetic "attractions" that drive interest, traffic and ultimately MORE REVENUE. All purchased directly from the V.I.P. Members.

...And you never have to even step foot on stage! (Unless you want to)

ARTISTS OWN EQUITY

We keep saying that "The Foundation" is "more than just a venue"...and it is! The venue is JUST THE BEGINNING! In addition, there is a powerful business model with a very wide variety of vertical revenue streams.

In addition to owning 100% of the access to the venue establishment (As V.I.P. Members), the local Major **Artists/Celebrities**, (whom are the primary benefactors in this project), will collectively own 50% of the venture and share profits and control of the venue and business as equal partner with Ninth Ward Production and Promotions Company, LLC.

VERTICAL REVENUE

So...This is REALLY where the rubber meets the road! While the venue is a valuable asset to "The Foundation" business model, it is not the aspect that generates the vast majority of revenue for its benefactors.

"The Foundation" business model takes FULL advantage of ALL of its monetizable assets (which extend far beyond a brick & mortar venue) to create a powerful multi-tiered revenue generating machine that is unmatched anywhere in the world! All while bridging the gap between currently relevant major celebrities and future relevant major celebrities.

...and we would LOVE the opportunity to prove it to you by inviting you to see and hear the rest of it for yourself!

- NO NDA
- NO OBLIGATION
- NO COMMITMENTS

We will even pay for travel/accommodations for up to two people just for the opportunity to share this information with you!

SCALABLE

All participants benefit from the ability for "The Foundation" intentions to scale to 100 metropolitan areas worldwide.

V.I.P. Members will have more venues to sell access.

Vertical revenue organically grows as the brand grows and expands worldwide.

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WHO WILL BE INVOLVED?

No one can succeed alone...

ARTISTS

LOCAL FANS

NINTH WARD
PROMOTIONS &
PRODUCTIONS

ARTISTS

We don't mean ONLY musicians as some modern-day institutions imply.

We mean the entire gambit of Arts and Entertainment professionals.

CURRENT
MAJORS

FUTURES

CURRENT MAJORS

Must Have Relatively Strong Celebrity Index Score Or Strong Targeted Influence

Must Be Genuinely Interested In Actively Extending The Life Span Of Their Relevance

Must Feel A Strong Social Responsibility Towards Shifting Control Of Entertainment Industry Towards Artists Favor

Must Have A Collaborative Nature And High Sense Of Integrity

Must Be Open Minded To New Strategies And Options For Generating Revenue In The Entertainment Industry

FUTURES (UP & COMING)

- Must be an Independent Artist (Indie)
- Must be a stage performing artist (Musician, Dancer, Comedian, Acrobat etc.)
- Must be willing to collaborate with other artists in this project (Share Stage, Joint Promos, etc.)
- Must be willing to give free music/talent and tickets to "The Foundation" V.I.P. members
- Must be willing to make money as an "Influencer" utilizing fan engagement*
- Must be willing to carry sponsorships and endorsements alongside their artist brand

*Monthly Stipend Will Be Allocated And "Drawn" Against

LOCAL FANS

Fans that live and/or work in the El Paso, TX metropolitan area

NINTH WARD PROMOTIONS & PRODUCTIONS

Management and staff of Ninth Ward Production
and Promotions Company, LLC



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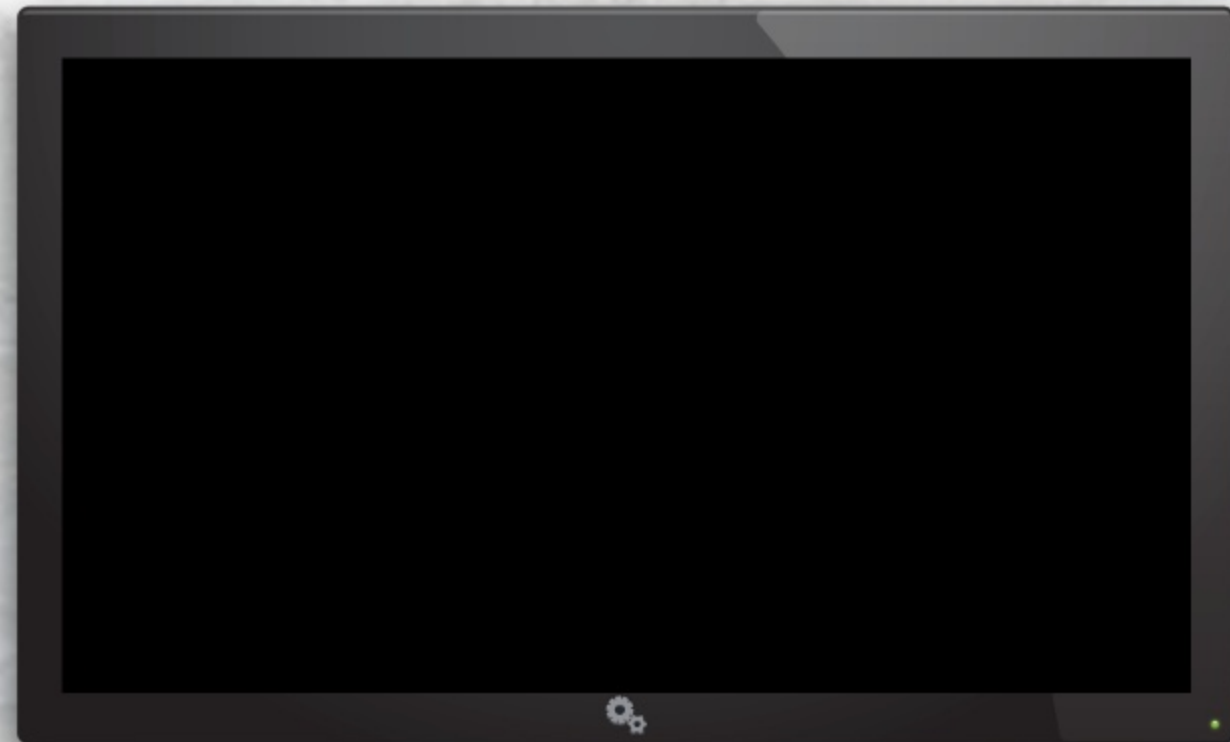
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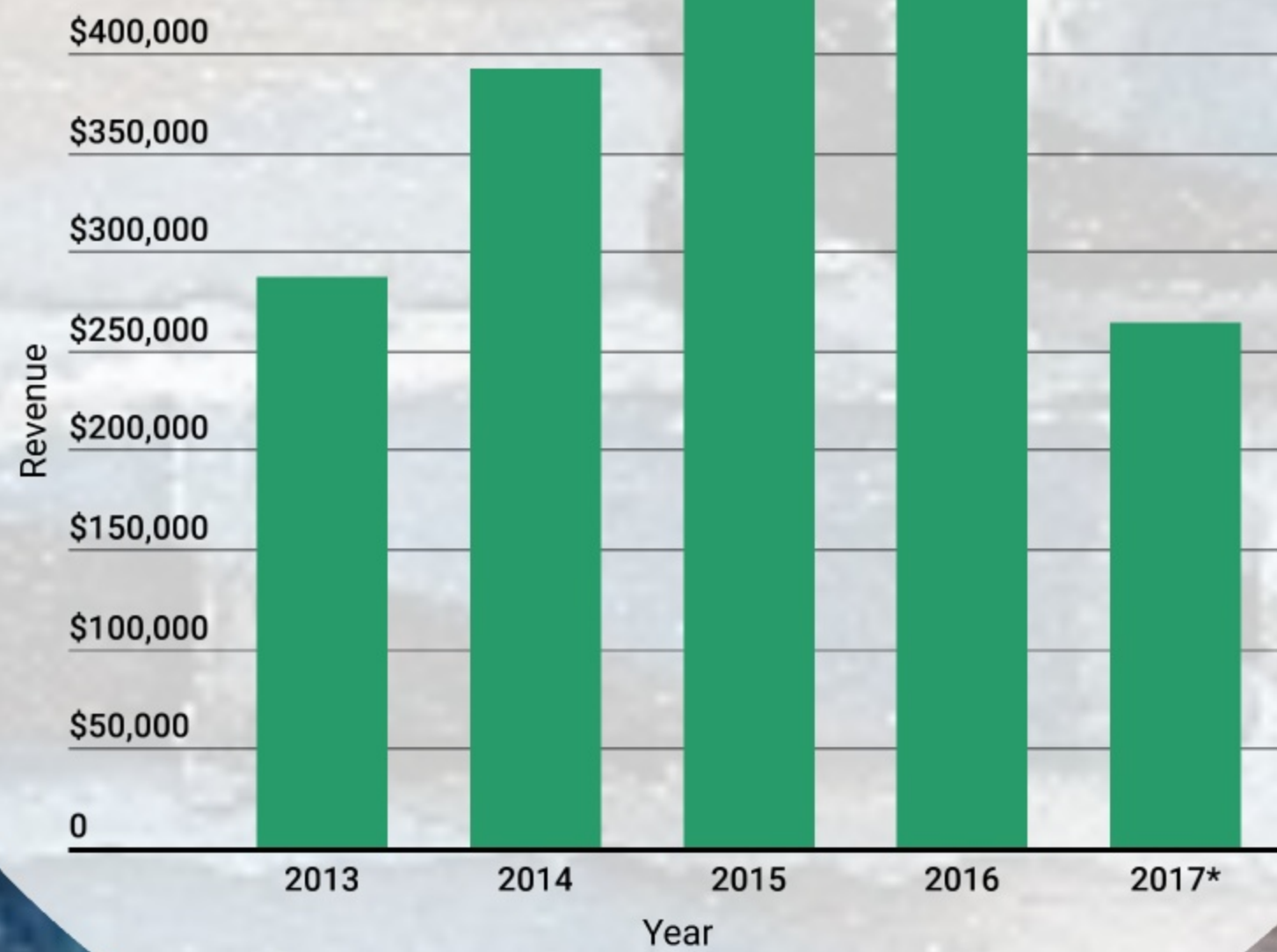
FEASIBILITY

THE PAY-OFF OF BEING AN A-LIST INDIE



THE S4TF
JOURNEY

THE S4TF JOURNEY



BANK LETTERS

FEASIBILITY

The following represents the last 5+ years of this business model implemented on a microscopic scale. The revenue generated represents virtually no record sales and \$0 in ticket sales.

...with relatively UNKNOWN artists!



TEXAS FIRST BANK

KEMAH

November 18, 2015

Re: S4TF, LTD

To whom it may concern:

This letter is to verify that S4TF, LTD has an account with Texas First Bank – account # 10016236.

Total deposits for year	2013=	\$287,830.79	(March 14-December 31)
	2014=	\$391,629.85	
	2015=	\$ 365,699.25	(January- October 31)

Please let me know if you need more information or have questions, you may contact me at billiejean.higginbotham@texasfirstbank.com

Sincerely,

Billie Jean Higginbotham

Banking Center Manager / AVP

281-538-4483



Helping Texans Build Texas

1100 Highway 146, Kemah, Texas 77564
281-538-4483 * Fax 281-538-4443 * 409-948-3400
www.texasfirstbank.com





TEXAS FIRST BANK

KEMAH

BANK LETTERS

January 6, 2016

Re: S4TF, LTD

To whom it may concern:

This letter is to verify that S4TF, LTD has an account with Texas First Bank – account # 10016236.

Total deposits for year 2015= \$435,490.20

Please let me know if you need more information or have questions, you may contact me at billiejean.higginbotham@texasfirstbank.com

Sincerely,

Billie Jean Higginbotham

Banking Center Manager / AVP

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BANK LETTERS



TEXAS FIRST BANK

KEMAH

January 18, 2017

Re: S4TF, LTD

To whom it may concern:

This letter is to verify that S4TF, LTD has an account with Texas First Bank – account # 10016236.

Total deposits for year 2016= \$438,776.85

Please let me know if you need more information or have questions, you may contact me at billiejean.higginbotham@texasfirstbank.com

Sincerely,

Billie Jean Higginbotham
Banking Center Manager / AVP
281-538-4483



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BANK LETTERS



TEXAS FIRST BANK

KEMAH

December 6, 2017

Re: S4TF

To whom it may concern:

This letter is to verify that S4TF has an account with Texas First Bank- account # 10016236

Total deposits from Jan- November 2017 = \$ 368,107.35

Please let me know if you need more information or have questions. You may contact me at billiejean.higginbotham@texasfirstbank.com.

Sincerely,


Billie Jean Higginbotham

Banking Center Manager / AVP

281-538-4483



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1100 Hwy. 146, Kemah, Texas 77565
www.texasfirstbanks.com



BANK LETTERS



TEXAS FIRST BANK

KEMAH

June 29, 2018

Re: S4TF LTD

To whom it may concern:

This letter is to verify that S4TF LTD has an account with Texas First Bank-
account # 10016236

Total deposits from 2013 until present 6/29/2018: \$ 2,065,367.96

Average Annual Deposits from 2013-2017: \$386,638.56

Average Monthly Deposits from 2013-2017: \$32,219.88

Please let me know if you need more information or have questions. You may
contact me at billiejean.higginbotham@texasfirstbank.com.

Sincerely,

Billie Jean Higginbotham

Banking Center Manager / AVP

281-538-4483



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THE FOUNDATION

Arrange your tour and presentation by contacting:

Kirbie Speights

888-364-0999

kdspeights@power-in-numbers.net



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