

The Platters

Featuring The Legendary Monroe Powell

CELEBRITY DIRECT ENTERTAINMENT

Cord G. Coslor - agent

PO BOX 494314

Port Charlotte, FL 33949

941.624.2254 * cord@celebritydirect.net

www.CelebrityDirect.net

Dear Band Director:

As a longtime member of the entertainment industry and a supporter of my local high school band, I have been looking for a way to help schools throughout the region with financial help for travel, equipment, and other things associated with the band.

In talking with members of the world-famous music group, The Platters, Featuring The Legendary Monroe Powell, (Smoke Gets In Your Eyes, The Great Pretender, etc.) we realized we could indeed partner and present a way to provide this financial assistance! We found we could raise funds for the band, keep the group busy performing, and provide a wonderful learning experience for selected band students at the same time.

What I am suggesting is a concert featuring The Platters at your High School. We could use select kids in your band as the show's backing band, you (the Band Director) could serve as our Music Director, and this show could even be used as part of a grade for that semester. We also can just do a show to recorded backing tracks, but I know using some or all of your band in a concert of this magnitude would create awesome publicity, and further revenue. Additionally, for the kids it would be an opportunity of a lifetime! Both options are available in our High School Band Fundraising Tour.

We believe local support for such an event should be very high -- both private and corporate. It also holds true that local radio, newspaper, and television stations will gladly provide additional exposure for a fundraiser such as this, and hotels, restaurants and print outlets would also want to sponsor such an event for the publicity it brings them.

If you have *any* interest in such a program / fund raiser, please use the contact information below to let us know. We'll visit with you personally to see how we can further develop your school into our 2008/09 National High School Fundraising Tour. Below, I have provided a simple 'cost analysis' breakdown for an example of just how much money could be raised. ***It's important to know that in most cases little to no money is needed up front for us to appear at your school!***

I have enclosed some promotional materials on the group, as well as sample profit report (below) that shows how easy it can be for your school to bring in over \$13,000 before expenses (basically 44% of all ticket sales), with an 80-member band selling just 15 tickets per!

Thank you for your time, I encourage you to take advantage of this remarkable opportunity, and I hope to hear from you soon!

BUDGET PROJECTIONS EXAMPLE FROM RECENT CONCERT EVENT (ONLY A SAMPLE - YOU AND I WILL DISCUSS ALL DETAILS)

TICKET PRICE: \$18.00 TOTAL, INCLUDING PARKING

PRICE BREAKDOWN FOR EXPENSES AND PARTICIPANTS

	received per ticket	total allocated	%
Your High School receives - profit:	\$ 4.00	\$ 4800	22%
Platters group will receive:	\$ 7.00	\$ 8400	39%
Our agency commission:	\$ 3.00	\$ 3600	17%
Sound & Lighting (school):	\$ 1.50	\$ 1800	8%
Advertising, Hotel, travel, Misc. (school):	\$ 1.50	\$ 1800	8%
MISCELLANEOUS: sound/lighting, advertising, hotel, additional band profit, etc. (school):	\$ 1.00	\$ 1200	6%
TOTALS:	\$ 18.00	\$ 21,600	

Seating in this example is projected to be 1,200 sold tickets. Marketing and sales of tickets will be done by donated advertising, band student sales, Band Boosters Club, budget from ticket sales, as well as business participation as sponsors purchasing blocks of tickets and advertising in Commemorative Event Program.

**FOR BOOKINGS, AND TO JOIN THE
2008 / 2009 NATIONAL HIGH SCHOOL
FUNDRAISING TOUR,
PLEASE CONTACT:**

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FOR OVER 50 YEARS, the legendary Monroe Powell has been a recording and touring singer with internationally acclaimed groups. First with The Dominos (1950s) and the Ink Spots (1960s), Powell is best known as the lead singer of The Platters for most of the last 40 years. Originally hired by Platters founder and manager Buck Ram in 1970, Powell has continued the Platters legacy longer than any other current or former member of The Platters.... and has created a legacy of his own.

Powell has never claimed to be an original member of The Platters... but it cannot be denied that Powell has been a mainstay with them. Powell replaced former lead singer Sonny Turner, becoming the third lead singer in Platters History.

Today, because of worldwide appearances with the Platters continually for almost 40 years, he may be the most well known "Platter."

*** BRIEF HISTORY OF THE PLATTERS ***

The Platters began as an all male quartet in 1953. Members Tony Williams, David Lynch, Herb Reed and Alex Hodge called themselves "platters," the name used in those days for records. In 1954 Tony brought the group to Buck Ram for management. Buck Ram then added a female, fifteen year old Zola Taylor, who was formerly with The Queens. In August, 1954 Alex Hodge left the group and was replaced by Paul Robi.

Buck Ram led The Platters to their first recording contract with Mercury Records, and in 1955 "Only You" became The Platters first gold hit record. Under Ram's careful direction, management, and coaching The Platters garnered 16 gold records and attained international fame and immortality through the romantic ballads that continue to be played all over the world today.

Even from its early beginnings, The Platters experienced several changes in members, but there has only been three lead singers in its history: Tony Williams (1953-1960), Sonny Turner (1960-1970), and Monroe Powell (hired in 1970). Monroe, the last lead singer hired by Buck Ram, has certainly earned the respect and admiration of fans worldwide.

Did you know:

- * Monroe Powell is the last lead singer hired by Buck Ram?
- * Monroe Powell was the third lead singer of The Platters... Tony Williams (1953-59) & Sonny Turner (1960-69) preceded Powell.
- * That all the original Platters are deceased with the exception of Herb Reed?
- * prior to joining The Platters in 1970, Powell was with both The Dominoes and The Ink Spots?

- * Mr. Powell has often said his current group is the best he's ever worked with?
- * There are over 20 groups using The Platters name in some form with no ties to the actual Platters?

*** Did you know that The Platters Featuring The Legendary Monroe Powell have worked everything from small private events to the Super Bowl in recent years? Get them to your event!**

The Platters

Featuring The Legendary Monroe Powell

According to reports gathered from public opinion, this group is one of the finest in history! The legendary Monroe Powell was the last lead singer hired by Platters founder Buck Ram, and has been a staple with the group for almost 40 years! Schedule is filling fast, so book this group while you can!

WHAT A GREAT OPPORTUNITY!!



Monroe Powell appearing on The Mike Douglas television show in 1974.

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Agreement made this _____ day of _____, _____ between **The Platters Featuring The Legendary Monroe Powell / Celebrity Direct Entertainment**, represented here by _____, hereinafter referred to as the "ARTIST(S)" and _____, hereinafter referred to as the "PURCHASER" or "BUYER." It is mutually agreed between the parties that the purchaser, hereby, engages the Artist and that the Artist, hereby, agrees to furnish the entertainment presentation hereon described upon all the terms and conditions herein set forth:

DATE(S) OF ENGAGEMENT: _____

PRESENTING ORGANIZATION: _____

NAME & ADDRESS OF ORGANIZATION: _____

NAME & ADDRESS OF PERFORMANCE VENUE: _____

DIRECTIONS: _____

Map required with exact location of both venue and hotel

NUMBER OF SHOWS: _____

LENGTH OF SHOW(S): _____

TIME OF ENGAGEMENT(S): _____

OFFICIAL BILLING OF SHOW: _____

"The Platters Featuring The Legendary Monroe Powell"

The presenting school name, band name, Booster Club, etc., may be incorporated into public release and advertising of this show, but the Artist shall receive top billing in all promotion and advertising, and final billing format shall be approved by Artist prior to release.

The PURCHASER agrees to, in summary:

- 1) Provide concert quality band from the high school, consisting of a minimum 3-piece rhythm section to full symphony, and be available for sound check & rehearsal prior to show.
- 2) Provide all musical equipment, sound system, lighting, minimum of four vocal microphones (1 wireless), and 4 floor monitors. Additional equipment may be needed, but is unlikely, if high school is supplying performance band.
- 3) Provide lodging in a suitable hotel / motel near the performance venue on both the nights prior to and of the performance.
- 4) Sell tickets for the performance with the support of the high school, Band Boosters, and other associates.
- 5) Advertise this performance in some way, either paid or via free publicity, through television, radio, newspaper, and/or other media and publicity outlets.
- 6) Ticket price for this event shall be between \$15 and \$35, to be agreed upon by all signers of this document. The ticket price for this event shall be \$_____. Buyer's signature: _____ Artist's signature: _____
- 7) The school shall consider 22% of all ticket sales their fund-raising profit (normally \$4 per \$18 ticket). The Platters and agency shall receive a combined total of 56% of all ticket sales (\$10 per \$18 ticket). The remaining 44% of each ticket sold is designated for the school's expenses, including but not limited to, advertising, lodging, etc., of which is not covered by corporate or private sponsors. Any monies 'left over' shall remain with the school for inclusion in their fund-raising profit. A total of 44% (or \$8 of an \$18 ticket) is designated to the school.
- 8) The school agrees to pay the Artist \$1500 immediately upon the first 83 tickets sold (or the equivalent of \$1500 worth of tickets). These fees will be deducted from Artist's total percentage, and shall act as a deposit to be used by Artist for transportation, etc. The 1st payment shall be no later than 45 days prior to performance.
- 9) The school agrees to provide financial accounting no later than 3 days prior to the scheduled event. This shall consist of a second payment via certified check, bank wire, or other suitable form, to Celebrity Direct Entertainment / The Platters (address and contact information provided by coordinating agent). The third and final reconciliation will take place after the performance with school representatives, and Platters member Don Gloude and/or Celebrity Direct Entertainment agent Cord Coslor. The final two payments shall consist of 56% all monies received from ticket sales, minus the initial \$1500 payment (outlined above in #8).
- 10) Return all unused tickets to Celebrity Direct Entertainment. Any tickets not returned shall be considered sold, and are expected to be paid for at 56% of face value.

(continued...)



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- 11) Shall provide 10 complimentary tickets to the Platters and their coordinating agents.
- 12) Provide suitable stage area for the performers. 18' x 24' minimum is recommended.
- 13) Provide suitable lighting for this event.
- 14) If this is an outdoor show, Artist recommends a suitable secondary indoor location be available for performance should acts such as weather present outdoor presentation. A reasonable delay in start of show is acceptable. Should the event be cancelled due to weather or other conditions, the Artist shall be paid in full and the show rescheduled if possible. Purchaser is responsible for all travel expenses to the Artist for the 'make up' date. Artist reserves the right to make judgement to perform in situations of undesirable weather for the event.
- 15) Purchaser shall provide Artist and Management access to the engagement venue for Artist transportation or production/management vehicles. Purchaser must provide any and all parking permits for Artist vehicles. Purchaser must pay all parking fees.
- 16) Purchaser shall pay all associated taxes, except Federal and SSI, shall meet specific venue insurance requirements, and shall not assign any provisions of this agreement or include the performance in any subscription.
- 17) Agrees to allow merchandise sales at the event(s), with 100% of the proceeds to the Artist.
- 18) Agrees that artist has the right, at any time prior to performance, to cancel the performance if the Artist feels ticket sales are unsatisfactory.

The ARTIST agrees to, in summary:

- 1) Allow presenting high school band members to perform as the Platters backing / show band.
- 2) Provide a concert consisting of a maximum 90 minutes or 2x45 min. sets.
- 3) Provide all air and ground transportation to and from the venue for the group members.
- 4) Provide charts and musical scores, as well as sample audio, for the backing band's rehearsal.
- 5) Provide all printed tickets for this engagement. The presenting organization requests _____ # of tickets.
- 6) The school shall consider 22% of all ticket sales their fund-raising profit (normally \$4 per \$18 ticket). The Platters and agency shall receive a combined total of 56% of all ticket sales (\$10 per \$18 ticket). The remaining 44% of each ticket sold is designated for the school's expenses, including but not limited to, advertising, lodging, etc., of which is not covered by corporate or private sponsors. Any monies 'left over' shall remain with the school for inclusion in their fund-raising profit. A total of 44% (or \$8 of an \$18 ticket) is designated to the school.
- 7) Provide sound equipment when necessary. If this is not necessary or possible, a technical contract rider will be provided by Artist, for the Purchaser to acquire necessary equipment.
- 8) Shall be available for sound check / rehearsal with the school's band.
- 9) Allow presenting organizations' band director to act as music director for this concert.
- 10) Agrees to appear at a meet-n-greet for performance sponsors, school officials, Boosters, etc.

**Compliance with the terms hereon will assure optimum performance and an enjoyable event for all.
Please sign four copies of this contract and return to the coordinating agent,**

ALL 2 PAGES OF THIS CONTRACT AGREED TO AND ACCEPTED ON THIS _____ DAY OF _____

Purchaser (please print):	Artist(s) or Authorized Artist Rep:	Coordinating Agent:
_____	_____	_____
Signature & Title:	Signature & Title:	Signature & Title:
_____	_____	_____
printed name	printed name	printed name
_____	_____	_____
street address	street address	street address
_____	_____	_____
city / state / postal code	city / state / postal code	city / state / postal code
_____	_____	_____
phone number	phone number	phone number



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