

BREAST CANCER

BREAKTHROUGH



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AN INSPIRING AND INNOVATIVE SPONSORSHIP OPPORTUNITY

PHOTOGRAPHIC EXHIBITION, MARCH 2012

in aid of BREAKTHROUGH BREAST CANCER CHARITY

The Concept

The influence of women in music has often been an addendum in the history of popular music. She-Bop-A-Lula aims to address this by showcasing some of the most inspirational and creative female performers over the last six decades, as captured by an equally talented group of female photographers. For the first time, here is a Photographic Exhibition that displays the energy and emotion that only women bring to their art.

The Exhibition

Approximately 50 pictures from the talented but tragically flawed Lady Day (Billie Holiday) to the exuberant, designer clad Lady Gaga. All music genres will be represented from country and jazz to punk and r 'n b. The pictures will be a striking mix of candid and intimate



backstage scenes, sensitive and stylised portraits through to the excitement and raw power of live performance. A compelling spectrum of female performers will be exhibited: from Dusty Springfield to Amy Winehouse, Diana Ross to Beyonce, Dolly Parton to Poly Styrene, Debbie Harry to Kylie Minogue. Images will be chosen from photographers archives, some of which have never previously been seen. There will also be collaborations with artists for one-off specials and signed prints to be auctioned. The photographs will be printed on archive quality paper (to museum quality standards) and sold at affordable price levels in limited edition runs.



The Photographers

The photographers will include celebrity and well-known music photographers as well as established and emerging professionals. And as women in a male dominated photography arena, they will bring their own perspective to the subject that makes for provocative and lively discussion.

The Charity

Breakthrough is the UK's leading breast cancer charity, and is dedicated to the prevention, treatment and ultimate eradication of breast cancer. They work on three fronts: research, campaigning and education. They believe passionately that this disease can be beaten and are determined to save and change lives.

"In the UK alone, over 1,000 women die of breast cancer every month and 1 in 8 women will be effected at some point during their lifetime. We are delighted to be benefitting from She-Bop-A-Lula, which with your support will raise vital funds for our continuing life-saving work".

Chris Askew, Chief Executive, Breakthrough

The Gallery

The Strand Gallery is located in John Adam Street, London WC2, an ideal central location being easily accessible from both Charing Cross and Embankment stations and a stone's throw from Trafalgar Square. The Gallery occupies two floors and features include full catering facilities, a state of the art LINN sound system and access to private entertainment rooms. Footfall is dependent on exhibition and press coverage but averages 1,500 a week with an ABC1 of 60/40 male/female.



Sponsorship Package

The package offers a major press, marketing and branding opportunity for the delivery of an innovative and appealing exhibition in support of a vital charity:

- Up to 50 museum quality framed photographs
- Branding on all press and marketing literature, brochures, invites and Strand Gallery website (part of the prestigious Proud Photographic Organisation)
- Display of Posters at street level outside windows and interior walls
- One Private View/VIP Event tailored to sponsor's specific brief based on an attendance of 180 people (hospitality costs extra)
- Additional Private View evenings available
- Opportunity to tour Exhibition internationally

Marketing/PR Opportunities

- The concept of the Exhibition lends itself to many publicity opportunities which will be jointly developed but could include:
- Photofeatures in magazine supplements, national press and music magazines
- Preview of Exhibition in general consumer and women's interest publications, local and national newspapers
- Debate of 'most influential female artist' and 'the role of women in music' through TV, radio and Social Networks

Merchandise - further opportunities for sponsorship/branding

- Publication of 3rd edition of the book *She Bop* by well-known music journalist Lucy O'Brien, the definitive story of women in music
- CD compilation encompassing all music styles and genres from the original pop divas of Ma Rainey and Bessie Smith to Lily Allen and Laura Marling
- T shirts and Bags for Life featuring images from the Exhibition
- Exhibition Brochure which will also be sold at retail outlets

She-Bop-A-Lula

The Exhibition has been conceived by Dede Millar, formerly director of Redferns Music Picture Library, one of the world's largest specialist photolibraries, which was acquired by Getty Images in 2009. Prior to Redferns, Dede worked in book publishing and PR. Joining her in curating and co-ordinating the Exhibition are Julie Grahame and Erica Echenberg. Julie was co-owner of Retna Picture Agency UK/USA for 14 years and now runs an online photographic magazine aCurator.com, and is the US rights representative for the Estate of Yousuf Karsh. She also works on social media with photographers and is a member of American Society of Picture Professionals (ASPP). Erica was one of the leading punk era photographers described by David Bowie during that time as “having stamped an authority on image-taking that has not been equalled”. Erica has also seen the music business from the other side of the lens having worked as an independent PR with some of the greatest bands in the world such as the Who, the Rolling Stones and the Police.

Dede was one of the original fundraisers for Breakthrough when they launched in 1989. “For some years I have been looking for an opportunity to raise substantial funds for Breakthrough and it made sense to capitalise on my experience in music photography. Moreover, pictures are powerful, loved by the public and media alike. They send an instant message/perception. Between myself and my fellow curators, we have invaluable contacts in the photographic, music and media industries, as well as the time and commitment in ensuring that She-Bop-A-Lula will be as successful as possible. I hope you will want to join us in achieving this goal.”



Images are for illustration purposes only and will not necessarily be included in the exhibition.

Photo credits:

Billie Holiday ©Beryl Bryden, Lady Gaga ©Tabatha Fireman, Dusty Springfield ©Val Wilmer, Kylie Minogue ©Suzan Moore, Debbie Harry ©Donna Santisi, Amy Winehouse ©Suzan Moore

She-Bop-A-Lula Logo designed by Lydia Jones

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