

DEAR FRIENDS: > EACH ENTITY NAMED HEREIN IS SEPARATE AND DISTINCT WITH NO OBLIGATION TO PERFORM <

Thank you, once again, sincerely, for your consideration of our request. For more (extensive) information with respect to your possible interest and participation, please feel free to review my investor/celebrity portal as a semi-public gmail.com account:

ADDRESS :: [<http://www.gmail.com>]

LOGIN ID :: [pass2invest]

PASSWORD :: [swordfish]

Please feel free to call me (212) 779-4650 and discuss your requirements at any time.

The idea of my program, is to change VH1 Save the Music Foundation from a grassroots fundraising organization to a commercial franchise, in the model of Starbucks. The reason is simple: VH1 Save the Music Foundation has been in operation for almost 20 years. In the first 10 years, they raised \$5.Million. To date the amount brought in is about \$50.Million. They are working effectively with about 1,500 schools, providing music funding and instruments. However, the fundraising model is doomed to a negative and downward slope of productivity, no matter the extent or longevity of the efforts. This is exactly opposite the productivity slope of the Starbucks model of profitability.

The reason is simple: fundraising expends an unlimited amount of resources soliciting contributions. Then they must review an ever increasing number of RFP's for those funds, with a disproportionately decreasing amount of resources and staff. In the commercial franchise, for instance, for every 100 accounts, you merely hire an account manager to take responsibility for the productivity and profitability of those accounts. This is not possible with the grassroots fundraising organization.

One clear analogy is this: consider if Starbucks were not a commercial franchise, rather a fundraising organization designed to raise enough money for just 10% of the kids in school who need coffee. Each student spends about \$200 - \$300 per year for coffee. Even if every celebrity in the world gave \$10,000 to Starbucks each year, the amount would not scratch the surface. However, since Starbucks is a commercial franchise, they provide rent money to the schools, millions of jobs, and opportunities for kids to congregate.

This is the exact situation with VH1 Save the Music Foundation. Although, to their credit, \$50.Million and 1,500 schools is a significant achievement, it does not scratch the surface, given the vast magnitude of the actual necessity, that is, hundreds of thousands of schools, if not a million or more that need money. To date, however, there has not been a product with a high enough margin of return to effect a positive model of profitability in a franchise.

My product, however, resolves this marginal issue. If you sell 200 bags of M&M's, you will return from \$200 - \$500. Likewise, in Delaware, 1,500 boxes of GirlScout Cookies brought back just \$3,000. That's a lot of M&M's and GirlScout cookies to bake and eat, with little intrinsic value to music. Conversely, 200 of my products, that is, just one order, will return no less than \$10,000 - \$50,000. That's an equivalent of about 50,000 bags of M&M's, and implausible objective. Furthermore, 1,500 of my products will return about \$750,000, compared to \$3,000 in GirlScout Cookies.

Think of my program in a partnership with VH1 Save the Music Foundation and the American Federation of Musicians like the partnership of MicroSoft to the IBM styled PC. Both MicroSoft and the PC are as productive and profitable because of the compliment they are to each other, regardless of the competition. Similarly, VH1 Save the Music Foundation is hosting a really big birthday party, and my unique products and imminent program design can easily provide all the cake and ice cream.

The goal, then, is for VH1 Save the Music Foundation, to augment the National Congressional Budget for Education, each year, in an amount of possibly 20%, or \$20.Billion, in excess of the approximate \$100.Billion allocated, presently. Lofty, albeit plausible.

National School Music Program Statistics Current Negotiations (colleges / minimum implementation schedule)

According to the U.S. Dept of Education, approximately 30,000 high schools and colleges exist, not counting grade schools, which raises the total to approximately 100,000; also, not counting international school systems. Click this link =>

<http://nces.ed.gov/collegenavigator/> <= for all school listings including Pre-K thru 12, Colleges, Public and Private. You can refine your search to narrow your results to be more productive (for instance, this link is names over 300 U.S. colleges with enrollment of more than 10,000 students each while hosting large music educational departments :: click or copy/paste this link =>

<http://nces.ed.gov/collegenavigator/?s=all&p=50.0904+50.0901+50.0999+50.0903+50.0907+50.0911+50.0908+50.0906+50.0910+50.0902+50.0909+50.0912+50.0905&en=10000&of=2&od=0> <= click)

Fulfillment (online implementation protocol)

<http://www.MMSEducation.Com> hosts an education system CRM facility (<http://www.EdReach.Info>) that can be customized to our individual design specifications. This system will host our "amazon.com" type website (3-tiered, public, fulfillment, admin) that may be implemented, including outsourced marketing, production and fulfillment services.

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The product(s) will provide a lifetime commemorative of the institution, the event(s), the franchise (band/orchestra), to students, parents, and, mostly, audience patrons. Each premium order will include institution mascot/colors, written name of school/band/event, and the emblem/signature of the corporate and celebrity sponsor or recognized faculty member, to maximize the value of the individual commemorative. Also available, in a cooperative design, will be screensavers, cell phone/pda downloads, and digital reference libraries related to the school/program individual requirements, as well as digital recordings of the participating events.

Each digital download may include a significant contribution to the school/program, at the behest of each music director, in cooperation with our program. The idea is to create a standard franchise for each grade level or type of institution, which will resonate across the nation to significantly enhance and augment the national Congressional allocation of funding for music and the arts education and performance, respectively. This is important, due to scientific advancements that prove music is essential to the human and intelligent development of children, from the toddler years to adolescent and through adult life.

Please consider meeting with myself, in person or teleconference, and possibly a representative of mine or another organization, to further discuss the possibilities, as outlined, herein, and your requirements to begin to implement our program, respective to your goals. Please remember to review the videos in our site <http://MusicSchoolFundraising.Com>.

Thank you, sincerely, once again, for your review and consideration. It will be a pleasure to meet with you in your convenience.

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FRIENDS :O)

My two (2) U.S. patents combine the 12 Keys of Music and Time Dials (think Mickey Mouse Watch to the Mickey Mouse Club). This has allowed me to create a fundraising program that will raise \$1.Billion per year in education funds - for music. The Celebrity endorsement will facilitate a partnership with VH1 Save The Music Foundation. VH1 Save the Music Foundation will then benefit from the proceeds (in the form of money and instruments) contributed to the schools they support. We need to start with at least one Celebrity that will endorse 100 orders of a Signature Design. The Celebrity Signature will be combined with individual school mascots, colors, and design, in the 12 Keys of Music Time Dial.

The Celebrity may perform benefit concerts, with tickets then coordinating through VH1 Save The Music Foundation (TicketMaster). VH1 Save the Music Foundation will receive approximately \$2 Million Dollars (per each 100 orders) to distribute to schools. Minimally, we are talking about 30,000 schools. Our minimum yearly projection is 1 order per school, per year (or semester), in 30,000 schools. That will create \$1.Billion per year in education funds. Kids will then benefit from greatly enhanced music programs, and "free" instruments.

The Celebrity will benefit in commissions from an endorsement (100 orders = \$250,000 in commissions). "Representative" will benefit in a simultaneous and duplicate commission (100 orders = \$250,000). Most importantly, the extensive exposure from signature products will enhance the Celebrity image and goodwill. Note: 1 order = 200 pieces.

The Global potential is may be as high as \$10.Billion Dollars per year - directly allocable to education. This is then worth 20% per year in commissions to the Celebrity and, "Representative".

Thank you for taking time to review our program :O) Please call me :O)

Respectfully, and LORD Bless,

VIC DAVIDSON
(212) 779-4650

<http://MusicSchoolFundraising.Com>

<http://ClassicalMusicMonth.Com>

<http://www.VicDavidson.Com>

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Kids Music School Fundraising Needs Celebrity Endorsement
Please Click Here => <http://MusicSchoolFundraising.Com> <=
Raise \$10,000 - \$50,000 per year for your Music School!
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