Raising the Roof

A Celebration of Diversity Through Culture

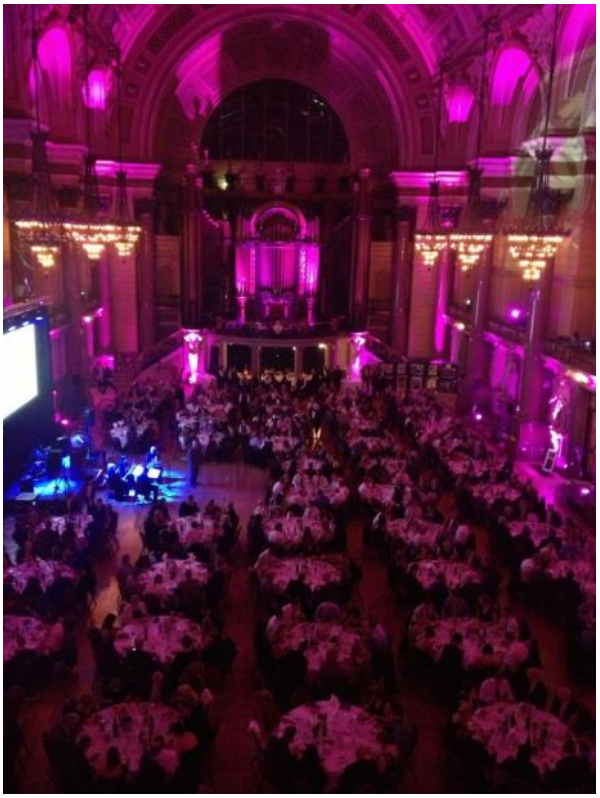
Supporting Future Architectural Leaders



Raising the Roof

2018 SPONSORSHIP PACKAGES

Thursday 1 November 2018, St George's Hall, Liverpool



Following on from our first successful Raising the Roof concert held in October 2017, we are returning to St George's Hall, Liverpool on Thursday November 1, 2018.

This year we have extended our concept to include a groundbreaking and interactive international seminar bringing together global thought leaders, artists, architects , entrepreneurs and key decision-makers in all things art and culture. During the afternoon, we will showcase and discuss essential thought-leadership with a call to action, as well as the arts & culture! This will be followed by a VIP reception and an amazing, fund-raising concert - Raising The Roof - in support of the Council for Caring Communities (ICCC) International Student Design Competition Fellowships. Music has always been an art that can transcend boundaries and bring people together, and as per our tradition, the performers will represent a spectrum of geographic origins, musical styles, and ages.

The day's events are being hosted and organised by Universal Inclusion. The concert is being organised in partnership with the ICCC and Liverpool City Council, in support of the ICCC International Student Design Competition Fellowships. The ICCC acts as a bridge linking government, civil society organizations, the private sector, universities and the United Nations in enhancing new ways of viewing an integrated society for all ages. These events are also in support of the United Nations Sustainable Development Goals and foster the ICCC program: "Imagining the Possible".

We hope that you too are inspired by our work and support us by sponsoring our day in part of whole. Sponsoring our flagship event provides your business with a fantastic opportunity to show your commitment and passion for an accessible integrated society that directly impacts all of us now, or at a point in our future.



There will be around 250 seminar participants and guests at St George's Hall on November 1st. The afternoon seminar features an international and renowned panel of key speakers. This is followed by a VIP Sparkling reception and a glittering fund-raising concert with world famous artists and performers.

www.universalinclusion.co.uk/events



Platinum Sponsor - £10,000

Pre-Event:
- Your logo will appear on all marketing materials (webpage, invitations, leaflets, ticketing, programme) together with our event partners and where appropriate will link to your website
- Logo/credit on social media channels
- Inclusion/credit in press releases produced in relation to this event

At the events:
- A seat on the panel with our key note speakers
- Banner and mention during the Seminar
- A VIP reception with our VIP guests. You may use official photos with our VIP guests for your own marketing purposes, as long as Universal Inclusion is also accredited.
- A prominently placed table of ten for your guests for both seminar and concert
- A full page advert in the concert programme to be distributed to each guest
- Logo / credit and branding on banners and AV screens used during the day
- Credit / thank you in script on the evening

Post event:
- Inclusion/credit in press releases in relation to the event
- Reference in social media and website

Gold Sponsor - £5,000

Pre-Event:
- Your logo will appear on all marketing materials (webpage, invitations, leaflets, ticketing, programme) together with our event partners and where appropriate will link to your website
- Logo/credit on social media channels
- Inclusion/credit in press releases produced in relation to this event

At the event:
- Seating at a prominently placed table for both seminar and concert with two free tickets
- A VIP reception with our VIP guests. You may use official photos with our VIP guests for your own marketing purposes, as long as Universal Inclusion is also accredited.
- A half page advert in the concert programme to be distributed to each guest
- Logo / credit and branding on banners and AV screens used during the day
- Credit / thank you in script on the evening

Post event:
- Inclusion/credit in press releases in relation to the event
- Reference in social media and website



Silver Sponsor - £2,000

Pre-Event:

- Your logo will appear on the Raising The Roof webpage and ticket page and will link to your website
- Your company name and logo displayed in the programme to be distributed to each concert guest
- Inclusion/credit in press releases produced in relation to this event
- Logo displayed on the AV screens
- Mention in social media and on the Raising the Roof webpage with links back to your site

At the event:

- Seating at a prominently placed table for both seminar and concert with two free tickets
- A VIP reception with our VIP guests. You may use official photos with our VIP guests for your own marketing purposes, as long as Universal Inclusion is also accredited.
- Logo / credit and branding on AV screens used during the day
- Credit / thank you in script on the evening

Post event:

- Inclusion/credit in press releases in relation to the event
- Reference in social media and website

Programme Sponsorship - £500

- Half page advert in the event programme to be distributed to each guest

There are other opportunities for sponsorship. For all enquiries, please contact Jacqueline Winstanley directly on +44 07496035028 or email her at universal.inclusion@icloud.com.

Your sponsorship will help us to continue in our support of the ICCC Fellowships, the UN Sustainable Development Goals (SDG) and the ICCC program: "Imagining the Possible", as we explore ways in which to ensure an inclusive and accessible future for all societies and generations.

Raising the Roof
ORGANISING TEAM

This year's Raising The Roof production is in partnership with the ICCC and Liverpool City Council, and supported by Courage and Sparkle, Disability Today, Evermore Wellbeing, Gooseberry Pink, Jigsaw Medical, LMA Liverpool, Merseyside Woman of the Year (MWOTY), Pink Shoe Club and St George's Hall.



The Seminar and Concert Executive Producer is **Jacqueline Winstanley** Bsc Hons. Jacqueline is a global disruptor & innovator with a deeply held and proven conviction to increasing equality of access to life's opportunities. This is the second concert under the Raising The Roof umbrella. She is a recognised expert and consultant on accessibility and inclusion challenges. Through her work with Universal Inclusion, Fluidity UK and The Inclusive Entrepreneur, she is committed to the global development of Inclusive Cities & Societies especially within the workplace and access to services: developing and sharing cross sector good practice, championing rights and protections of disabled people and others who face barriers to life's opportunities.



The Concert Musical Director is **John Kiehl,** co-founder of Soundtrack Recording Studios, which is active in all aspects of audio production including audio post production for television and feature films. Recent projects include ABC's "Quantico", Ken Burn's "Vietnam" & "The Rooselvelts", Scorsese's "Silence" & "Hugo", Michael Moore's "Where To Invade Next", Ron Howard's "Cinderella Man", Spike Lee's "Inside Man".



The Concert Stage Manager is **Ellen Kerr.** With over 20 years' experience, Ellen has a wealth of event and award winning business knowledge. Building on the success of Raising the Roof last year, Ellen is back again as Stage Manager and is looking forward to helping make the event even bigger and better. She has a passion for the Liverpool City region and has been instrumental in assisting some of the largest organisations in the region with enterprise development and expansion strategy. She also organises **MWOTY**, one of the largest events to celebrate women's achievements on Merseyside.



Other members on the organising committee include **Mike Cash; Noreen Cesareo,** *Market Accents;* **Professor Dianne Davis,** *ICCC Founder*; **Julie Fernandez; Christine Gong,** *Co-Founder, Chinese Cultural and Art International Organization*; **Christoff Karla; Ellen Kerr; Professor Gisela Loehlein,** *ICCC Vice President for Student Design Competition*;**Peter Mathius; Emanuel 'Manny' Perlman, Alan Smith** and **Tony Thompson.** These events are also in support of the United Nations Sustainable Development Goals and foster the ICCC program: "Imagining the Possible".

We want you to have an inclusive experience at our events. If you have any questions about the accessibility of our events or want to discuss your support requirements, please contact Jacqueline Winstanley directly on universal.inclusion@icloud.com. Further information can be found on the website.

Raising the Roof
ORGANISING TEAM



Professor Dianne Davis, Founding President, International Council for Caring Communities. An international public speaker and consultant, Professor Davis specializes in integrated products and services for the hospitality, healthcare and educational industries. Currently her work focuses on the impact of the "longevity factor" on society: mainstreaming ageing issues especially within the areas of the built environment, health and information and communications technologies (ICT). She has developed unique "Cross-Sectoral" Dialogues for local authorities and international decision-makers held at the United Nations, Windsor Castle, UK and other international venues.

Christine Gong, Founder and Co—Chairman, China Culture and Art International Organization, LLC (CCAIO) & Vice Chairman, International Council for Caring Communities (ICCC).



In October of 2014, Ms. Gong successfully held the first exhibition of the China Culture and Art International Organization, LLC (CCAIO) together with Mr. Steven Rockefeller, Jr. in Germantown, New York. The CCAIO will continuously hold 3-4 global high-end Chinese art exhibitions in different countries every year. Taking Chinese art as a carrier to spread Chinese culture, while also combining the local art from the participatory areas, we would like to make the world's people have a better knowledge of the Chinese art, and make the Chinese culture and art more comprehensive and inclusive. When people appreciate the art works, they also have harmonious communications as well as dialogues towards good future visions with each other.



The International Council for Caring Communities (ICCC), established in 1993, responds to the challenges and opportunities of a rapidly aging global population. ICCC stimulates and identifies successful strategies and creative solutions by encouraging their adaptation and or replication in both developing and developed countries.

Mainstreaming ageing issues, especially within the areas of the built environment and information and communication technologies (ICT), is the centerpiece of ICCC's global dialogue. ICCC is a non-profit organization and has United Nations Special Consultative status with the United Nations

Economic and Social Council (ECOSOC). It serves not only as a leader and catalyst but also as a bridge joining universities, government agencies, the private sector, NGOs as well as United Nations agencies to promote new ways of viewing an integrated Society for all Generations.

Since its inception, one of ICCC's unique goals has been to highlight the contributions that private enterprises and individuals have made to the betterment of society. Through global dialogues, technical support, international student design competitions & winner's fellowships, ICCC promotes the mainstreaming of ageing issues through "out of the box" gatherings of non-traditional change agents and experts.

ICCC activities include:

- Architectural and ICT Student Design Competitions
- "The Age of Digital Opportunity: Connecting the Generations" publications in support of the World Summit on the Information Society (WSIS)
- Music As A Global Resource Initiative
- Windsor Castle Consultations:
- Windsor He@lth Dialogues:
  - Confronting the Diseases of Poverty
  - "Digital Health in the Age of AIDS"
  - "Digital Health in the Climate of Green"
- Windsor Age of Connectivity:
  - "Citizenship and Care for Cities of the Future"
  - "Digital Innovation, Rehabilitation, Medicine and Education
- Windsor Knowledge Management:
  - "Government Training Revisited
- Windsor Consultations: "Imagine the Possible" Series include:
  - "Green Society, Entrepreneurship, Health and Rehabilitation"
  - "Digital Innovation, Community and Youth Empowerment"
  - "Green Society, The Arts & Media"
  - "Unusual Entrepreneurs, City Portals & Health"
  - "Music & The Arts Drive Change, Ageing, Digital Innovation"

www.international-iccc.org email:icccworld@earthlink.net

Raising the Roof
SEMINAR HIGHLIGHTS

Opening Up The Creative Space

The seminar showcases and discusses how we can create the drive required to push for a Paradigm Shift that will change rights, protections and aspirations into real and sustainable opportunities for everyone, in front of and behind the camera, on and off the stage, or in any other format or platform.

We will hear from a range of speakers who will share their experiences about the challenges they have faced and how they overcame them, or are still facing them. They will share their thoughts on what they think is key to opening up the creative space and best practices from the industry.

As part of the proceedings, we will then sign up to our vision and create a *Call to Action*.

This will later be included in a white paper that will be presented to the UN, local government and other interested bodies.

Speakers include: ***Ayesha Gavin, James Holt, Grant Logan and Dan White, together with Jacqueline Winstanley, Professor Dianne Davis, Christine Gong and ICCC Fellows***

Master of Ceremonies: **Robert Winstanley**



Raising the Roof
SEMINAR HIGHLIGHTS

A thought-provoking and ground breaking afternoon of insights and actions.



Master of Ceremonies: **Robert Winstanley**. Rob is an ex-internal tennis player turned youth worker who helps the next generation to become the best of themselves. He specialises in inclusion…."I look to remove barriers that an individual may have to face in order for them to live a fulfilled life. I started a life coaching company to use my vast skill set in supporting people to radically change their lives and views on the world."



Ayesha Gavin is profoundly deaf native user of British Sign Language who is also able to use English fluently and to a high level. She holds a BA (Hons) degree in Experience of Writing and Film & Television Studies (1998), a Post Graduate Certificate in Education (2004) and a level 6 NVQ in BSL. Ayesha has 10 years' experience in delivering courses in deaf issues and BSL. She can use her insights and experiences to offer a greater understanding of all aspects of deafness, from communication and the technology used, to the social impact of a hearing difficulty and, furthermore, how to minimise this for people we meet on a daily basis.



Grant Logan set up Disability Today in 2015 to provide opportunities, news and information to a community that is often left behind, difficult to reach, and in many cases doesn't know about the support that is available to them. His aim is to bring together this community and provide the facilities to read and communicate with the world around them. Disability Today provides them with the platform to access all the news on all disabilities, provided with the technology to let the disabled access it. From local, national and international sources, knowledge and information is delivered in a new and exciting way for the disabled community.



James Holt is a deaf singer/songwriter from Bolton and is receiving attention and praise from music industry giants, such as legendary producer Brian Eno, and the listening public alike. With the craftsmanship and energy of his song writing translating effortlessly to his stage performance, and having performed at the UK's most prestigious venues such as the Royal Albert Hall, this is an artist to watch out for in the next few years.

James will be a speaker during the conference and also perform during the evening concert.

Raising the Roof
CONCERT HIGHLIGHTS



Master of Ceremonies: Dan White is a global speaker, artist, writer and creator of Department of Ability which is currently being made into a comic to be released soon. Dan has appeared on multiple news and current affairs TV and new media. He is an ambassador and disability activist, and has a strong social media presence. The idea came a few years after the birth of his daughter, Emily. She stormed into the world with Spina Bifida and an insatiable appetite for life! However looking around for relevant heroes for her he found none. He also noticed a lack of positive media coverage of disability and the strong, independent kids involved and thus the heroes arrived!



Jazz Vocalist 'King of Swing' *Asa Murphy* needs no introduction. Born in Liverpool, he is one of the UK`s premier swing singers and entertainers and has performed at many prestigious venues including Ronnie Scott`s, Liverpool Echo Arena, Liverpool Philharmonic Hall and at private events at the invitation of high-profile personalities. He has also worked for leading cruise companies P&O, Fred Olsen, Saga, Royal Caribbean and the prestigious QE2. Asa has toured the country with both his 16 Piece band and Swing Quartet to great critical acclaim, adding to his talent as a songwriter and Musical Director.



The Internationally-acclaimed virtuoso, theorbo and lute player *Matthew Wadsworth*. Matthew has worked in the UK, Europe and North America as a soloist and chamber musician. He has also appeared at most major concert halls and festivals, and can often be heard on radio, both in live performance and recordings.



Napua Davoy, a most extraordinary song stylist and a woman extraordinaire - vocalist, pianist, composer, lyricist. She has written a musical about another courageous and strong woman and we are fortunate to have Napua perform her single from this musical Celia: "We Can Change The World". Napua transcends boundaries and unites essences in her music. Her warmth and emotional gravity burn soothingly while dismantling us with her white hot mezzo contralto— her pianistic and arranging skills only heighten the realization of music. But it is her ability to write moving and memorable melodies which carve heroically through complex harmonies into songs that bristle with depth and freshness that may be her most precious gift.



The award-winning Chinese Pagoda Youth Orchestra (PCYO) have performed worldwide. They are the first and largest youth orchestra in Europe. Over the years, many young people between the ages of 4 to 20 have learned to play Chinese musical instruments. Orchestra members have included 'BBC' (British Born Chinese), English, Caribbean, children recently arrived from China, Hong Kong, Taiwan, Laos, Vietnam, Singapore, and Malaysia.