

X
T H E
S H A D E S

GRATITUDE TOUR

TICKETS ON SALE NOW!

JUL 25 - LITTLE THEATRE - LOWER HUTT

JUL 29 - THE PIANO - CHRISTCHURCH

AUG 7 - CENTRE OF MUSICAL ARTS - NELSON

AUG 13 - MTG HAWKE'S BAY - NAPIER

AUG 14 - BAYCOURT THEATRE - TAURANGA

AUG 22 - Q THEATRE - AUCKLAND

Proudly Brought To You By **Rotary**  Onehunga One Tree Hill



ncma national council of musical artists



BAYCOURT
WHERE THE ARTS COME ALIVE



INTRODUCTION: The Shades are a vocal quartet made up of Manase Latu, Ipu Laga'aia, Taka Vuni and Samson Setu. With their Pacific Island roots, the boys put a fresh twist on a wide range of repertoire. The Shades utilise their classical training to create a sweet sound whether singing an operatic aria or a popular tune of today. Their upbringing in Polynesian churches is a cornerstone for the group and they finish each concert with a hymn as a homage to their first experiences with music.

In 2015 the quartet was formed in the back row of a university lecture theatre in Auckland, New Zealand. Since then the group have performed regularly throughout the country as well as taking their talents to Australia and the Pacific Islands. Their highly anticipated Gratitude Tour begins in late July 2021 and takes them to six New Zealand cities.

The ensemble has been part of the Dame Kiri Te Kanawa programme for young singers and have each performed regularly as soloists in concerts around New Zealand. In 2020, the Shades performed a recital with the Pati brothers, Amitai and Pene, who make up two-thirds of the renowned NZ trio Sol3 Mio. The collaboration was a huge success with the two sold out nights being an unforgettable experience for those lucky enough to be in attendance.

Tenor, Ipu Laga'aia, has recently come off the successful NZ tour 'Four Suits and a Soprano' where he performed with local Kiwi stars including Laughton Kora from the prolific Kiwi group Kora. The young Samoan contributes hugely to the group as a highly skilful musician and instrumentalist.

Tongan baritone, Taka Vuni, brings his talent on the piano as well as his experience as a choir conductor, a massive asset for the group. Taka was an integral member of an ensemble that has toured Croatia on numerous occasions. When not performing, Taka is heavily involved and highly regarded in his community and is a great role model to the youth he mentors.

Ipu and Taka recently performed in Wellington for the Rotary Club which was also sold out. Manase Latu and Samson Setu are currently based in New York as Lindemann Young Artists at the Metropolitan Opera. They are also former Dame Malvina Major Emerging Artists with New Zealand Opera. Their return home during the break of the Lindemann program has allowed the group to begin recording their first album 'Gratitude'. They are looking forward to the opportunity to reconnect with New Zealand audiences on The Gratitude Tour.

THE PARTNERSHIP OPPORTUNITY: Rotary has identified recruitment as a huge challenge. The demands of today's lifestyle on families have impacted immensely, leaving very little time for community focused projects. As a result many clubs that were founded to build stronger relationships amongst fellow neighbours have experienced a slow decline over recent years. And unfortunately this includes Rotary. We believe Rotary would be the perfect fit for the upcoming Shades National Tour. There is a great story alignment between Rotary and the group, as they both embark on shining light on their futures ahead. One a community group struggling to stay relevant in modern New Zealand, and another in search of a future in a music genre that is foreign to them. Both underdogs coming together to both inspire fellow New Zealanders during these uncertain times.

THE ASK: For Rotary to be the platinum sponsor for the six week tour of New Zealand.

“THE SHADES GRATITUDE TOUR IS PROUDLY BROUGHT TO YOU BY ROTARY”

In return for your financial support you will receive acknowledgement through:

BRAND EXPOSURE: Verbal and visual exposure (Logo) via marketing collateral.

SOCIAL RESPONSIBILITY VALUES: Supporting a group whose aim on this tour is to bring hope to all New Zealanders, but especially the Pasifika community.

EVENT ACTIVATION: You will receive an allocated amount of complimentary tickets at each event plus signage at the venues.

COMMUNITY ACTIVATION: The group will do a personal show featuring five songs for an Auckland community group of your choice.

INNOVATION: The first Rotary club to sponsor a National Music Tour, and also set the standard on how to engage with a younger and diverse New Zealand community.

BRANDING EXPOSURE:

DESCRIPTION	RUN	UNITS	PLATFORM	EXPOSURE
Video Ads, Logo & verbal acknowledgement.	8 WEEKS	10 Versions	Social Media: NZ Opera, KBM, Venues	Over 100K views
Newspaper advert	4 PRINTS	2 Papers	Nelson, Napier	over 16k readers
TV Breakfast & The Project	8 MINUTES	2 shows	National TV & digital media	Over 300K views
Radio	20 MINUTES	4 shows	Nelson, Nel, Nap & Tau.	Over 30,000 listeners

Note: The media run on TV is only measured for the time that they're on the actual show. But the content is then repurposed by the network and reshared via their digital platforms and remains there indefinitely.

BRANDING EXECUTION:

ITEM	DESCRIPTION
Video Ads	Rotary logo and verbal acknowledgement on the ads.
Radio	Verbal acknowledgement on all radio interviews.
TV Breakfast & The Project	Verbal acknowledgement on all tv appearances.
Event Activation	Rotary signage on entry and merchandise sales table.
Community Engagement	The group to perform a short personalised show for a local community group.
Tickets	Logo on the event tickets.
Merchandise table	Logo on staff shirts.
Full video production	Final show DVD branding to be sold by Rotary & 100% sales revenue.

TIMING IS EVERYTHING: We think this opportunity is a great fit for Rotary and the ethos in which your organisation lives by. And it's these values of support which are needed now more than ever. The story of The Shades embodies the Rotarian spirit. And I strongly urge you to support these amazing young men. Four sons of recent immigrants who are trying to make their Kiwi dream a reality.

And in addition to your support for the social good and morally supporting those who are in need. This is also a great business opportunity with real commercial value that will position Rotary as a club that champions and understands the future landscape of New Zealand, which is beautiful and diverse.

