

Def Community

presentation for  by **QUIET AGENCY**

Def Community

Def Community works to connect **Def Jam** creatives with meaningful community initiatives. These initiatives will help grow artists' audiences and create local champions for their careers while simultaneously meeting Def Jam's corporate social responsibility (CSR) goals and growing Def Jam's cultural footprint, credibility, and goodwill across communities worldwide.

+ overview



QUIET AGENCY

Def Community

- Build **global brand awareness and goodwill** amongst artists, creatives, and the general public for Def Jam through local actions.
- Create opportunities to **organically seed** developing artists in important markets.
- Create **new promotional vehicles** for Def Jam artists and creatives.
- Help **contribute to company and artists' PR** narratives and strategies.
- Help company's artists and creatives **find their "why"** - grounding them in their purpose and helping to strengthen their mental health.
- Do all this in a way that is tax deductible and where Def Jam is not the only company footing the bill.

Create a 501(c)(3) - **Def Community**

+

proposition

Def Community

Reporting to a board of directors comprised of the Def Jam founders, Chairman, selected Executives/Leaders, this charity will work with Def Jam leadership to A&R's, Marketing Managers, and Publicity in order to identify artists' passions outside of music and then build campaigns that align an artist's schedule with various engagements and activations that support those passions while bringing light to important causes and organizations.

These will be low cost investments with multiple forms of positive returns. There are also plenty of opportunities to partner with various third parties in order to align CSR programs and have Def Jam bring in revenue in order to facilitate and actualize co-branded initiatives.

+

how it works



QUIET AGENCY

Def Community

Def Community will sit with artists in order to get to know each other and learn about what is important to the artists that Def Jam is currently working with. Def Community team will then synthesize those learnings and develop recommendations and strategy around how to authentically marry the passions of the artist into marketing and publicity/public relations campaigns.

Working together with Def Jam's internal marketing and PR departments, the Def Community team will help facilitate initiatives to reach goals and support project roll-outs as well as meet CSR targets while building goodwill amongst audiences and both local/global community stakeholders.

+

how it works



QUIET AGENCY

Def Community

Developing Artist - Nonso Amadi

After learning from Def Jam Execs and Nonso Amadi about issues and causes he is passionate about, Def Community will work to create an experience that marries his passion with education and community.

For example, as Nonso Amadi is doing songwriting sessions in different cities - we work to setup workshops with various youth music and arts organizations. If he is spending a week in Los Angeles or NYC or London, UK - we organize one afternoon where Nonso visits a youth organization to talk about his journey thus far and lead a songwriting workshop with the youth. Helping to develop new grassroots champions in communities (from participants to the organizations themselves) and authentically connect while also sharpening his communication skills in low pressure environments and developing another element to his PR story while in different markets.

+

case study



QUIET AGENCY

Established Artist - **Jhene Aiko**

After learning from Def Jam Execs and Jhene Aiko about issues and causes she is passionate about, Def Community will work to create an experience that marries her passion with community.

For example, Developing initiatives around supporting women starting or growing small businesses such as start-up or expansion grants or partnering with WeWork to provide 1yr memberships + professional coaching sessions.

Or supporting new mothers and families. Whether that be access to resources to help families deal with postpartum - or supporting playgroups for toddlers and young children and their caregivers. These activations can be in-person with Jhene on site for the initial launch or delivered on behalf of Jhene with her delivering a message via video/socials and being credited for working on ideation and pulling partners and funding together to make it happen.

Def Community

Def Jam

Receiving direction from Def Jam's leadership/Def Community's board of directors, the 501(c)(3) will create a strategy to help develop a presence in a region of strategic importance to Def Jam.

For example, if Def Jam is interested in building a stronger presence in South Africa - Def Community can work to set up an educational summit around the entertainment industry. Aimed at inspiring and educating emerging and developing artists, producers and music industry professionals - the summit will bring together top level South African producers, artists, and industry leaders to serve as panelists alongside a select group of DEF JAM Execs and Creatives. Hiring and paying panelists for their time, the summit will help further establish the Def Jam brand as an artist friendly company rooted in excellence to the greater community even as it serves to strengthen ties and bonds to the current power players in the region via honouring them and connecting as peers + spending valuable face to face time.

Partnering with local corporate players who would cover the bulk of the costs, the 501(c)(3) can produce this event as a charitable initiative aimed at educating youth and young professionals as well as spurring economic development.

+ case study

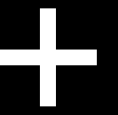
Gavin Sheppard - Executive Director

- Manage the direction and programming of the organization
- Manage relationships with funders, corporate, and government
- Developing new fundraising strategies
- Help develop and implement programming ideas

Gavin Sheppard is a social entrepreneur, skilled team and project manager, thought leader, and most importantly, a mentor. For over 15 years, he has built organizations that have advocated for young people and increased the capacity of youth-led organizations around the world. From the South Etobicoke Youth Assembly, to the Grassroots Youth Collaborative, Ignite The Americas Network, TEDxToronto, I.C. Visions, and the internationally award-winning cultural incubator The Remix Project - Gavin has been instrumental in the development, support and launch of several world-class artists and creatives. His work has brought him from coast to coast across his home country, Canada, and around the world while influencing a generation of young minds seeking the tools to succeed in music, fashion, visual arts, and business.

Skilled in Strategy, Coaching & Leadership, Event Management, and Public Speaking - Gavin's many years of building platforms and advocating for the urban creative class has gained him recognition as a TED Fellow, a Yale World Fellow, and as a fellow with the Laboratorio Para La Ciudad in Mexico City. He has enjoyed being a regular speaker for the Organization of American States and UN Habitat around urbanization and cultural development.

Across industries, levels of government, social movements, and neighbourhoods, Gavin continues to bridge opportunities, and help steward the next generation of Canadian creative talent to the world stage. In his latest evolution, Gavin is co-founder of Quiet As Kept, a talent management company and culture based agency. He has also founded and led independent record label, Public Records - giving him further insight into the competitive music industry while being able to platform and support developing talent.



team

Donisha Prendergast - Director of Community & Artist Relations

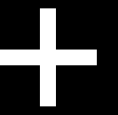
- Helping artists find their why & serve as a life coach/support
- Helping the artist to curate experiences and programming that will inform their art and engage the community
- Empowering the artist/creative to understand and navigate the earth as a classroom
- Entry point to national and global communities
- Public Speaking

As the granddaughter of Bob and Rita Marley, Donisha offers her insight on the amazing lives of “Jamaica’s First Family”, whose many contributions include the founding of the Bob Marley Foundation, a charitable organization dedicated to helping people and organizations in the developing world.

As an accomplished filmmaker, Donisha’s role in the Canadian feature length documentary, RasTa, A Soul’s Journey, educates audiences on the RasTafari culture – quelling the many misunderstandings and misconceptions about this way of life. This film shows how Bob Marley’s eternal message of freedom and compassion is relevant to today’s issues of inequality. Donisha explains, “Making the documentary helped me become a little closer to his mission. He was not just a musician, but a freedom fighter.”

Her travels throughout the world, from Africa & the Caribbean to India, Europe, Japan and more has exposed her to many lifestyles, perspectives and stories that has helped to increase her patience and ability to relate to a cross-section of audiences. “At the end of the day, we are all souls on a journey... bits and pieces of the same whole.”

With her highly motivating elocution, and famous family pedigree, Donisha always proves to be an enlightened beacon of hope for her audiences. She promises an impassioned dialogue on youth, spirituality and the Rastafari culture that will connect with audiences, both young and old.



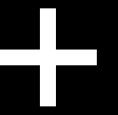
team

Trung Hoang - COO

- Manage the operations of the organization
 - Manage the finances of the organization
 - Develop and maintain implementation processes
 - Develop and maintain institutional knowledge systems & reporting
-

Trung Hoang is that rare mix of left and right brain thinkers. A skilled designer, photographer, and creative director - Trung is also an effective operator. With a background in music management and digital publishing, Hoang previous incarnation was as the architect and Editor-In-Chief of popular Toronto based lifestyle brand and publication Contra which he successfully exited on to an NYC based venture capital firm.

A one time mentor and long time friend to many of Toronto's most exciting creative talents - Trung is a trusted confidant and mentor to many world class talents. With real world experience leading operations at independent record label Public Records as well as management and strategy firm, Quiet Agency - Trung is adept at doing the real work of organizing, managing and closing projects.



team