



COV-AID 2021 VACCINE DELIVERY LIVE EVENT INDUSTRY INSTRUCTIONS

Dear Live Event Industry professional, thank you for responding. The success of COV-AID will be reliant on an organic, on the ground response in each city. Just as was done with #RedAlertRESART in 2020, we are reliant on the vast network of Live Event Industry professionals in each city to come together in your city and develop and deliver a plan. Local promoters will work with local tour managers, production managers, the production community, the local production companies, the chosen venues, the local health department, and medical providers. Think national, act local.

There will be a lot of details and a lot of hours and hard work to achieve a high quality, rapid vaccine distribution in every city. But this industry can and will deliver because it is what we do. The solutions will be different in every city. You will not need permission from anyone to make this happened aside from your local team, your local health department and your local medical suppliers that are involved. Appoint a leadership team in every city and begin.

Our goal is to offer a well-organized, rapid system of vaccine delivery in every market. There is expected to be a large supply of vaccine in mid-February and it is our goal to be prepared to help meet that demand.

The COV-AID Leadership Team is connected with the Biden Transition Team, the HHS, the White House Coronavirus Response Coordinator, the National Governors Association and several Senators and Representatives across the nation. The COV-AID Leadership Team includes leaders from across the industry including Live Nation, AEG, C3, Red Light Management and the many organizations that have worked for the industry in the past months.

Organizing the Live Event people, resources and venues is the easy part. The local promoters will have relationships with venues, vendors, and personnel. Connecting with the local medical community dealing with the vaccine distribution may be the part you struggle with the most. We suggest you begin with the local health department in your community and work from there. If you cannot create a path, respond to We Make Events and we will assist. We strongly suggest you leverage all your knowledge and relationships in your city to make this work, just as you did with #RedAlertRESTART.

Our ultimate goal in COV-AID is to assure that the vaccine is distributed as rapidly and safely as is possible. The medical community can and should provide all PPE items that are needed. If we can accelerate the distribution to achieve herd immunity by one month, that is one month earlier we can get back to work.

This is our chance to shine and our moment to show America that the Live Event Industry is here for them in the country's moment of need. Thank you all in advance for all that you do and remember, you don't lose until you quit. We will never quit!

To sign up or obtain further information please go to this website:

<https://forms.gle/KeAFrGCfvRUYWvRb9>



COV-AID Vaccine Delivery Assistance Plan

In the spirit of Live Aid and Farm Aid, the Live Event Industry is prepared to offer their services, in the form of **COV-AID**, in order to assist with increasing the speed and efficiency of vaccine inoculations. The Live Event Industry is one of the best prepared, best equipment, most experienced industries in the world to manage and control large crowds in a rapid fashion. Moving people swiftly and safely is one of the cornerstones of the foundation of the Live Event Industry.

With that in mind, here are the key points for you to focus on:

- The entire Live Event Industry has been largely idle since March 13, 2020. There are over 10 million Live Event people sitting dormant. These people are, for the most part, highly skilled and highly trained in organization, crowd management, dealing with people and constructing sites. Many have offered to volunteer to assist in COV-AID vaccine distribution. There is no need to look any further for a labor force when this highly qualified, well trained labor force is at the ready.
- There are several thousand Live Event Companies also currently dormant and many of these firms own the equipment and infrastructure required to safely manage, control, and move people in an orderly fashion. This infrastructure already exists in many places, is sitting idle and is paid for. Therefore, there is no logical reason for this equipment to be replicated by an entity (or entities) attempting to assist with vaccine roll out.
- Thousands of large venues across the country (arenas, stadiums, amphitheaters, etc. and perhaps even empty or under-utilized shopping malls and/or their parking lots) currently sit empty or underutilized. Each feature the size, parking facilities and necessary infrastructure to through-put large crowds rapidly, if properly coordinated.
- Several industry organizations currently exist, and are willing to get involved, which can quickly mobilize to set up vaccine inoculation centers. These organizations can design, deliver, and manage the infrastructure as well as the people needed to staff them.

Here is the simple view of how we propose it will work:

- In each market a venue or venues will be identified. Local health and medical officials will work with Live Event people to design the set up for that particular area.
- The Live Event teams will execute the physical set up and provide needed infrastructure from local production firms.
- The local Live Event staff in each market will serve as labor (directing and coordinating 'people traffic') each day while the local medical staff handle all of the actual medical details.



Much of the Live Event Industry has offered to assist; from venues to concert and production companies to labor firms and individuals. These teams of Live Event professionals will deliver a swift, safe, high quality solution just as they do every day, worldwide for concerts (large and small), festivals and special events.

The biggest names in the industry including Live Nation, AEG, C3, Red Light Management, IATSE, IAVM, IAFE, NIVA, NITO, IPA, NAPA, TPA, WME, SLEN, ESA and many others are all ready to move into action. We will begin at the top with the Biden Transition team, White House Coronavirus Response Coordinator Jeffrey Zients, Congress, Governors, Mayors, HHS, Local Health Departments, and the medical community in each area.

A coordinated effort by the medical teams with the Live Events Industry will assure the fastest, safest delivery of vaccine inoculations in the U.S. by managing large crowds in a manner which the Live Event Industry do, virtually every day!

The entire Live Event Industry looks forward to assisting in speeding up the delivery of the vaccine inoculations with their talent and energy.

To sign up or obtain further information please go to this website:

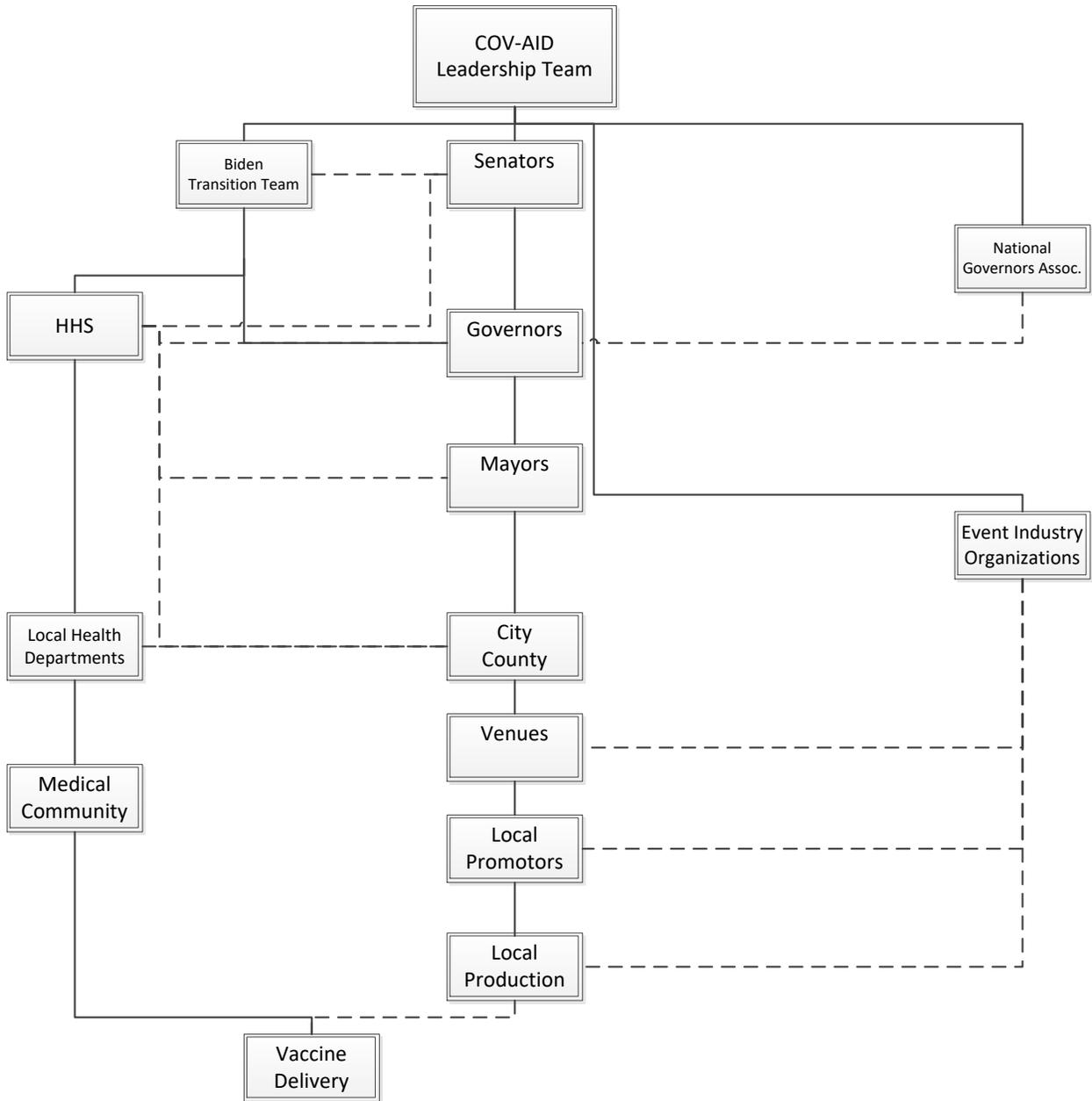
<https://forms.gle/KeAFrGCfvRUYWvRb9>

Thank you.

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COV-AID
LIVE EVENTS HELPING
DISTRIBUTE THE VACCINE





COV-AID 2021 VACCINE DELIVERY ASSISTANCE PLAN

OVERVIEW:

The Live Event Industry is the world leader in direct delivery of high volume, highly organized events. The orderly and rapid delivery of a vaccine can benefit from the people, resources, and strategies of the Live Event Industry. We will deliver an event known as **COV-AID**.

RESOURCES:

The Live Event Industry can bring to bear the following resources:

Leadership Team

Planning

Delivery Organization

Venues and additional sites

Infrastructure on site

Coordination and Communications on site

Personnel on site.

Increased People flow on site.

RESULT:

The medical community can organize the vaccine needs from a medical point of view on their end and liaison with The Live Event Industry. The Live Event Industry can handle the identification, coordination and build-out (wherever necessary) of additional sites and 'Super-Sites' and will handle all the onsite logistics to assure the fastest through-put of people in the available space and time.

LEADERSHIP TEAM:

The Leadership Team will consist of various high-level people within the Live Event Industry, bringing to use their contacts and affiliations to assure quick, quality set up and operation of a nationwide organic system of venues and teams to assist the local health community with rapid vaccine distribution.

POLITICAL STRATEGY:

The Leadership Team will work with Senators, The Biden Transition Team and Biden's COVID-19 Task Force, and the National Governors Association to quickly communicate the offering nationwide to assist in rapid vaccine distribution. The political leaders will work with the Department of Health and Human Services as well as Governors to assist in the flow of operational information.

HEALTH AND HUMAN SERVICES:

Health and Human Services will coordinate with Departments of Health, Governors, Mayors, and the Medical Community as they normally do to handle all things medical.

VENUES:

The Live Event Industry will help to make available large venues and large venue parking lots in every city for maximum speed and efficiency.

Venues will be decided upon in each locale by local teams of health, medical, promotion, production, and venue people.

LIVE EVENT INDUSTRY ORGANIZATIONS:

Various Live Event Industry Organizations are capable of (and some already committed to) providing people, organization, and resources to assist with building-out and/or operating the vaccine sites. Those organizations include but are not limited to Save Live Events Now, Live Events Coalition, Touring Production Association, We Make Events, IAVM, NIVA, NITO, IPA, AEG Presents, Live Nation, NAPA, ESA, and others.

LOCAL PROMOTERS:

Local Promoters will be involved to the extent they need to be to leverage relationships with venues, suppliers, and others to deliver a rapid, seamless event at each location.

LOCAL PRODUCTION :

In every market local production professionals will provide the labor and planning as they normally do to assure rapid, effective deployment of the vaccine in a safe and courteous manner. Local Production people can also source items needed such as road cones, tables, chairs etc., if needed.

OUTCOME AND TIMELINE:

As a large quantity of vaccine is expected in the US mid-February, this program must be stood up by January 29th which we can do. The desired outcome is to bring the power of all of the Live Event Industry to support the rapid and safe distribution of the COVID 19 Vaccine. **COV-AID** will assist in the delivery of this massive support as only the Live Event Industry can.



COV-AID TIMELINE

January 18 to 31

Establish Agreement with political leadership that the Live Events Industry will assist in delivery sites of COVID 19 vaccine nationwide. Engage local medical community in each market for input. Work with Biden Transition Team, Senators, HHS and National Governors Association and Governors.

January 25 to 31

Establish nationwide command and control structure. NIVA and We Make Events currently have such a structure that can be utilized. Other organizations may also have such a structure. Work with local medical community.

February 1 to 7

Confirm the venues needed, the crew people committed and the particular needs at each site that must be addressed if not in house. Work with local medical community.

February 8 to 15

Construct the chosen venues and determine work schedules for crew. Must interface with local medical team in all decisions.

February 16 to ????

Enact COV-AID mass vaccine distribution.