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*On the Road*



A Celebration of Bangla Music

[www.amrakojon.org](http://www.amrakojon.org)



### **Amra Kojon on the Road**

Two years ago, a few of us got together with an unswerving focus on our love for Bangla music, and showcased 1000 years of Bangla musical heritage to a filled-to-capacity Kresge auditorium at MIT, Cambridge, MA. The unique endeavor was endearingly termed “A Festival of Friends” – the first ever successful attempt at putting aside all our individual differences of nationality, ethnicity or religion, and coming together to present our language, our culture, our heritage, from one common platform, united by our passionate love of music.

In its coverage, the Boston Globe cited the Amra Kojon event as the first opportunity to present the people of Bengal in a context that did not involve floods, natural calamities, poverty, or suffering. In essence, that is exactly what we had set forth to do: share OUR Bangla, share our traditions, culture and heritage in all its splendor and glory.

Isn't it time we begin to realize our dream of presenting Bangla, now an international language, and Bangla music to the rest of the world?

We want to gather a group of 50 music lovers, and tour the world, taking Bangla music to a dozen international destinations, performing in the most prestigious auditoriums and venues at those destinations, and singing with all our hearts for a global audience.

Our journey will begin in the US and travel across several continents singing to an international audience, with a symbolic return to Dhaka, Bangladesh for the finale. At each destination, we will present a different version of our show, with solo performances as well as an integral chorus component, integrating a creative use of visual and multi-media expressions – all with the trademark stamp of excellence and quality that is now associated with “Amra Kojon”.

All shows will be covered by media representatives who will travel with the entourage, and will be aired live on a Bangla Channel. For 3 weeks, the world can travel with us through the live coverages, as we go door to door amid various cultures and groups of people and sing in Bangla.

Amra Kojon was the first step in demonstrating to the world that the Bangali community CAN create history, CAN make waves. With the Bangla Music World Tour, again we will tread where no one has dared to venture before. Once more, we WILL leave our mark on the pages of history.

If you want to create history, if you want to do something that no other Bangla group has ever done before, if you want to share your love for Bangla music, come join us in our journey. Something of this magnitude requires all your help and support!

At a time when our lives are shrouded over by the overpowering turmoils of natural calamities and devastations, of international strife and dissonance, of intolerance, hatred and suspicion, of poverty, illnesses and pain, a few of us want to dream of Hope. Of Sharing. Of Bonding through our common love for music, despite our differences in beliefs, values or nationality. Come dream with us.



### **Information for Performers:**

The Amra Kojon on the Road world tour will be presented by a traveling entourage of 50 performers. This group will include:

- Musicians
- Sound and Light engineers
- Video and Photography artists
- Internal Public Relations representative
- Media representatives

### **Information for the group:**

Logistical Issues:

- Members must have the appropriate US visa status that ensures re-entry into the US upon completion of the world tour.
- Only the performer will travel with the entourage: spouses, family members and children will not travel with the tour.
- You will need to take 25-30 days off from work/school in order to join the world tour.
- During the tour, all members of the entourage will stay together. Personal trips to visit friends or family members will not be accommodated in the schedule.

### **Rehearsals and Time Commitment:**

- Each member must commit to 26 weeks of intensive rehearsals. Every Sunday from 2-5pm, at Providence Shaptaak Bangla House. This is about 78-100 hours of investment. Please note, no exceptions will be made for exams, illness, birthdays, anniversaries and other prior commitments. Only through such strict and passionate commitment can we ensure the quality of the show within the limited time frame.
- You can not miss more than 10hours of rehearsal in total

### **The Shows:**

- Each performer will be able to present at least one solo, as well as participate in duets and the main chorus presentation. Different performers will present the solo numbers in different cities.
- Each show will be broadcast on the host country's TV channels, as well as on a Bangla Channel. The entourage will be accompanied by media representatives, photographers and video-graphers for maximal coverage of the effort.
- We reserve the rights to make appropriate changes to the content of the show to ensure the best quality production.

### **Funding:**

- The project has a tentative budget of \$300,000. We are currently actively seeking sponsors.
- Each performer will only be liable for the cost of their visas to travel to the different international destinations. Airfare, accommodation, and travel expenses will be covered in our budget.
- Each performer will deposit \$1200-\$1500 seed money in advance, which will prove your commitment to this project. The money will be used solely for visa/documentation and costume procurement purposes and all unused funds WILL be refunded in full.



### **Information for Local Organizer:**

A local organizer is based in one of the 12 international destinations of the Amra Kojon World Tour, and is in charge of coordinating the local logistical details, including auditorium reservation, arranging for the sound system at the venue, ticket sales and advertisement, as well as accommodation for the entourage, transportation to and from the airport, and to and from the performance venue, as well as interfacing with the local administrative bodies.

### **Accommodation:**

- To keep the tour as low budget as possible, the entourage seeks low cost accommodation alternatives to hotels, such as college dorms, guest houses, local YMCA equivalents etc.
- The key factor is for the troupe to stay together to minimize logistical nightmares of coordinating transportation of different groups from different locations to the central performance venue.
- Another key factor is choosing an accommodation venue that is easily accessible to the performance venue to minimize time lost in transit, particularly since the entourage will be at each international destination for 24-36hours.

### **Transportation:**

- The local organizer(s) will be responsible for coordinating transportation for the group from the airport to their accommodation and to the performance venue and back.
- Low cost alternatives might be to coordinate carpools for those 24-36 hours, harnessing local Bangladeshi organizations, student groups and other available resources.

### **Venue Reservation:**

- One of the main aspects of the Bangla Music World Tour is to create a splash. To visit each country and have the audience sit up and take note of what Bangalis can achieve together in terms of quality and excellence in presentation. Towards this end, it is critical for us to reserve *the best acoustically equipped performance auditorium* in each city.
- The local organizer(s) will be in charge of the reservations, ensuring appropriate provisions for the sound system and other audio visual paraphernalia, and coordinating with the local administrative bodies to ensure the proper venue security.

### **Media:**

- The local organizer(s) will coordinate with local media representatives to ensure adequate advertising of the event prior to the shows to ensure maximum turnout.
- The local organizer(s) will ensure local media coverage of the event.
- The local organizer(s) will gather the local Bangladeshi community, student groups, and special interest groups together to attend the event.

Any and all revenues generated during the shows at each destination will be entirely at the disposal of the local organizers, to support local organizations that share our vision of uniting as friends to work together and succeed.



### **Information for Media Partners:**

A key aspiration of the world tour is to reach as wide a global audience as possible. At the same time, it is not feasible for the troupe to tour the \*entire\* world. This is where the media can come in to support our cause. By broadcasting and publicizing each show as they take place, the media can provide those who are unable to attend a unique opportunity to follow the world tour as it unfolds.

Each show will be different from the one before it. Each show will have something unique to offer the viewers. Only through complete coverage of the set of shows can someone experience the entire impact of the show.

### **Boston – based media representation:**

The Amra Kojon endeavour has been referred to as "a festival of friends who have come from different corners but bonded in Boston." What better tribute to the city that brought us all together, than to have the primary coverage done through a Boston – based media outlet?

Involvement will include:

- Exclusive coverage rights
- Announcement of the world tour
- A traveling reporter and a photojournalist with the troupe to cover the shows as they happen, including audience response, and the success of the event gauged by the effective promotion of the Bangla language and musical heritage

### **Bangla TV Channel Broadcasting:**

Ideally, a Bangla TV Channel will take up the exclusive rights to cover the entire tour, from inception to the finale in Dhaka, Bangladesh. The technical crew will travel with the troupe.

### **Financial Responsibility of the Media Partners:**

Financial responsibilities of the media partners are limited to covering all costs of travel, visa application and documentation, as well as local accommodation, of their traveling representatives.

If Media Partners are interested in further sponsorship opportunities, we welcome any and all support, either financial, logistical, or in-kind support in the form of either performers' airfares or local accommodation.

### **Internal Media Representative:**

This person will be a member of the troupe, who will serve as the liaison to interface with the various media groups who will cover the event. This person will also be responsible for compiling press releases that local press, local Bangladeshi community groups and students groups can help publicize.



### **Information for International Sponsors:**

- Will assist the endeavor by financial support, or in-kind donations of air tickets, hotel accommodations etc. Please let us know how you want to help and we will work with you!
- Each show will include a presentation that will highlight and thank our sponsors. This will serve as a **unique global advertising opportunity** for various corporations, and industrial ventures, both from Bangladesh as well as other countries.

### **Sponsors can help support our endeavor with:**

- Financial support
- Air ticket to the destination
- Local transportation and accommodation.

### **Acknowledging and thanking our Sponsors during the shows**

- All sponsors will be acknowledged on our website ([www.amrakojon.org](http://www.amrakojon.org)) for further exposure to the international audience. We expect our website to be a central resource right before, during, and for a considerable period of time after, the world tour.
- The planned show will have an integrated multi-media presentation component, incorporating advanced technological enhancements to bring our previous efforts upto par with the quality we want to project. There will be a 30 minute “Thanking our sponsors” documentary during the presentation, when each sponsor will be highlighted, and a short description of their product or service will be presented to the audience.
- The world tour shows will be covered by local media at each of our international destinations, as well as by a Bangla channel throughout the world tour. The resulting media coverage will afford additional positive exposure to our local and international sponsors.
- This will be further augmented by promotional stalls before and/or after the show, where sponsors will be able to showcase their product or service to an audience that they would not have been able to access in absence of the world tour.

In short, we will be taking advertising **door to door** with an international scope. The audience will align the sponsors’ products and services with the positive experience of the show – possibly providing a very targeted and effecting marketing strategy for sponsors interested in addressing an interested international audience.

At the completion of the world tour, Amra Kojon will compile an extensive package of archived materials – DVDs of the performance, photos of the entire experience, including rehearsals, the actual shows, and behind-the-stage footage, as well as all promotional materials. These complimentary info packages documenting the historical project will be *archived with the world’s leading academic libraries, public libraries and music institutes*. A sponsor of this epic adventure will go down in history as part of a revolutionary project that brings people together, that spreads tolerance, acceptance and mutual understanding despite individual differences.