



MORAL COMPASS
— INITIATIVE —

IT'S TIME FOR LOVE

International Music Festival for Humanitarian Relief
J U N E 1 3 , 2 0 2 5 - R O M E , I T A L Y



MORAL COMPASS
— INITIATIVE —

MORAL COMPASS INITIATIVE

OUR MISSION

The Moral Compass Initiative is a trailblazing non-profit, dedicated to guiding the world's consciousness towards compassion and unity.

Through innovative approaches, we aim to redirect the global direction from hate to love.

IN ACTION

Charting a path for positive change by organizing international music festivals that raise funds and awareness for global causes. We collaborate with well-established non-profit organizations to steer the world toward healing and hope.

THE CRISIS

“According to the latest UN figures, nearly 300 million people in 72 countries will require humanitarian assistance and protection this year.

As 2024 begins, tens of millions of affected people are already in extreme hunger or extreme danger.”¹

1. <https://www.thenewhumanitarian.org/conflict>

HUMANITARIAN AID | ZERO HUNGER

2 ZERO
HUNGER



The Moral Compass Initiative has chosen to donate monies raised from the It's Time for Love international music festival to relieve food insecurity, which was identified by the United Nations as a Sustainable Developmental Goal (SDG #2) ZERO HUNGER.

We are focused on this effort because it affects so many people globally — in all walks of life and all stages of life. From refugees in war-torn countries, to homeless children and seniors in the United States and abroad, food insecurity is a serious global problem. ZERO HUNGER is a basic humanitarian goal and the focus of our support.



JUBILEE CELEBRATION

Celebrated every 25 years, the Vatican's Jubilee Year is a sacred tradition and a time of spiritual renewal and communal harmony. Opening the Vatican's doors to the public during this time symbolizes inclusivity.

In 2025, attendees from around the world will gather in Rome to reconnect with their faith, each other, and the environment.

This event is the perfect backdrop for Moral Compass Initiative's It's Time for Love star-studded concert on June 13th at the historic Circus Maximus benefitting the UN's ZERO HUNGER SDG.

It's Time for Love will be an official event on Jubilee 2025's schedule. The venue was generously donated by the City of Rome and the Region of Lazio and the event will be publicized on billboards and in related advertising.

By aligning our goals with the spirit of Jubilee, Moral Compass Initiative will emphasize the importance of love, compassion, and justice in our mission.

We welcome the opportunity to include all people, all religions, and all faiths to fund ZERO HUNGER in the world.



MORAL COMPASS
— INITIATIVE —

THE CONCERT

WHERE WORDS FAIL, MUSIC SPEAKS.

Hang Christian Andersen

JUNE 13, 2025 - ROME, ITALY



THE VENUE

CIRCUS MAXIMUS

Originally used for chariot races and public events in ancient Rome, the Circus Maximus has become a unique location for modern entertainment.

Hosting concerts by legendary artists like The Rolling Stones, Bruce Springsteen, David Gilmour, and Roger Waters. This historic site blends the past with the present, offering an incredible experience for 200,000 attendees. Circus Maximus is easily accessible by train, tram, bus, and Metro.



MORAL COMPASS
— INITIATIVE —

PERFORMER LINEUP

PROPOSED | NOT CONFIRMED

SADE

NORAH JONES

BAD BUNNY

ANDREA BOCELLI

JOURNEY

BILLIE EILISH

LIONEL RICHIE

JELLY ROLL

SNOOP DOGG

RAUW ALEJANDRO



MORAL COMPASS
— INITIATIVE —

FEATURES

LIVE MUSIC PERFORMANCES
(VARIOUS GENRES)

CULTURAL SHOWCASES

KEYNOTE SPEAKERS

CELEBRITY HOSTS

MORAL COMPASS PAVILION

SDG DISCUSSION FORUMS

ANGEL TWIN SHOOTS
(DIGITAL TWINS)

MEDIA INTERVIEWS

STREAMED FESTIVAL CONTENT

PRE- & POST-FESTIVAL EVENTS

PROMOTIONAL TRAVEL
PACKAGES



MORAL COMPASS
— INITIATIVE —

SDG PAVILION

The SDG PAVILION is an inclusive and collaborative community and meeting space for NGOs, organizations, and aligned brands to accelerate impactful change and deliver on the UN Sustainable Development Goals (SDGs).



The PAVILION is an impartial and open space, where ideas, thought leadership and engaging dialogue can be shared and progress the global debate around the role of business and its capacity to deliver sustainable and inclusive development.

The SDG PAVILION showcases data, knowledge and best practice on the SDGs, so that participants understand what they need to do to deliver positive change in the UN's 'Decade of Action', as well as the imminent challenges we currently face.

Programming over the day and evening will include:

- SDG discussion forums and keynotes, featuring thought leaders, NGO directors, social impact disruptors, and media executives
- Social impact installations and showcases
- Music performances and DJ sets
- SDG-aligned vendor booths
- Meet-and-greets with notable personalities
- Planet friendly product gifting lounge and swag bags
- Morning Meditation sessions
- Media interviews on the Green Carpet
- Podcast shoots

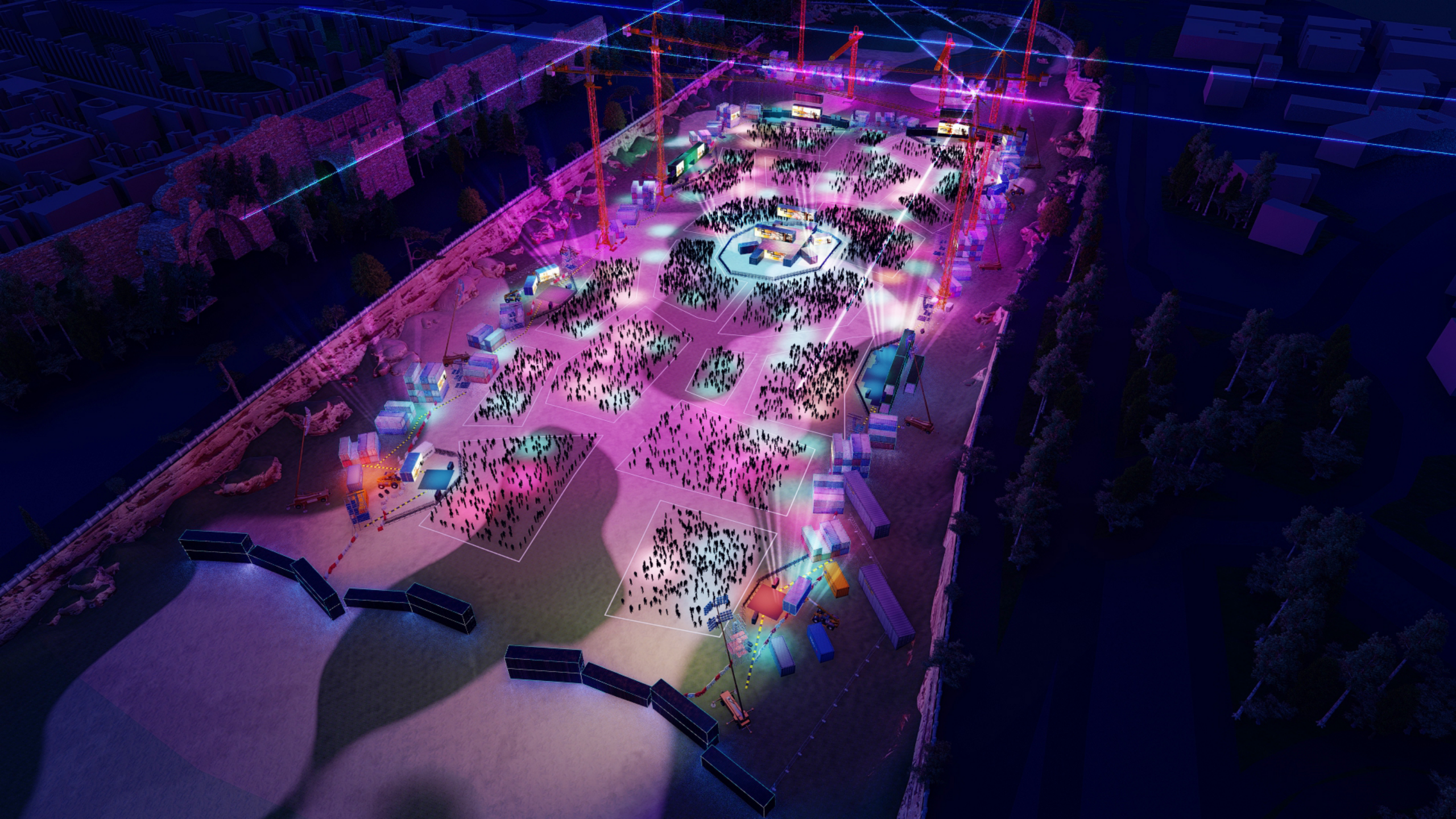


MORAL COMPASS
INITIATIVE











MORAL COMPASS
— INITIATIVE —

SPONSORSHIP

THE GREATNESS OF HUMANITY IS NOT IN
BEING HUMAN, BUT IN BEING HUMANE.

Mahatma Gandhi

\$1M+

PLATINUM

Package

\$500K

GOLD

Package

\$250K

SILVER

Package

\$100K

BRONZE

Package

\$50K

GRASS
ROOTS

Package



MORAL COMPASS
INITIATIVE

\$1M+

PLATINUM

Package

PRE-EVENT BENEFITS

Presenting sponsor listed as “Sponsor presents It’s Time For Love” on all pre-event promotions.

- Logo included on 30 second spot for event to be posted online and on TV on various platforms leading up to event
- Logo included on full page ad for event, in participating publications
- Logo included on OOH promotions (billboards, transit ads, etc.)

Premium streaming placement

- Logo included on RSVP page (VIP and accredited media) and ticketing pages
- Logo included on event invites and posters
- Logo included on YouTube channel promos
- Company listed in press releases and community newsletters
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. prior to event (Est. combined reach: **300M followers**)

ONSITE AND POST-EVENT BENEFITS

- 50 passes for company team and clients to attend all events (including VIP events)
- 5 Designated tables (10 guests per table) within VIP area to accommodate 50 guests - includes dedicated servers and sponsorship liquor, champagne, wine, and mixers
- Presenting sponsor of one SDG Pavilion, including primary on-site branding and respective Pavilion programming (Fashion Show, SDG Panels, etc.)
- One full page ad for sponsor in printed program for event (100K copies) distributed around venue
- Logo included as Presenting sponsor on Sponsor page in printed program
- Pull up banner and other branded items around Pavilion and activation areas
- Verbal recognition of sponsor, by event host and one performer on main stage
- Opportunity for one performer to wear T-shirt (or our clothing item) during performance on main stage
- Product or promotional material included in swag bag - to be en-suite for VIP guests/talent/performers in hotel rooms)
- **Premium placement promotional booth** for Sponsor within event, distributing promotional items/sampling by brand ambassadors
- **10 min Keynote message to audience on main stage**
- Opportunity for company executive to speak on 2 discussion panels (Panels to take place inside SDG Pavilions)
- Logo projected on main stage during performances, keynotes, and other programming
- Large logo included on step and repeat walls – placed in various areas around event
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. during event (Est. combined reach: 300M followers)



MORAL COMPASS
INITIATIVE

\$500K

GOLD

Package

PRE-EVENT BENEFITS

Company to be branded as Gold sponsor on all pre-event promotions (including at pre events)

- Logo included on 30 second spot for event to be posted online and on TV on various platforms leading up to event
- Logo included on full page ad for event, in participating publications
- Logo included on OOH promotions (billboards, transit ads, etc.)

Streaming placement

- Logo included on RSVP page (VIP and accredited media) and ticketing pages
- Logo included on event invites and posters
- Logo included on YouTube channel promos
- Company listed in press releases and community newsletters
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. prior to event (Est. combined reach: **100M followers**)

ONSITE AND POST-EVENT BENEFITS

- 30 passes for company team and clients to attend all events (including VIP events)
- 3 Designated tables (10 guests per table) within VIP area to accommodate 30 guests includes dedicated servers and sponsorship liquor, champagne, wine, and mixers
- Presenting sponsorship of one SDG Pavilion, including primary on-site branding and respective Pavilion programming (Fashion Show, SDG Panels, etc.)
- Half page ad for sponsor in printed program for event (100K copies) distributed around venue
- Logo included as Gold sponsor on Sponsor page in printed program
- Pull up banner and other branded items around Pavilion and activation areas
- Verbal recognition of sponsor, by event host and one performer on main stage
- Opportunity for one performer to wear T-shirt (or our clothing item) during performance on main stage
- Product or promotional material included in swag bag - to be en-suite for VIP guests/talent/performers in hotel rooms)
- **Premium placement promotional booth** for Sponsor within event, distributing promotional items/sampling by brand ambassadors
- **7 min Keynote message to audience on main stage**
- Opportunity for company executive to speak on 1 discussion panel (Panels to take place inside SDG Pavilions)
- Logo projected on main stage during performances, keynotes, and other programming
- Logo included on step and repeat walls – placed in various areas around event
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. during event (Est. combined reach: 100M followers)



MORAL COMPASS
INITIATIVE

\$250K

SILVER

Package

PRE-EVENT BENEFITS

Company to be branded as Silver sponsor on all pre-event promotions (including at pre events)

- Logo included on 30 second spot for event to be posted online and on TV on various platforms leading up to event
- Logo included on full page ad for event, in participating publications
- Logo included on OOH promotions (billboards, transit ads, etc.)

Streaming placement

- Logo included on RSVP page (VIP and accredited media) and ticketing pages
- Logo included on event invites and posters
- Logo included on YouTube channel promos
- Company listed in press releases and community newsletters
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. prior to event (Est. combined reach: **50M followers**)

ONSITE AND POST-EVENT BENEFITS

- 20 passes for company team and clients to attend all events (including VIP events)
- 2 Designated VIP tables (10 guests per table) within VIP area to accommodate 20 guests - includes dedicated servers and sponsorship liquor, champagne, wine, and mixers
- Presenting sponsorship of one SDG Pavilion, including primary on-site branding and respective Pavilion programming (Fashion Show, SDG Panels, etc.)
- Half page ad for sponsor in printed program for event (100K copies) distributed around venue
- Logo included as Silver sponsor on Sponsor page in printed program
- Pull up banner and other branded items around Pavilion and activation areas
- Verbal recognition of sponsor, by event host and one performer on main stage
- Product or promotional material included in swag bag - to be en-suite for VIP guests/talent/performers in hotel rooms)
- **Premium placement promotional booth** for Sponsor within event, distributing promotional items/sampling by brand ambassadors
- **3 min Keynote message to audience on main stage**
- Opportunity for company executive to speak on 1 discussion panel (Panels to take place inside SDG Pavilions)
- Logo projected on main stage during performances, keynotes, and other programming
- Logo included on step and repeat walls – placed in various areas around event
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. during event (Est. combined reach: 50M followers)



MORAL COMPASS
INITIATIVE

\$100K

BRONZE

Package

PRE-EVENT BENEFITS

Company to be branded as Bronze sponsor on all pre-event promotions (including at pre events)

- Logo included on full page ad for event, in participating publications
- Logo included on OOH promotions (billboards, transit ads, etc.)
- Logo included on RSVP page (VIP and accredited media) and ticketing pages
- Logo included on event invites and posters
- Logo included on YouTube channel promos
- Company listed in press releases and community newsletters
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. prior to event (Est. combined reach: **30M followers**)

ONSITE AND POST-EVENT BENEFITS

- 10 passes for company team and clients to attend all events (including VIP events)
- 1 Designated VIP table (10 guests per table) within VIP area to accommodate 10 guests - includes dedicated servers and sponsorship liquor, champagne, wine, and mixers
- Supporting sponsorship of one SDG Pavilion, including on-site branding and respective Pavilion programming (Fashion Show, SDG Panels, etc.)
- Logo included as Bronze sponsor on Sponsor page in printed program
- Pull up banner and other branded items around Pavilion and activation areas
- Verbal recognition of sponsor, by event host and one performer on main stage
- Product or promotional material included in swag bag - to be en-suite for VIP guests/talent/performers in hotel rooms)
- Promotional booth for Sponsor within event, distributing promotional items/sampling by brand ambassadors
- Opportunity for company executive to speak on 1 discussions panel (Panels to take place inside SDG Pavilions)
- Logo projected on main stage during performances, keynotes, and other programming
- Logo included on step and repeat walls – placed in various areas around event
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. during event (Est. combined reach: 30M followers)



MORAL COMPASS
— INITIATIVE —

\$50K

GRASS
ROOTS

Package

PRE-EVENT BENEFITS

Company to be branded as Grassroot sponsor on all pre-event promotions (including at pre events)

- Logo included on full page ad for event, in participating publications
- Logo included on OOH promotions (billboards, transit ads, etc.)
- Logo included on RSVP page (VIP and accredited media) and ticketing pages
- Logo included on event invites and posters
- Company listed in press releases and community newsletters
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. prior to event (Est. combined reach: **10M followers**)

ONSITE AND POST-EVENT BENEFITS

- 5 passes for company team and clients to attend all events (including VIP events)
- Supporting sponsorship of one SDG Pavilion, including on-site branding and respective Pavilion programming (Fashion Show, SDG Panels, etc.)
- Logo included as Grassroots sponsor on Sponsor page in printed program
- Pull up banner and other branded items around Pavilion and activation areas
- Product or promotional material included in swag bag
- Promotional booth for Sponsor within event, distributing promotional items/sampling by brand ambassadors
- Logo projected on main stage during performances, keynotes, and other programming
- Logo included on step and repeat wall – placed in respective Pavilion
- Social media tags on posts by panelists, speakers, performers, other sponsors, influencers, etc. during event (Est. combined reach: 10M followers)



MORAL COMPASS
— INITIATIVE —

THE TEAM

ALONE, WE CAN DO SO LITTLE; TOGETHER,
WE CAN DO SO MUCH.

Helen Keller



As the Founder and President of the Moral Compass Initiative, a not-for-profit organization, Mr. Johnson is a seasoned entrepreneur with a rich background in the music industry. He began his musical journey as a bass player at the age of seven at the renowned Pine Grill in Buffalo, New York. His relentless drive and ambition led him to be mentored by legends such as Ronald Bell (Khalis Bayyan) of Kool and The Gang, Clifford Bell, Lenny Silvers, Danny Simms, Miller London, and Clive Davis.

Through the strong relationships he built with artists, radio stations, and record labels, he earned over 50 platinum albums for production, marketing, and promotion. He studied at the University of Buffalo, School of Management, and early in his career, he worked and trained with the US Chamber of Commerce in Washington, DC. Tony Johnson Enterprises was honored as “Small Business of the Year” by the New York State Small Business Development Center.

Tony brings his visionary spirit, drive, and determination to exceed expectations to the Moral Compass Initiative International Music Festival Development Team.

He has assembled an award-winning team with exclusive and extensive expertise in their respective fields, saving valuable time and resources while guiding the International Music Festival to raise millions for humanitarian relief.

TONY JOHNSON

FOUNDER AND PRESIDENT

Linda Berk brings over 25 years of experience in the music industry, specializing in artist management, deal negotiation, and international licensing. She has successfully collaborated with major record labels such as Jive Records, Epic Records, Bad Boy Records, Island Records, Def Jam Records, and Murder Inc.

As Ashanti’s manager, Linda orchestrated four record deals, leading to historic success. Under her leadership, Ashanti became the first new female artist to sell 500,000 records in her debut week. Additionally, Ashanti made history by having three singles simultaneously in the Billboard Top 10, a record shared only with The Beatles.

With a proven track record of driving groundbreaking success, Linda Berk’s expertise and strategic leadership are invaluable to the Moral Compass Initiative as it expands its reach and impact on the global stage.

Her expertise extends to the global music market, having spent over six years representing artists and producers at the prestigious MIDEM music conference in Cannes, France, where she secured international licensing agreements. Linda has worked with Gold and Multi-Platinum artists, including Brother J of XClan, Cherry, Jeremy Greene, Ron Anthony, Computer Paul, and Bobby Digital.

Beyond the music industry, Linda’s leadership extends into community development and governance. She was named as a Top 100 Power Broker in the Bronx, NY, and from 2016 to 2021, she served as the longest-elected president of the Riverbay Board of Directors. In this role, she oversaw Co-op City, the largest cooperative housing development in the U.S., often regarded as the seventh largest city in New York State.



EXECUTIVE DIRECTOR

LINDA BERK



Darius J. Rafat brings a wealth of experience and a distinguished track record to our music festival initiative. With over 25 years in the music business as a musician, music manager and entertainment marketing professional (Universal Music, Sony Music, Lagardere, Sportfive and more) he became one of the "go-to" music and entertainment advisors to the advertising and media industry. His commercial campaigns and collaborations include global artists such as Lionel Richie.

At the age of twenty, he signed with Polygram Publishing (Universal) as a composer. In 2001 he composed and produced the title theme for the German Saturday night show "Verstehen Sie Spaß?" hosted by the iconic German TV-Host Frank Elstner, which made him the youngest composer for a Saturday night show in German television history at age 23.

He brings a proven track record in developing, managing and executing international partnerships and business strategies. He is widely known as a driven and "out-of-the-box" thinking expert in brokering intellectual properties, talent, creative and seven-figure sponsorship deals. His music agency and business partners serve as the European concert promoters for global acts such as Kool & The Gang, Lenny Kravitz, Deep Purple, ZZ Top and more.

DARIUS J. RAFAT

EXECUTIVE DIRECTOR - EUROPE



Jennifer Sanavio is the founder of Venice, Italy-based Sanavio International Artists, an agency specializing in securing top-tier artists for major productions around the world. As the daughter of Francesco Sanavio, a veteran concert promoter who worked with icons such as James Brown, Ray Charles, and BB King, Jennifer grew up surrounded by music legends, instilling in her a deep passion for the industry.

Throughout her career, Jennifer has worked with legendary artists across various music genres. From legends like Diana Ross, Brian May from Queen, and Nile Rodgers & Chic to chart toppers like Jason Derulo, Ricky Martin, Amy Winehouse and Busta Rhymes.

In 2014, Jennifer expanded her influence in the music industry by co-founding Tank of Music, a music publishing company. Tank of Music offers comprehensive A&R services, catalogue management, synch and licensing deals, and royalties collection.

Jennifer's keen eye for talent and extensive network has enabled her to collaborate with renowned brands such as Rai, Mediaset, FCA, Giorgio Armani, Dolce & Gabbana, Bulgari, and Calzedonia.

JENNIFER SANAVIO

EVENT COORDINATOR

Richard J. Murphy is the CEO and Founder of Emancipated Talent, an entertainment consulting company specializing in talent management and bookings that was established in 2005. With a career spanning 30 years, Mr. Murphy's journey began as a mailroom clerk at ICM (International Creative Management), a top-tier talent and literary agency. Through hard work and dedication, he rose through the ranks to become one of a select group of African American booking agents in the music industry.

During his career, Mr. Murphy had the privilege of working with renowned artists such as Alicia Keys, DMX, Joe, Ashanti, Usher, Faith Evans, SWV, and Redman & Method Man, among others. He played a key role in the development of one of the largest Hip Hop Tours in history - The Cash Money / Ruff Ryders 30 City Tour, which featured multi-platinum selling artists like DMX, Eve, The Lox, Lil Wayne, The Hot Boys, and Juvenile.

In 2005, Richard Murphy seized the opportunity to expand his role beyond booking by venturing into talent management. He began managing the stand-up career of Charlie Murphy, the breakout star of Chappelle's Show. With his wealth of experience and proven track record in the industry, Richard J. Murphy continues to drive Emancipated Talent towards new heights of success in the ever-evolving world of entertainment.



TALENT COORDINATOR

RICHARD MURPHY



NICK BACI

Nick Baci has three decades of experience in promotions, sponsorship, integrated marketing and event production. As a UN Sustainable Development Goals (SDG) futurist, marketing guru, and content creator, Nick is passionate about driving awareness and action toward SDG initiatives. He is currently Chief Partnerships Officer for Angel Twin, an innovative technology company, and is also the Director of Global Promotions for the Pacific Rim Chamber of Commerce (PRCC), representing 400k+ member companies globally.

PARTNERSHIP COORDINATOR

As an independent consultant for Let's Disrupt Digital/When Worlds Collide, Madflower Creative Group, and other clients, Nick has planned and executed over 600 high-profile events and brand activations in 17 countries. His small and large-scale projects have garnered more than \$7.2 million in sponsorship funds and included partnerships with top brands, NGOs, and global personalities. Nick's expertise spans diverse markets, delivering impactful brand experiences wherever him and his team activates.

Nick's primary focus is social impact, always working towards being a better citizen of the planet, and engaging others to do the same.

His ability to connect brands with audiences and foster international business partnerships has made him a trusted partner for organizations seeking meaningful collaborations on a global stage.

Juliet Bouyea has more than two decades of experience leading corporate communications for Fortune 250 companies across a variety of industries. She currently works with startups and established companies to help establish their brands, craft messaging, and implement communications strategies. As VP of Corporate Communications at L3, a \$10B top ten aerospace company, Ms. Bouyea led the company's global communications strategy.

In this role, she oversaw messaging, media relations, branding, business development, advertising and marketing campaigns, and executive communications. During her tenure, she supported L3's initial public offering, integrated over 100 mergers and acquisitions, and a \$2B spinoff. She also organizes high-profile events, including trade shows, openings, press and investor conferences.

For 20 years, she successfully oversaw large-scale international air shows and signing ceremonies for customers, corporate executives, government officials, heads of state, and foreign dignitaries.

In addition to her corporate experience, she served as Vice President of Operations at AJM Records, the record label that discovered Ashanti, where she supported the label's branding, marketing, artist development, and public relations.



COMMUNICATIONS CONSULTANT

JULIET BOUYEA



MORAL COMPASS
— INITIATIVE —

JOIN OUR MISSION

IT'S TIME FOR LOVE

For more information, contact Linda Berk
linda@moralcompass.global