

Connecting
Strategic Partners to
Communicate Brand Values,
Increase Consumer Awareness,
Promote Long-Term Viability &
Create New Revenue Streams

**BC
CONNECTIONS
LLC**

**Sponsorship
Development**

**Brand Development
& Management**

Content Development

**Licensed
Merchandise**

Sales & Marketing

**Contract & Royalty
Administration**

**Intellectual Property
Administration**

SERVICES

SELECTED CLIENT LIST

AMERICAN VETERANS AWARDS – LOS ANGELES, CA

America's preeminent tribute uniting arts and entertainment with the patriotic fabric of our nation, our military and their families', past, present and future.



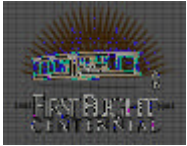
ARIZONA MODEL AIRCRAFTERS – SCOTTSDALE, AZ

Precision manufacturers of scale model replicas and museum quality full-size aircraft replicas of aircraft from the Wright Brothers aircraft through the new X35 Joint Strike Fighter.



BLUE RIDGE PARKWAY FOUNDATION – WINSTON-SALEM, NC

An independent, private, non-profit foundation operating under a cooperative agreement with the National Park Service to provide private funding for specific programs and projects to preserve, protect and enhance the 469 mile scenic parkway that runs through Virginia and North Carolina.



FIRST FLIGHT CENTENNIAL FOUNDATION – RALEIGH, NC

A non-profit foundation operating under a cooperative agreement with the National Park Service to raise funds to make improvements to Wright Brothers National Memorial (site of the celebration of the 100th anniversary of powered flight), increase public awareness about the Wright Brothers and their accomplishments, and to support the events of the 2003 Centennial event.



GIBSON MUSICAL INSTRUMENTS – NASHVILLE, TN

World renowned manufacturer of Gibson and Epiphone guitars, dobros, banjos, mandolins and other musical instruments, including the Les Paul, SG, Flying V and Firebird guitars.



GLOBAL ICONS, LLC – LOS ANGELES, CA

Licensing agency representing trademarks, brands, legends, actors, personalities, children's properties and film/television archives.

THE HARVEY ENTERTAINMENT COMPANY – LOS ANGELES, CA

Best known for such characters as Casper The Friendly Ghost, Richie Rich, Baby Huey, Wendy the Good Witch, Hot Stuff and others.

OPRYLAND MUSIC GROUP – NASHVILLE, TN

Acuff-Rose and Milene Music Publishing Companies representing country music's top songwriters including the legendary Hank Williams and Roy Orbison.



PATRIOTISM ROCKS – ATLANTA, GA

A fact-based initiative to restore the meaning and values associated with patriotism along with positive character traits.

THE ROGER RICHMAN AGENCY – BEVERLY HILLS, CA

Licensing agency representing legends, actors, and personalities.



BC CONNECTIONS LLC

Specializing in brand development, management and marketing, BC Connections LLC provides an array of services to enhance the brands and promotional messages of corporations and non-profit organizations ranging from general marketing consultation to complete development and implementation of branded licensing and sponsorship programs.

With over 28 years of business, contract and intellectual property paralegal experience, plus over 14 years of licensing experience, Brenda Conner Young has created a full-service agency for the protection of each clients' intellectual property rights.

Profile

Need Funding For Your
Non-Profit Organization,
Exhibits or Events?



We Can Help Find Sponsors
and Promotional Partners
to Meet Your Needs

(Shown above: Sponsorship for the American Veteran Awards by Gibson Guitars which included a cash donation and six commemorative guitars)

**BC
CONNECTIONS
LLC**

Sponsorship and Fundraising

Solicitation of Potential
Sponsors and Promotional
Partners

Development of Collateral
Materials

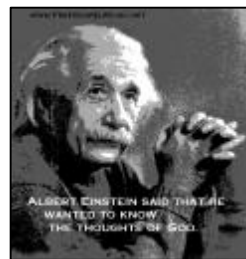
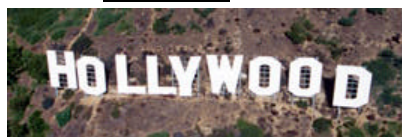
Coordination and
Administration of
Sponsorship Agreements

Profile

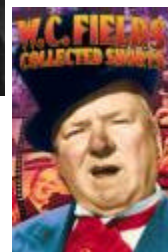
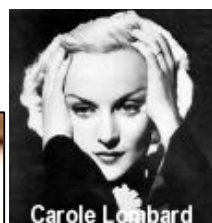
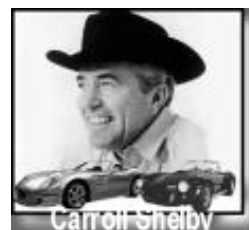
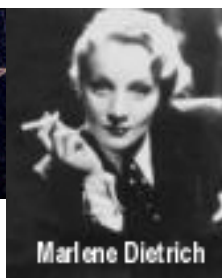
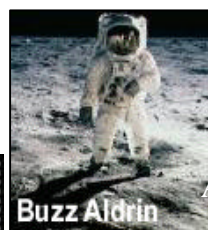
SELECT BRANDS AND CELEBRITIES REPRESENTED



Gibson & Epiphone Guitars



www.arizonamodels.com



Acuff Rose & Milene Music Publishing Company

(Music copyright administration of top country songwriters including Kenny Chesney, Hank Williams, Roy Orbison, Whitey Shafer)

Harvey Entertainment

(Casper, Wendy, Richie Rich)

BC CONNECTIONS LLC

Protection of Intellectual Property Rights

Copyright / Trademark Administration

Negotiation and Preparation of Licensing / Permission Agreements

Royalty Administration / Compliance

Copyright / Trademark Infringement Claims

Portfolio



CLIENT SHOWCASE

FIRST FLIGHT CENTENNIAL FOUNDATION

THE CHALLENGE

In preparation for the 100th anniversary of the Wright Brothers first flight, the Foundation's mission was to raise funds to make improvements to Wright Brothers National Memorial at Kitty Hawk, NC; increase public awareness about the Wright Brothers and their accomplishments; and to support the events of the Centennial in 2003. In addition to sponsorships, a licensed merchandise program was commenced to achieve additional revenues and to create commemoratives for the Centennial event.

Additional challenges included meeting the educational content requirements of the National Park Service ("NPS") for the products to be sold on site at the Memorial through Eastern National (the park's concessionaire), creating distribution channels outside of the immediate Outer Banks, NC region, and providing products at all price points to allow consumers of all income brackets to join the celebration.

THE SOLUTION

Since October 2001, BC Connections has been working with the Foundation to strategically grow the licensing program from a limited "fledgling licensing program into a healthy and productive program" with a comprehensive range of products. The agency quickly grasped the international scope of the centennial organizations and became acquainted with the many people and groups associated with it. It identified lifestyle categories in which the brand could touch consumers in a meaningful way: apparel and accessories, gifts, home furnishings, jewelry, stationery, model aircraft, toys, private label wine and other collectible commemoratives.

BC Connections developed a strategic approach that enabled the Foundation to market its brand throughout the aerospace industry, the U.S. and through its online store.

THE RESULTS

The agency inherited six licensees and proceeded to recruit thirty-nine additional licensees. Total guaranteed royalties to be received by the Foundation through 2005 exceeded \$1 million.

Retailers throughout the Outer Banks and the U.S. carried the products including Wal-Mart, K-Mart, Belk's, Walgreen's, various local souvenir shops, aerospace and science museums, and the First Flight Pavilion Gift Shop on site at the Memorial. The First Flight Centennial online store was also developed and managed by BC Connections. In addition, various companies in the aerospace industry purchased First Flight Centennial products to celebrate the Centennial with their staff and clients.

Retail sales through 2006 have exceeded \$5,000,000 including \$1,000,000 in sales on site at the Memorial during the 6 day Centennial Celebration. In addition to the funding for improvements received by NPS from the Foundation, NPS also receives a large portion of the retail sale revenues from Eastern National. The Foundation has modified its logos and trademarks to "First Flight" to continue its licensing program to create ongoing revenues.



**BC
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Promotional and Licensed Merchandise Programs

Solicitation of Licensees /
Retailers / Promotional
Partners

Product / Packaging
Concept Development

Strategic Marketing Plans

Creation & Administration
of Licensing Agreements

Creation of Collateral
Marketing Materials

Oversee Merchandising for
Online/On Site Retail
Outlets

Portfolio



**BC
CONNECTIONS
LLC**

LICENSED PRODUCTS



Portfolio



AMERICA'S FAVORITE JOURNEY

469 Miles of Scenic Parkway
from Waynesboro, VA to Cherokee, NC

**The most visited National Park in the U.S. –
Average of 20 Million Annual Visitors**

The **Blue Ridge Parkway Foundation** was incorporated in 1997 as an independent, private, non-profit supporting foundation for the Parkway's benefit. It operates under a cooperative agreement with the National Park Service ("NPS") to provide private funding for specific programs and projects which further the preservation, protection and enhancement of the Parkway including visitor centers, exhibits and educational outreach such as the NPS "*Parks as Classrooms*" program (www.brpfoundation.org).

The 75th anniversary of the Blue Ridge Parkway will occur in 2010. The Blue Ridge Parkway Foundation has commenced efforts to promote the experience of the Parkway through licensed merchandise, special events and strategic promotional partnerships for the benefit of the Parkway and future generations of visitors which will be administered by BC Connections. The program will be similar to the First Flight Centennial Program. Products are being manufactured for sale prior to the Silver Anniversary to build brand awareness and will be sold throughout the parkway through Eastern National, Forever Resorts and other retailers, as well as through www.blueridgeparkwaystore.com, the Foundation's online store.



**BC
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**Promotional
and Licensed
Merchandise
Programs**



Portfolio