



Office of the President
OFFICE OF THE CHIEF PRESIDENTIAL LEGAL COUNSEL

4th floor, New Executive Building, Malacanang, Jose P. Laurel Street, Manila

August 9, 2021

SECRETARY KARL KENDRICK T. CHUA
NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY
No. 12 Escriva Drive, Ortigas Center
Pasig City 1605

Subj. : **Letter dated July 22, 2021 from Ms. Lou Bonnevie**

Dear **Secretary Chua**:

We write in reference to the letter dated July 22, 2021 from Ms. **LOU BONNEVIE**, regarding her request for support for the 2021 Earthday Jam Campaigns that are focused on education, social services and the environment. For your ready reference, attached is a copy of the said letter.

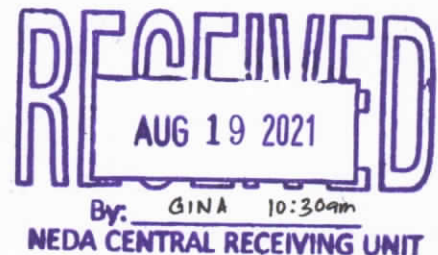
The said letter was transmitted to our office. We are referring the matter to your good office for appropriate consideration and action, in accordance with prevailing laws, rules and regulations.

Thank you. I remain

Very truly yours,

SALVADOR S. PANELO
Chief Presidential Legal Counsel

Doc. Control No.: 2021-07-221
DLS





OCPLC Sec <ocplc.neb@gmail.com>

REQUEST SUPPORT FROM HON SEC.SAL PANELO FOR EARTHDAYJAM CAMPAIGNS

1 message

Earthday Jam Foundation Inc. <earthdayjamfoundation@gmail.com>

Thu, Jul 22, 2021 at 2:11 PM

To: ocplc.neb@gmail.com

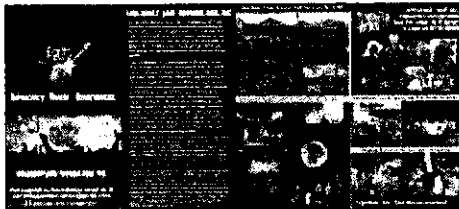
Good Day Sec. and congratulations on your decision to run for the 2022 elections. Rest assured that we will be supporting you ,most especially the NGO community we are working with , The Bicolanos we have helped with our relief program and our own homegrown following.

We have attached a letter requesting the generosity from some institutions to continue our campaign this 2021 focusing on education, social services and environment. We have attatched the formal letter and updated Foundation Brochure for your reference.

Mabuhay Po kamo and hoping for your action the matter soonest.
DIOS MABALOS

LOU BONNEVIE
0917-8553439

2 attachments



EDJ_Brochure 2021.jpg
1034K



SEC PANELO PARTNERSHIP FOR EARTHDAY JAM'S CAMPAIGNS.pdf
394K



Advocacy. Music. Awareness.

EDJ
FOUNDATION INC.

Advocacy.
Music.
Awareness.

EARTHDAYJAM FOUNDATION, INC

For support and donations, email us at
earthdayjamfoundation@gmail.com

Earthday Jam Foundation

EARTHDAY JAM FOUNDATION, INC

Having initially started as a production company known as "Dimitri Productions" specializing in mass communications, advertising and live production of music and special events. It is a brainchild of an "artist couple", Lou Bonnevie and Tolo Gontica, whose love and passion for music and the arts have found it to be the perfect vehicle to share, create and produce various shows and presentations, television specials and other music productions for both local and foreign clientele.

They have produced various environmental projects since the year 2000. It has partnered with government agencies DENR, DOT, Climate Change Commission, Philippine Tourism Authority or TIEZA, The Philippine Lung Center; Partnership of Clean Air; Local Governments of Quezon City, Taguig, Dumaguete, Cebu, Pampanga and Albay as well as partnered with international agencies World Bank, MESCO (Spanish environmental agency) and the Governments of Norway, Australia and USAID (Environmental Sector). It has also produced numerous projects for the Academe like the University of the Philippines, and has since created many significant projects that ranges from music festivals, video documentaries, benefit shows, theatre productions, coastal clean up, tree planting activities and childrens' presentations. It has also produced numerous songs and recordings for various environmental campaign-- to champion clean air, climate change, water conservation and the National greening program.

It was in the year 2012 when Dimitri Productions branched itself into a foundation. EARTHDAY JAM FOUNDATION, INC. (EDJFI) is a shoot up from the 14 year long running project "EARTHDAY JAM" it has conceptualized and staged in celebration of the worldwide Earth Day commemoration. "TARA TARA SA CORREGIDOR Para sa Coastal Clean up" became EDJFI's maiden project. In October 2013, the first leg of "Earthday Jam On Tour (Visayas Leg)" took place as EDJFI's year-ender project.

Soon thereafter, it staged several "concept" productions to highlight and further foster its platform on its IEC (Information and Educational Campaign). The Foundation started branching out with several pockets shows and reaching out to the other parts of the Philippines. Every events focused on a critical issue whether it was for the quality of water, the status of our air, preservation of our coasts and waterways or for the most critical issues on Climate Change. This opened more collaborations with various government agencies, NGO's and green corporations.

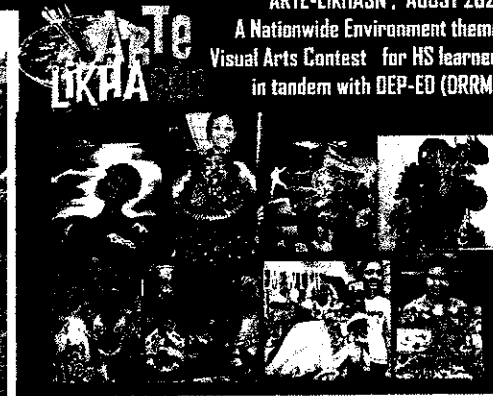
Albay Mayon Volcano Evacuees Relief Operations, March 2021



International Earthday Celebration and Clean Air Concerts



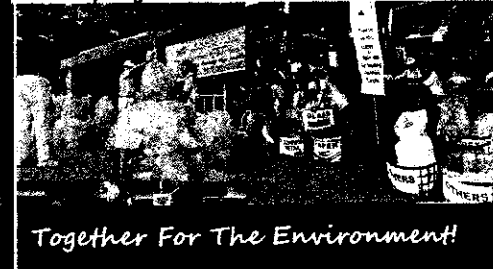
ARTE-LIKHASN , AGUST 2021 A Nationwide Environment themed Visual Arts Contest for HS learners in tandem with DEP-ED (DRRMS



International Coastal Clean-up and Tree Planting Activities



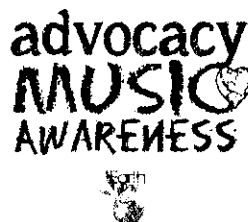
Recycling Activities with the Local Communities



Together For The Environment!



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www.dimitriproductions.com
Earthday Jam Foundation



earthdayjamfoundation@gmail.com / dimitriproductions@gmail.com

July 20, 2021

SECRETARY SALVADOR "SAL" PANELO

Chief Presidential Counsel

Chief, Presidential legal Office

Office of the President

Greetings of Peace !

WHO WE ARE

I head EARTHDAY JAM FOUNDATION, Inc., a duly registered non-government entity based in the Philippines that have been producing and engaging in various environmental and socio-conscious activities since the year 2000. We specialize in special events and our biggest and most successful initiative is EARTHDAY JAM, the country's biggest, longest running "free to the public" EARTHDAY music tribute in the world held annually on international earthday.

Due to the pandemic, we have diverted our plans and channelled our initiatives to ONLINE sessions. We have created several VIRTUAL projects released on our FACEBOOK and Youtube channels such as "Earth Sessions" (In Celebration of the World Environment Month); "Kanta-Likhasan" (Nationwide environment themed competition with DEP-ED; "Merry Christmas sa Indong Gabos (Fundraiser for the Albay Mayon Victims) ; "Restore The Earth (Celebrating the International Earthday 2021); "Acts Of Green" (Prominent personalities testimonials on "green practices); "Gaia Awards (recognition to environmental luminaries) and many more. All of our important projects are staged in a popular style so that it can be understood by all walks of life. The purpose is to celebrate, entertain, inspire and remind everyone, most especially the youth, that we cannot lose sight of the environmental crisis and the solutions that need to be put into action.

OUR APPEAL

In view of this, we are in great need of partners and supporters for our 2021 campaigns and ONLINE projects that will touch on education, social services and environmental activities. Our Foundation have always been independent and relies on the goodness of good meaning Foundations, NGOs, organizations and corporations in order to sustain our mission and advocacy. Your support will go a long way in the fruition of our advocacy and will not only support the general public, the Filipino youth but also the OPM artists and production crew, who will be all be part of this project for the whole year of 2021.

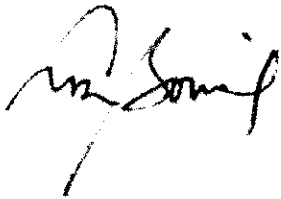
As such, allow us to appeal to your generosity to support us either through PARTNERSHIP, SPONSORSHIP or as a DONOR in ALL or SOME of our projects which are: "The AUGUST ONLINE FINALS SPECIAL of ARTE-LIKHASAN (A Nationwide Youth 'Art For Nature' Competition); "THE SEPTEMBER COASTAL CLEAN UP and TREE PLANTING ACTIVITY ; " THE NOVEMBER International CLEAN AIR Project " and " The DECEMBER Orphanages Tour FOOD RELIEF PROJECT". These projects will benefit the youth in the whole country plus the local communities of each program.

All projects are endorsed by and supported by the Department of Education (DRRMS division) and the Earthday Network National and International.

To be able to present the details , we request to meet or discuss with any of your authorized representatives to present our solicitation details and breakdown with its corresponding MEDIA ENTITLEMENTS. We are willing to adjust accordingly to your current campaign and fit it in our projects and heavy promotions on both TRI MEDIA and DIGITAL platforms. We are also willing to offer our services as a MEDIA outfit (specializes in jingle/commercial making and production, AVP creations, graphixs and design) in exchange of your financial support.

Meanwhile , we have attached a marketing deck for your referral. We would be happy to discuss all queries and concerns with you or your authorized representative in the very near future of your availability.. Kindly contact me directly for any concerns and queries at 0917-8553439 or email earthdayjamfoundation@gmail.com

Mabuhay Po Kayo!



LOU BONNEVIE
Exec Producer/ President
Earthday Jam Foundation, Inc
0917-8553439
Email: earthdayjamfoundation@gmail.com



EARTHDAY JAM FOUNDATION, INC

DONATION BREAKDOWN AND ENTITLEMENTS

☐ **Yes, I / we wish to support EARTH JAM FOUNDATION, INC AND BE A DONOR!**

☐ **PARTNERSHIP P100,000**

- PARTNERSHIP and above the title billing of your Logo in all collaterals related to the project; (posters, invites)
- Playing of your 1 minuter avp/commercial that will be played on the Finals nite OR 1 minuter VIDEO message from your representative
- Acknowledgement as Principal Partner in ALL PRE ONLINE ACTIVITIES
 - On Line Announcements of all official entries to be aired on our YouTube channel
 - Teaser Posts on our Earthday jam Foundation FaceBook page and Instagram (with almost 100,000 following)
- Online Special Announcements of all official entries to be aired on our and DEP ED's YouTube channel
- Teaser Posts on our Earthday jam Foundation and Dep ED's FaceBook page and Instagram (with almost 100,000 following)
- PARTNERSHIP Acknowledgements during The ARTE LIKHASAN FINALES NITE thru
 - Announcements of the Resident Hosts
 - Posting of the Logos before, within and after the special
 - Posting of logos through bylines during the online show
- PARTNERSHIP Acknowledgments during the 3 weeks exhibit of the shortlisted (chosen) entries by our distinguished judges

☐ **GOLD DONOR P50,000**

- Inclusion of the Logo in all collaterals related to the project; (posters, invites)
- Acknowledgement as Participating Partner in ALL PRE ONLINE ACTIVITIES
 - Teaser Posts on our Earthday jam Foundation FaceBook page and Instagram (with almost 100,000 following)
- Announcements of all official entries according to regions to be aired on our Earthday Jam official YouTube channel
- Teaser Posts on our Earthday jam Foundation FaceBook page and Instagram (with almost 100,000 following)
- Acknowledgements during The ARTE LIKHASAN FINALES NITE thru
 - Announcements of the Resident Hosts
 - Posting of the Logos before, within and after the special
 - Posting of logos through bylines during the online show
- Acknowledgments during the 3 weeks exhibit of the shortlisted (chosen) entries by our distinguished judges

☐ **SILVER DONOR P30,000**

- Inclusion of the Logo in all collaterals related to the project; (posters, invites)
- Acknowledgement as Participating Partner in ALL PRE ONLINE ACTIVITIES
 - On Line Announcements of all official entries to be aired on our YouTube channel
 - Teaser Posts on our Earthday jam Foundation FaceBook page and Instagram (with almost 100,000 following)
- Acknowledgements during The ARTE LIKHASAN FINALES NITE thru
 - Announcements of the Resident Hosts
 - Posting of the Logos before, within and after the special
 - Posting of logos through bylines during the online show

☐ **PARTICIPATING DONEE _____ SPECIFY THE AMOUNT**

- Acknowledgements and Logo inclusion during The ARTE LIKHASAN FINALES NITE

You may SEND YOUR DONATION TO ANY OF THE FOLLOWING:

- GCASH : Ma.Lourdes Bonnevie 09178553439 (EDJ President Account)
- Pay Maya : Mikael Dimitri B.Gentica 09178553444 (EDJ Corporate Sec Account)
- EARTHDAYJAM FOUNDATION,INC **BD** ACCNT NO. 0001780 19007



- EARTHDAYJAM FOUNDATION,INC LANDBANK ACCNT NO. 001782103950

THANK YOU SO MUCH FOR YOUR GENEROSITY. REST ASSURED THAT YOUR SUPPORT WILL GO A LONG WAY.