

INFORMATION GUIDE DSL



Proudly presents for the first time in the United States DSL (Dire Straits Legacy) on a very limited engagement Summer of 2018 featuring:

PHIL PALMER

Musical Director - Guitars & Vocals

Phil joined Dire Straits in 1990 and played on the band's On Every Street record and world tour. He is one of the world's top session guitarists, having played on more than 450 albums and toured with a list of some the world's greatest artists that is too long to mention; think of a name and Phil has probably played with that person. He was also a member of Eric Clapton's band along with his DS Legacy colleagues Alan Clark and Steve Ferrone.

ALAN CLARK

Piano, Hammond Organ and Keyboards

Alan joined Dire Straits in 1980, becoming their first and main keyboard player, and played on every tour and record thereafter until the band's eventual breakup in the mid-1990s. He also co-produced the "On Every Street" album with Knopfler. He has played and recorded with many other artists and was a member of Eric Clapton's band for several years while Dire Straits took a break, and was Tina Turner's musical director at the height of her career.

DANNY CUMMINGS

Percussions & Vocals

Danny joined Dire Straits as their percussionist in 1990 and played on the On Every Street album and tour. Outside of Dire Straits, he has worked with many great artists including Tina Turner, George Michael, Bryan Adams, Pino Daniele, and was the drummer in Mark Knopfler's band for several years.

MEL COLLINS

Sax

Mel joined Dire Straits in 1982 and played on the Love over Gold album and tour, and the Twisting by the Pool. He's also played with a huge list of artists/bands including the Rolling Stones, Camel, Eric Clapton, Joe Cocker, Tears for Fears and many more, and as an original member of King Crimson, he continues to tour with the band.



TREVOR HORN

Is a true legend in the music industry.

After forming The Buggles and recording the chart topping 1979 hit "Video Killed the Radio Star", Horn went on to produce some of the most recognizable anthems that defined the Eighties, including ABC's "Lexicon of Love", "Owner of a Lonely Heart" by Yes, and Frankie Goes to Hollywood's number one hits "Relax", "Two Tribes" and "The Power of Love". Trevor went on to produce hits for Tina Turner, Tom Jones, Marc Almond, Barry Manilow, Cher, Boyzone, 10cc, Bryan Ferry, John Legend, Lisa Stansfield, Robbie Williams, Grace Jones, Simple Minds and many others.

STEVE FERRONE

Drums

Steve is regarded by many to be the world's greatest living rock drummer, and has worked with many artists including Eric Clapton, Duran Duran, Paul Simon, the Bee Gees, Slash, David Bowie, George Benson, the Average White Band, Chaka Khan, as well as being a member of Tom Petty and the Heartbreakers for the past 22 years.

MARCO CAVIGLIA

Vocals

In love with the music of Dire Straits and his musical mentor Mark Knopfler, Rome-born Marco formed the band Solid Rock in 1988, and in 1990 toured with the legendary bluesman of the Notting Hillbillies, Steve Phillips. But his dream was to play with his Dire Straits "heroes", and that dream became a reality in 2010 with the DS legends, and now again with the fantastic line-up that is DSLegacy.

THE CONCEPT

"DIRE STRAITS LEGACY, a concept show to celebrate the music of DIRE STRAITS performed by Former Members and Friends with love & passion"

Phil Palmer

All the press communications for a DSL live show must be built on this concept, respecting the legacy of Dire Straits.

This is not a cover band. This is a Concept show to celebrate the great music of Dire Straits, with some friends & former members reuniting together again on the stage.

Band members are available to confirm this important concept in all promotions and press releases/conferences.

We4Show and Artistas Creativos Int'l (ACI) in the U.S.A as management follows this concept in all materials as you can see from the examples below. We4Show & ACI must ensure this is respected in all the partnerships around the World.



PRODUCTION BASICS

Rider will be forwarded upon confirmation of interest, meantime here are some basics for our US dates.

U.S.A TOUR DATES WINDOW

JUNE/JULY/AUGUST - 2018

Promoters will need to provide: Hotels (2) Jr Suites in executive floor, 16 doubles) in a four star minimum hotel, local transport, backline, sound & lights and all rider requirements.



POSTER & GRAPHICS

Line up's faces and names are always clear and evident in all the graphics

DSL logo was built giving more evidence to the brand "DSL", respecting the concept with the proportions between the words.

Here below some examples - DSL Previews 2016

ROLL UP



PASS





POSTER





CLARK FABRIQUE MILANO SCOPRI IL MEET & GREET dslegacy.com ATLANTICO

infoline 06/97602968

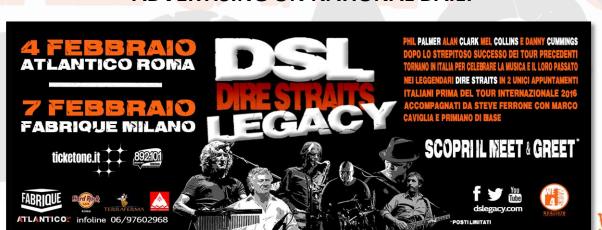
BANNER WEB







ADVERTISING ON NATIONAL DAILY





BEFORE THE PRESS CONFERENCE

We love to create excitement before the shows using social media instruments to alert our fans of our tour dates...

"Ticketalert" is an instrument provided by the ticketing seller to announce a future gig; people subscribe the newsletter and join some special news in advance.

"Fan Ticket" is a way to have a beautiful memory of the ticket, after the gig, with customized graphics.

TICKETALERT PAGE



FAN TICKET





PRESS CONFERENCE & MEET & GREET



Following the concept and thanking the band for the availability, we can realize a press conference to announce the tour/date. In lieu of not having a press conference our office will coordinate press interviews with local media in each city. The press loves to ask details about the project, directly to these Rock Legends, and they love to tell the story of this amazing project. The press conference may include audience too.

Meet & Greet is available, DSL loves to connect with their fans. Ask about this option.





VIDEO PROMO

(click on the pic to see the video)

Video promos will be created to promote the shows. Here are some examples (this is the Swissone)



Different promos can be produced per your venues requirements.







Special promo video by band member (this one is by Alan Clark – for DSL 2016 Italian Preview)



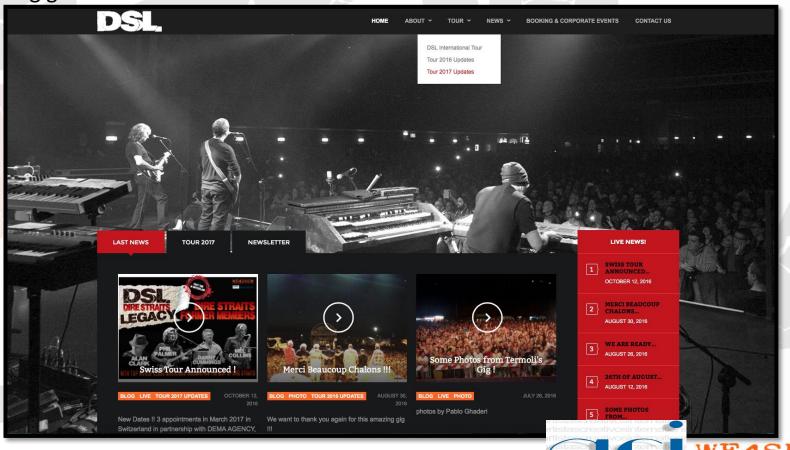
Backstage video could be realized during the gigs and used to promote future shows or as after video promotions for the venue/promoter.



DSL SOCIAL MEDIA CHANNELS

DSL social media channels and website will be used to promote the shows sharing together different activities and to announce the official dates.

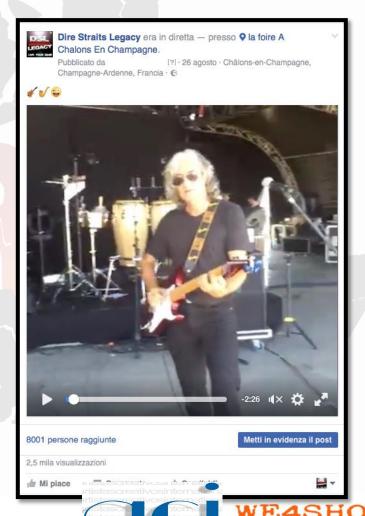
Web Site: www.dslegacy.com where all the official info and news about DSL gigs will be channeled.

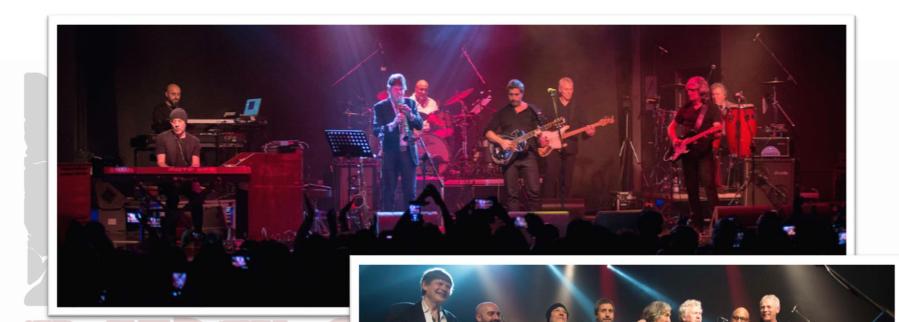


Facebook: https://www.facebook.com/dIREsTRAITSLEGACY/ will be used to promote the gigs with customized marketing action also.

Another communication instrument is the Live Streaming during the gig, we can provide to share the amazing songs in real time on our facebook page.









All these materials are confidential. Thank you



