



We salute you, Coran.

Coran Capshaw - 2011 Humanitarian Award Honoree

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Coran's Causes

Red Light's Coran Capshaw is Humanitarian Award honoree

Red Light Management founder **Coran Capshaw** will be the first manager to receive the Humanitarian Award at the Billboard Touring Awards, set for Nov. 10 at the Roosevelt Hotel in New York. Previous honorees include **Jack Johnson**, Vans Warped founder **Kevin Lyman**, **Jon Bon Jovi**, **Bob Ezrin** and **the Edge** for Music Rising, Live 8 producer **Kevin Wall**, **Dave Matthews** and Clear Channel Entertainment.

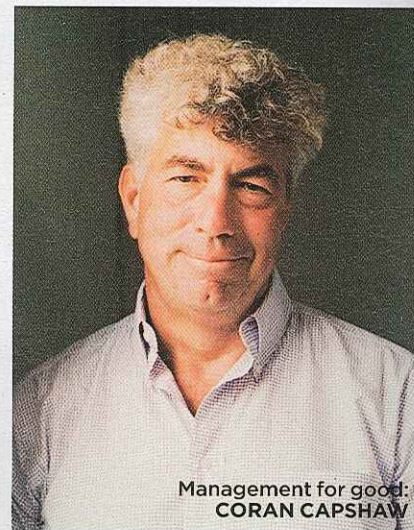
Much of Capshaw's philanthropic efforts are directly related to live music events. In light of the natural disasters that have affected both the world and the United States in the past few years, Capshaw and Red Light Management have produced many benefit concerts to offer disaster relief, including Nashville Rising, which raised \$3 million for flood relief in Nashville after the devastating floods in 2010; BAMA Rising, which raised \$2.2 million for tornado recovery throughout the state of Alabama; and Phish: A Benefit for Vermont Hurricane Recovery, which raised more than \$1.2 million to help with statewide recovery in light of the recent devastating hurricanes that hammered the state.

Capshaw has worked with client **Dave Matthews Band** to raise more than \$34 million for charitable initiatives and helped the group establish its charitable arm, BAMA Works. A portion of all DMB ticket sales is donated directly to BAMA Works, which is hosted at the Community Foundation in Charlottesville, Va. DMB has played and hosted countless charitable concerts. It has also been a pioneer in green touring and has carbon-offset its touring since its inception in 1991.

Along with Matthews, Capshaw launched a new charity concept in which fans are able to donate the value of their ticket to the charity of their choosing. This groundbreaking idea has resulted in more than \$1.3 million in donations, and Capshaw plans to further the idea and inspire other bands to follow this model.

Capshaw also has his own charitable fund, the Starr Hill/Red Light Fund, which has made grants locally and nationally. Capshaw and Red Light Management sponsor myriad charitable events, including the Bridge School gala, **Alicia Keys'** Keep a Child Alive Black Ball and Creative Artists Agency's annual Young Philanthropist Party.

With a large and diverse artist roster, Capshaw and Red Light encourage all of their bands to weave philanthropy and giving into the core of their businesses. Keys, DMB, **Faith Hill**, **Tim McGraw**, **Phish**, **O.A.R.**, **Jars of Clay**, **Third Day**, **Switchfoot** and more have raised the



Management for good:
CORAN CAPSHAW

bar in artist giving and fan engagement with philanthropy.

Anyone who knows Capshaw knows he would never seek out such attention for his philanthropy. The manager/entrepreneur is notoriously press-shy and, like most great managers, prefers the focus to be on his acts. Rather than put his name on buildings or seek the spotlight, Capshaw instead opts to do work that directly affects thousands of people—moving the live business forward in the process.

On The Road

RAY WADDELL



THE BIG CM&PA: The growth and vitality of live music branding and sponsorship partnerships inspired Billboard to add the Concert Marketing & Promotion Award to the touring honors

list four years ago. The award is given to a sponsorship or promotion that benefited the concert industry at large by stimulating attendance to live events, providing value to fans and promoting the artist and brands involved. The sponsorship or promotion must achieve its marketing goal in a quantifiable way and pertain to live performances that took place between January and September. The winner is determined by a voting panel of Billboard editors and industry experts.

The six finalists for the Concert Marketing & Promotion Award reflect the broad nature and quantifiable impact of live music and brand partnerships, as well as the elevated role social networking plays in the integration of these campaigns. The finalists are the **Foo Fighter's** Garage Tour presented by BlackBerry; **Weezer's** Memories tour, driven by State Farm; **Dave Matthews Band's** Caravan trek and Brita's Filter for Good campaign; AT&T and Samsung presenting **Keith Urban's** Get Closer tour; **Zac Brown Band's** "Eat and Greets," sponsored by Kingsford Charcoal; **Natasha Bedingfield's** Less Is More tour, presented by Freschetta; and **Taylor Swift's** Speak Now tour, sponsored by Covergirl.