



## THE AUDACITY OF FAITH CONCERT SUPPORT

I write on the behalf of Petros Dalton (Rev. Pete Dalton Sesay) a well-seasoned, respectable and inspiring gospel musician, who is a prolific lyricist, vocalist, multi- instrumentalist and composer. He shared a vision with me that God laid on his heart to host a revival concert themed '***The Audacity of Faith concert***'.

Petros and his team of volunteers, which I am part of, have done a great deal to put plans in place for this massive concert set to happen at the Zion Praise Church, Hill Station on the 30th of October 2022 at 5pm. This concert will feature a host of well-established gospel musicians and a 200 person mass choir of 10 major non-denominational and denominational groups.

In lieu of the above, I am lending him my support to raise funds for this concert as it is financially intensive to organize. Knowing you as a music lover and someone that supports ministry, I decided to reach out to you personally to solicit funds. It will be greatly appreciated if your generous donation can be received before or at the end of August 2022 as this will come in very handy. As part of the Petros Dalton Brand, 2% of all proceeds will be donated to the *Sick Pikin Project*. And in appreciation for your donation, you will receive ***The Audacity of Faith*** merchandise consisting of:

- Glow in the Dark T-shirts,
- Glow in dark Baseball cap
- Glow in the dark Hand Band,
- Magic wallet
- Concert lyrics and profile magazine (Wil be received on the 30th of October 2022)

Regards and God richly bless you for your immense support. Please you can call to reach me to retrieve your donations or call +232 30438943 directly.

**NB:** To know more about Petros, I have also attached a small bio of him.



## WHAT WE OFFER

# PETROS UNSUAL

## THE AUDACITY OF FAITH

### #IDareToBelieve

### Platinum Reservation

Purchase 10 'The Audacity of Faith' Merchandise Packages

- \*20 Complimentary invites
- \*Premium brand placement at the venue.
- \*Full Page Advertisement on magazine.
- \*Brand Mentions on stage
- \*Inclusion of your brand on all advertisements all branded promotional materials.
- \*Recognition of brand representatives at the concert
- \*2 minutes marketing statement during the concert.
- \*5 minutes red carpet interview streamed live
- \*A booth to showcase your products or interact with concert guests.
- \*Premium concert seats near stage

### Gold Reservation

Purchase 5 'The Audacity of Faith' Merchandise Packages

- \*10 Complimentary invites
- \*5 brand logo advertisement on magazine.
- \*Brand Mentions on stage
- \*inclusion of your brand on all advertisements all branded promotional materials.
- \*Recognition of brand representatives at the concert
- \*3 minutes red carpet interview streamed live



## Meet The Brand

The Petros Unusual Brand is represented by Reverend Pete Dalton Sesay (Petros Dalton) who has a professional music experience of 22 years. Petros started as a prodigy endowed with a musical talent. He is a self-taught musician, who started teaching himself the keyboard in 1996, and the guitar in 1999, drums 2001, saxophone 2019. By the year 2001 Petros was directing music and composing songs for at least 20 different churches, recorded with the Levites in 2003 and with the Wesley knights in 2006. Petros has over the years worked with major brands on some of the most inspiring music projects, collaborating with major artists and corporate brands. As a song writer Petros has well over 1000 songs to his name in almost every music genre, and these songs are all registered.

He has hosted concerts in Nigeria, performed in Kampala for the Ugandan president and vice, for the All-African Conference of Churches, and in various states in America (Denver Colorado, Washington DC, and Philadelphia). In Sierra Leone, Petros performs all year round in high profile events, Awol, Rotary Inaugural dinner, the president's annual dinner, world music day, the international virtual music concert sing for Africa, Miss Sierra Leone, Africell, AYV, has been featured in four operatic concerts by Rozinka and Ryl entertainment, singing in foreign languages such the German piece "Dein ist mein ganzes hertz" and many more.

Currently, Petros is working as a public servant with the Anti-Corruption Commission, he is a popular TV personality, the voice behind some of the most brilliant commercials for major institutions and events; and is one of the fastest music composers and content creator you will meet. Petros also works as TV anchor for Hope Live Worship, The Sunday Show, and was a Star Judge on the Africell Be A Star singing competition show. He was an also in-house performer at the Housemate Season One and Two.

He is the founder of the Vocal Drift Inspire Singing Competition, through which he has built a huge network and an organic engagement through social media and conventional networking spanning tens of thousands of followers. His personal phone contacts and broadcast lists reaches about 12,113 persons, excluding group chats. He is a two-time recipient of the prestigious award of 50 Most Influential Young Sierra Leoneans, a NEXTe Heirs Africa Awardee; Entertainer of the Year, multiple award winner and nominee, an Irex fellow and professionally trained in Theology, Education and Leadership, he is a mentor to hundreds of young people and a seasoned orator and motivator.

Petros has been using his music majorly to raise funds for the under privileged. He is currently an ambassador for the Sick Pikin Project and has raised funds for them through all Vocal Drift Inspire live shows and Cooperate dinner. Between 2006 to 2010 he raised funds for Modu Orphanage Home in Madina, and for six (6) families in Makeni; in 2014 he directed music for the Freetown Choir Foundation that raised NLe75,000 Leones for 25 Ebola Orphaned Children, through live concerts and a souvenir album and one music video. In 2019 he supported the campaign of the first lady with a masterpiece Hands of Our girls (<https://youtu.be/sNIDpTWsZq8>). Petros dreams of working on a project to build a cross cultural center of arts, a facility that will provide training for children and young people in the arts of different cultures (Nigerian, Ghanaian, German, American, Chinese etc) represented here in Sierra Leone.