



Aussie magician raising funds to perform the biggest illusion in the world: Making Uluru Vanish and *Reappear*

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Sydney magician **Dave Welzman**, aka 'Dave Legend,' has today revealed plans to stage one of the largest illusions ever attempted - making Australia's most famous monolith, Uluru, vanish and reappear in the " **Goodbye Ayers Rock, Hello Uluru** " show.

The illusion, which has the support of Uluru's Traditional Owners, the Anangu, will see Ayers Rock 'disappear' and Uluru 'reappear' before the eyes of a lucky audience

Welzman's illusion will take place early next year, and forms the pinnacle of the Screen Australia **supported documentary**, *Uluru & The Magician*, which releases in cinemas in 2020.

If successfully funded, Welzman's illusion will challenge **David Copperfield** - the current Guinness World Record-holder for the 'Largest Illusion Ever Staged'. Copperfield famously made New York's [Statue of Liberty Vanish](#) in 1983.

The documentary will follow Welzman's journey, as a Sydney magician who learns from Uluru's Traditional Owners, then creates a magical show to celebrate the profound cultural significance of Uluru, on a grand scale witnessed in magic's heyday.

Collaborating with Luritja Elder, **Vincent Forrester**, Welzman aims to promote the Anangu's message that Uluru is a sacred place to respect - and to seek the answers to some of life's big topics along the way, like spirituality vs. the internet, illusion vs. belief and capitalism vs. community.

"When I tell people my plans to make Uluru disappear using magic, I'm often faced with the same shocked, slightly puzzled reaction," Welzman said.

"Originally I came up with this idea to showcase my skills as an illusionist, but the more I've been on this journey the more I've realised this isn't about the Magic, it's about the Message, and everyone who treasures Uluru" he added.

"I've been blessed with the backing of Uluru's Traditional Owners, now I need the public's backing to help me bring this to life - it's ambitious but I know it'll be truly magical."

Sponsors of the event will have access to an extremely long shelf-life of their promotion within the Illusion itself (Copperfield's Liberty Vanish from 1983 is still getting millions of views on YouTube) and current magicians getting as high as 75 million views. Dave Legend is the Master of Incorporating sales messages into magic shows (without it looking like a sales plug)

David Legend would love your support of this project. You can support the campaign to bring this illusion to life by emailing Dave direct at sponsorship@davelegend.com.au or calling Dave direct on 0414919178.

About David Welzman, aka Dave Legend

Dave Welzman is an international trade-show magician and children's magic entertainment specialist who has won an International Merlin Award (the Oscar of the magic world) for his work. After three years learning from the Anangu, the Traditional Owners of Uluru, Welzman is ready to share what he's discovered through what he does best: "Magic with a Message."

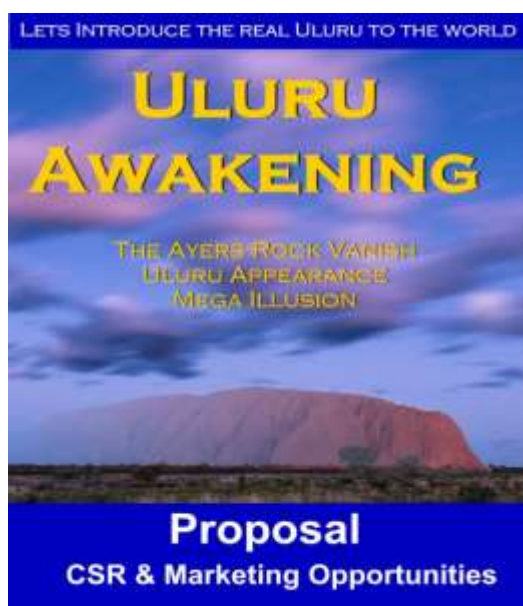
About Vincent Forrester

Vincent Forrester is a Luritja Elder, artist, community leader and founding member of several Aboriginal organisations, including the Aboriginal Media Association (CAMA), the National Aboriginal Conference, and Walkatjara Art, Uluru. Forrester has been chairman of the Mutitjulu Community Council, and served as Indigenous affairs advisor for both the Hawke and Fraser governments.

About the Film

Uluru & the Magician is a magical feature documentary by award-winning filmmaker Anna Broinowski and Alice-Springs based producers Brindle Films, about Dave Welzman, a Sydney magician who is attempting to vanish Ayers Rock, and reappear Uluru. Inspiring, entertaining, and timed for early 2020, when Uluru's 250,000 annual tourists will no longer be able to climb the Rock, Welzman's groundbreaking "Goodbye Ayers Rock, Hello Uluru" show brings modern magic face-to-face with the ancient power of Australia's most famous landmark in the Grandest Illusion of all time. The film lifts the veil of magic to reveal its human face, capturing Dave's life-changing journey, as he learns from Uluru's Traditional Owners, the Anangu, and discovers what really matters, in our spectacle obsessed world. Dave's story, and the stories of the Indigenous Custodians who teach him, are relevant to us all. *Uluru & The Magician* is supported by Screen Australia, Screen NT and Film Victoria, and will release in cinemas next year through Vendetta.

SPONSORSHIP PROPOSAL



SYNOPSIS

Uluru Awakening is an enchanting, one of a kind magic show that celebrates the power and beauty of Uluru: sacred site for the Anangu People, and one of the world's most iconic landmarks. In a dazzling performance filled with amazement, music, laughter and breathtaking illusions, magician Dave Welzman and Uluru, Kata Tjuta Elder Vincent Forrester reveal to a live audience how Uluru is "not a place to conquer by climbing, but to walk around and respect." The show culminates in a never seen before Grand Illusion: the "old" Ayers Rock vanishes, and Uluru reappears in all its glowing glory: living monument to the 60,000 year---old Indigenous culture that is set to endure, long after the rock climb ends. Viewers will be astonished, entertained and inspired by Uluru's magnetic power and beauty, and by all the magical possibilities a visit to this wondrous monolith represents. The show is being captured for a documentary feature film,

which will be released in Australian Cinemas in August 2020. Which has international interest as well as Greater Union and Netflix.

DAVID LEGEND (David Welzman) is a Sydney based magician who has won an International Merlin Award (the Oscar of The magic world) for his work. After three years learning from the Traditional Owners of Uluru, Legend is ready to share what he's learned through what he does best: Magic with a Message. Dave Welzman is not simply a magician- he is a Marketing Ideas man who gets results. The Dave Legend Character he's created is a dream come true for the smart marketer.

Vincent Forester is a Luritja Elder, artist, community leader and founding member of several Aboriginal organisations, including the Aboriginal Media Association (CAMA), the National Aboriginal Conference, and Walkatjara Art, Uluru. Forrester has been chairman of the Mutitjulu Community Council, and served as Indigenous affairs advisor for both the Hawke and Fraser governments.

INDIGENOUS APPROVAL

On June 26, 2019, After three years learning about Uluru From Traditional Owners Sammy Wilson (Pitjantjarra Elder And Chair Of the Central Land Council), Vincent Forrester (Luritja Elder), Maliya Teemai (Atilla Elder) And many Indigenous Custodians Of Uluru---Kata Tjuta, Dave Welzman Received official permission to perform his magic show from the Anangu Film And Photography Committee (FPCC) And National Parks Australia. Dubbing It the "Goodbye Ayers Rock, Hello Uluru" show, the Anangu Elders Of the FPCC Fully endorse the message Welzman And his collaborator, Vincent Forrester, Want to share with visitors to Uluru. Welzman And Forrester Will work closely to ensure *Uluru Awakening* Fully reflects the wishes of the Anangu Elders Who support it. Any Show takings will be donated to the Anangu Community Foundation In support of the Mutitjulu Community at Uluru.

AUDIENCE And PUBLICITY

Performed After the "Ayers Rock rock climb" ends on October 26 2019, *Uluru Awakening* Is timed to harness media attention around the end of the climb to promote a more respectful and sustainable approach to Uluru And the Indigenous Culture that surrounds it. Designed To be performed as a "blacktie" *gala event for a live audience of 20 Multiple times for larger groups, And for a broader online audience of one---million+ viewers via a live---stream, the show will generate additional publicity through an online engagement campaign featuring Welzman And his Anangu teachers, and feature in the forthcoming Screen Australia---funded documentary, *Uluru & The Magician*, Which premieres globally in 2020. **The target market for magic is the same as the target market Voyagers wants to access for their resorts at Ayers Rock Resort.**

*The Gala dinner is optional

For what we need and what you receive Scroll down

What do we need?

We are looking for one company to sponsor \$250K and 2 companies to sponsor \$100K or to make us an Offer.

We would like to have a meeting to discuss how this event can achieve the following

Sales & Marketing reasons

- Connect your brand Ironically with Australia (good for some no impact for others)
- A Promo that has an extremely long shelf-life far greater than a TV advert or magazine article Via social media platforms- **the Illusion and the Film *****
- We can integrate your services into the illusion show for additional promo. Yes Legend is the Master of Magic with a message and can incorporate your message into the show (but not have it sound like a sales plug)- That's why he won the Merlin Award (The magician Oscars)

- Legend is a marketing guy- if you see other potentials for promotion- Legend can understand it fast and improve on your idea. That's why he travels the world helping businesses of all sizes- he has the eye for promotion.
- Once the illusion takes place- and the film launch- you'll have a Marketing focused spoke person that you helped create to use in future promotions .
- This is the first of many "attention grabbing mega illusions". Those who help now get first pick for future mega illusions, like the great barrier reef vanish, the moon vanish and more.

***** Magicians on youtube are getting as high as 75 million views, Copperfields 1983 Statue of Liberty vanish is still getting millions of views 30 years on. If they view the Illusion- they take in the education and any sponsors message in perpetuity. A national TV advert costs 115K and you get about 3 weeks out of it.**

CSR Reasons

In Australia Indigenous history , culture, their connection to the land is not taught. Ancient Greece, Rome & Egypt is taught but the real history of our country is not. Lets change that. This show is just that- to re-introduce people to Uluru- as told by one of the Anangu- the rightful teller of that story. The illusion and it is just an illusion (Uluru is not going anywhere and is not even touched) is an attention grabbing tool to capture peoples attention so that Vincent can educate.

The bulk of Australian doesn't realise there are over 150 tribes, so when we have a show with an Indigenous message- this benefits all indigenous people. Not just 1 tribe.

Philanthropy: You will be supporting Uluru's local indigenous people, with show proceeds going to the Anangu community foundation in support of Mutitjulu community. Most people don't know they are a 3rd world community Not through choice- but because of a tick of a pen. We are powerful- lets help the weak where we can.

Respect Indigenous people: the shows core theme of cultural respect is universal and easy to identify with. But not just for the Anangu- but for all indigenous Australians

Education: the show educates children and adults everywhere, in a positive and **non political** way, about the importance of Uluru as a sacred indigenous cultural site.

Relevance: The show is perfectly timed to harness interest around the end of the climb, to promote a positive message about Anangu culture and the "real" magic of Uluru

Dispel some of the misconceptions: When you see an indigenous person- you have seen one indigenous person, the bigots out there want to blanket indigenous peoples with their own experience. And yes there are some not so good areas- but that doesn't mean they are all bad- lets dispel some untruths – lets fight for the truth. If we don't do it- who will?