

Duncan Toys / Flambeau Inc  
Japan SummerSpin  
Concert and Yo-yo Competition

**SUMMER  
SPIN**



**2009**

Event Proposal

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To the people at Duncan Toys and Flambeau,

This proposal is collaborative effort between two people living in Japan who have been involved with the yo-yo scene for several years. As a part of the yo-yo community, we have seen countless performances by the world's greatest players, often witnessed only by other yo-yoers and their families.

Japan has several yo-yo competitions, including many regional contests and the national contest, and, for those who can afford the airfare, the Asia Pacific Championship. The problem here isn't a lack of competitions; we feel the contests are only geared toward other players, only advertised in small circles and those already interested in the sport.

On the other hand, one thing that is lacking in Japan is a healthy number of live music performances. As an American from the Northwest, I'm used to seeing at least one show a week, with my choice of over twenty venues on any given night, and I haven't seen a single show in the year I've been living in Japan. There are stadium festivals, but they are few and far between, and the attendance of these events is astonishingly high. Ticket sales for music festivals in Japan typically cost about \$100 - 150 per day, a price many Japanese fans are happy to pay for the chance to see a few live acts from America or England.

SummerSpin would serve as a solution to both of these problems: as a rock festival, it gives one more chance for fans to catch a live performance, and may even serve as some competition to existing music events in Japan, and as a yo-yo tournament, it would help bring yo-yoing to a much larger audience than a typical competition would.

We hope you consider this proposal as a real possibility to help the next boom of yo-yoing, and a great chance to reach a wider range of customers in Japan.

Thank you for your time.  
Clifton Barnhart  
Hiroko Nishiyama



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## Legal Notice

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Also, it is understood that in the event that Duncan, Flambeau or anyone else decides to use the concepts and ideas within to hold an event, some or all of the proposal itself may be changed to any degree to meet budget, scheduling or other purposes.



## Introduction

SummerSpin is an event that would serve as a rock concert and an invitational yo-yo competition in Japan. Combining the appeal of a popular music festival with the excitement of modern yo-yo play to a virtually captive audience, SummerSpin is aimed at reaching a broader group of spectators than yo-yo has previously been able to reach.

Billed as both a rock concert and yo-yo competition, SummerSpin would attract a much wider demographic than a typical concert or contest alone. Using the same venue and stage setup for both events, and alternating the bands' and yo-yo players' time slots, we would ensure a more efficient schedule, as well as secure the largest possible audience size for each performance.

The event has several objectives:

### **1. To bring the sport of yo-yo to people who would not normally attend a yo-yo event**

The yo-yo, while a popular toy for generations, has not gained enough mainstream attention as a legitimate sport. With the advances in yo-yo tricks, performance and technology, we would like to show others what is possible with this seemingly simple toy.

### **2. To establish a popular music event, unique among all existing events in Japan**

Concerts are not a popular pastime in Japan. Generally, people attend large festivals and stadium shows once or twice a year, eager to pay ticket prices exceeding \$100 USD per person. Japanese music stores sell CDs for more than double their value in America, and the prices are paid with little hesitation. Western rock music is in high demand in Japan, and this event will allow another roster of bands to give the people what they want.

### **3. To make Duncan products and services more available to the general public**

Duncan has always been synonymous with yo-yoing, and despite the popularity of the FreeHand yo-yo and style, few know about the versatility of counterweight play. The Duncan Crew has performed all over the world promoting this product and teaching others how to play FreeHand, but such performances have had fairly small audiences. This event would bring FreeHand play, as well as all other styles of yo-yo, to a much larger audience.



## Scheduling

The purpose of having two separate events integrated to reach a larger audience only works if the audience is around to see both events, without time to wander and lose interest in one or the other. The best way to do this is to alternate between the two events. A small group of yo-yo players will perform between each band, rather than spending half the day playing music and the other half with yo-yo performances.

Ideally, a list of six bands, each popular enough to pull in a substantial crowd on their own, will play throughout the day, with one yo-yo style contest between every band's performance. This not only makes people stick around for each band and yo-yo contest, but gives each band ample time to set up between acts. A 45-minute set for each musical act is approximately what most music festivals allow, and a 30-minute yo-yo contest between each band is about as long as the break between many acts in a typical festival.

A sample schedule would look something like this:

9:00	Doors
9:45-10:00	Opening and Introductions
10:00-10:45	First Band
10:45-11:15	1A Division Contest
11:15-12:00	Second Band
12:00-12:30	2A Division Contest
12:30-1:15	Third Band
1:15-1:45	3A Division Contest
1:45-2:30	Fourth Band
2:30-3:00	4A Division Contest
3:00-3:45	Fifth Band
3:45-4:15	5A Division Contest
4:15-5:00	Sixth Band (Headliner)
5:00-5:30	Conclusions / Announcements / Awards
Total Time	8:30

### Yo-yo Contest Schedule

Each division contest will consist of five players, each performing a 3-minute freestyle, with a two-minute break between players. This will allow for a five-minute buffer after the 25-minute contest to introduce the next band.

If the event lasts two days, twelve bands and ten contests will be scheduled, with no change in the overall schedule other than having the awards held on the second day only.

