



## ARTIST ENDORSEMENT INFORMATION

Thank you for expressing interest in becoming part of the Big Sound Percussion Artist Program. Things to consider when applying for an endorsement often differ between manufactures however the one thing that remains consistent across the board is the mutual understanding of the term 'endorsement'.

Ask yourself, if you were a business owner would you give away product for free with the prospect of little to no return for your investment?

We at Big Sound Percussion see all endorsements no matter what category or level as an investment where over time both company and artist will grow and benefit from the relationship.

Being offered a Big Sound Percussion endorsement is our offer for you to become part of our family. We take great pride in our artist roster and are very selective about who we allow in.

An endorsement simply doesn't entitle an artist to equipment and benefits for free.

### **Some benefits of an endorsement agreement are:**

- The artist may receive product at a reduced price ('artist pricing') or in some instances for cost price or at no cost. This product will be provided for use by the artist in a manner that both they and Big Sound Percussion believe best supports and represents both the brand core values and artists musical expression.
- The endorsement provides both the artist and Big Sound Percussion with the opportunity to expand their current profile reaches engaging consumers and fans alike. The endorsee promotes the product by using them for performances, on videos etc... While Big Sound Percussion provides reciprocal promotion through social media posts and their website.

### **Levels of endorsement:**

At Big Sound Percussion we offer 3 different levels of support to our artists.

- Artist Pricing – discounted retail pricing
- Level 1 Endorsement – Supplied at Cost pricing
- Level 2 Endorsement – Supplied at no-cost (quantities to be negotiated) pending touring / recording schedules

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**Some things we take into consideration when evaluating a potential endorsee include:**

Music sales by the artist, recording label contract, participation in tours / support slots / performances, organic internet / social media reach, visibility in the market place (performances on TV, music videos / radio play), other endorsements, teaching / education credentials, skill level / talent.

We as a company will work hard to promote you and your musical endeavours and expect that you as an artist will strive to promote our brand and increase our reputation and reach in the marketplace.

**How do you get an endorsement from Big Sound Percussion?**

Fill out the attached application form and return to: [info@bigsoundpercussion.com](mailto:info@bigsoundpercussion.com)

Things you'll need to include:

- Personal biography
- Recent photo (jpeg – 300dpi minimum)
- Examples of your work (links to your videos and recordings)
- Band's press kit
- Links to social media pages.

**Important information to note:**

- Completing the application is not a contract or agreement, it's the starting point to the process of potential endorsement
- Incomplete applications will not be considered