



MY MUSIC MATTERS
MANAGEMENT TRIAD

Membership Promotion - Option One (€15 per month/€100 set up):

Muse **Minimalist** Membership (MMM) Triad #2+ Artist Management Support (AMS) package €15.00 per month + percentage of shows/sales arranged via MMM-MT or FFR.

What is included in this packet?

- **Unique Profile Page on My Music Matters-MT website**
- **Artist image and link to Profile Page listed on MMMMT Website home page**
- Ongoing Social Media support (*Facebook, Twitter, Instagram, Google+*)
- Free Consultation: (*recommended translation and/or editing services*)
- 10% discount on all English writing services of MMM-MT Triad #3
- Passive Band Promotion
- On retainer for PR Campaigns/Promotion Packages (*Promo Pack Prices below*)

Membership Promotion - Option Two (€24.99 per month/€100 set up):

Muse **Artist** Membership (MAM) Triad #2+ Artist Management Support (AMS) package at €24.99 per month + percentage of shows/sales arranged via MMM-MT or FFR.

What is included in this packet?

- **Artist image/links listed on MMMMT and FFR Bookings Website home page**
- **Artists Profile Page linked to MMMMT webstore**
- **Label Artists Profile Page also linked to Friendly Folk Records webstore)**
- **Eligible for FFR Bookings service & FFR Artist Referral Bookings service**
- **Eligible for Friendly Folk Records Label A & R**
- **CD Distribution administration assistance for FFR Label artists**
- **x1 interviews per year arranged by MMM-MT**
- **x2 reviews per year arranged by MMM-MT**
- Ongoing Social Media support (*Facebook, Twitter, Instagram, Google+*)
- Phone/email correspondence as needed (*recommend no less than x1 per month*)
- x2 Free consultation meetings (*Additional meetings €30 per hour + travel expense*)
- *10% discount on all English writing services of MMM-MT Triad #3*
- Active and Passive Band Promotion



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NOTE: It is required to have one of the above membership packages to be listed on our websites, receive promotion and booking eligibility. It is recommended to choose one of the following Promo Packs to boost visibility, fan-base, and sales at time of: new music release, change in band member line-up; promotional tour. (Note: a recap of responses sent to Artist three weeks after the promotion campaign to allow time for media to react.)

Basic Promo Pack: €280 (ex. 21% VAT) (Price includes Press Release)

- Writing of Press Release
- Social Media blast of Press Release to FFR & MMMMT networks
- Press Release spotlight MMMMT/FFR Blog & Google+
- Playlist placement – Spotify

* *Duration of Social Media Spotlight campaign: 2 weeks*

Promo Pack Deluxe: €300 (ex. 21% VAT) (€540 with Press Release)

- Distribution of Press Release
- Social Media blast of Press Release to FFR & MMMMT networks
- Press Release spotlight MMMMT/FFR Blog & Google+
- Playlist placement – Spotify
- Shout-outs and airplay on at least three (3) Folk Radio stations in Netherlands
- ON AIR interview and/or live performance on one (1) Netherlands Folk Radio program
- Written Interviews in at least (2) blogs/magazines/newspaper
- Written reviews of new album in at least (2) blogs/magazines/newspapers

Email Target Region – Europe+ (East & West Europe + Nordic Countries) Press release sent to:

- Regional Radio
- Internet Radio
- Magazines
- Newspapers
- Blogs

* *Duration of Social Media Spotlight campaign: 3 weeks*

* *If you require Press Release to be written for you, please add: €240*



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Promo Pack Deluxe Plus: €450 (ex. 21% VAT) (€690 with Press Release)

- Distribution of Press Release
- Social Media blast of Press Release to FFR & MMMMT networks
- Press Release spotlight MMMMT/FFR Blog & Google+
- Playlist placement – Spotify
- Shout-outs and airplay on at least three (3) Folk Radio stations in Netherlands
- Shout-outs and airplay on at least two (2) Regional Radio stations in Netherlands
- Shout-outs and airplay on at least two (2) Radio stations located in USA
- ON AIR interview and/or live performance on at least (3) Netherlands Folk Radio program
- ON AIR interview and/or live performance on at least (1) Netherlands regional Radio program
- Written Interviews in at least (3) blogs/magazines/newspaper
- Written reviews of new album in at least (3) blogs/magazines/newspapers

Email Target Region – USA, UK, Europe+ (East & West Europe + Nordic Countries) Press release sent to:

- Regional Radio
- Internet Radio
- Magazines
- Newspapers
- Blogs
- * *Duration of Social Media Spotlight campaign: 4 weeks*
- * *If you require Press Release to be written for you, please add: €240*

Promo Pack Customized: €550 (ex. 21% VAT) (€790 with Press Release)

- Distribution of Press Release
- Social Media blast of Press Release to FFR & MMMMT networks
- Press Release spotlight MMMMT/FFR Blog & Google+
- Playlist placement – Spotify
- Shout-outs and airplay on at least three (3) Folk Radio stations in Netherlands
- Shout-outs and airplay on at least two (2) Regional Radio stations in Netherlands
- Shout-outs and airplay on at least two (2) Radio stations located in USA
- ON AIR interview and/or live performance on at least (3) Netherlands Folk Radio program
- ON AIR interview and/or live performance on at least (1) Netherlands regional Radio program
- Written Interviews in at least (3) blogs/magazines/newspaper
- Written reviews of new album in at least (3) blogs/magazines/newspapers

- PERSONALIZED CONTACT WITH ARTIST'S ESTABLISHED MEDIA SOURCES

- **Artist provides: Journalist/DJ Name, email address, copy of previous review/interview**
- * *Duration of Social Media Spotlight campaign: 4 weeks*
- * *If you require Press Release to be written for you, please add: €240*

Email Target Region – USA, UK, Europe+ (East & West Europe + Nordic Countries) -

Regional Radio, Internet Radio, Magazines, Newspapers, Blogs