

EMay Music and Tarsier Music Network present

Fire it Up: The Fluid Formal

Mr. Smalls Theater

May 15th, 2009

Dear Music Lover,

We'd like to offer you a special opportunity to support independent music in Pittsburgh and beyond. Tarsier Music Network is bringing together six unsigned bands from New York City, Philadelphia and Pittsburgh for an evening of exciting music. We are expecting a wide array of industry professionals to check out this show, and believe you can benefit from this collaboration.

The musicians have released a combined total of at least 12 albums, played with famous artists such as Medeski, Martin and Wood, Bernie Worrell, Erik Mongrain and more; they have received recognition in Relix Magazine, the New York Times, Pittsburgh Post-Gazette and City Paper and more. These cutting edge bands are coming together for the first time during this exceptional showcase.

Whether you are a business owner, arts professional or patron, please take a look at the provided opportunities for sponsorship and visibility. We expect a full media campaign, including radio and print advertising, as well as mention in the press, a flier campaign, and web presence. The show is expected to draw 300-500 fans of music, industry professionals from Pittsburgh, New York City and Philadelphia, and will be filmed by Comcast.

The value offered here is considerable and presented at a range of affordable rates, as we are only offering these opportunities to small businesses, arts organizations and individual donors.

We hope you will find this offer as exciting as we do! Feel free to contact to discuss details or purchase your package deal today.

Thanks for your time. Let's fire it up!

Sincerely,

Erika May
Tarsier Music Network
(412) 400 8263
emaymusic@gmail.com

Tarsier Music Network is a profit-sharing promotions organization that gives performing artists the room they need to create art the world needs. We sponsor independent artists to perform at showcases such as this one, pay them a fair wage in addition to extensive promotions and publicity. Creating mutually beneficial relationships between artists, businesses and the community is the cornerstone of our practice.

Sponsorship & micro-granting opportunities available:

- **Advertise on the official website**
 - o Website ad, 4 weeks - \$25
 - o Banner ad, 1 week - \$25
 - o Banner ad, 4 weeks - \$60 (save \$40!)
- **Advertise in Tarsier Music Network's event program**
 - o ½ page ad - \$50
 - o Whole page - \$75 (save \$25!)
 - o Inside cover - \$100
 - o Back cover - \$125
- **Advertise with your logo on the official fliers**
 - o 1000 Postcards distributed – \$100 for small logo, \$200 for large logo
 - o 250 Posters hung - \$ 100 for small logo, \$200 for large logo
 - o Save 20% on large logos for both placements; 15% for small logos
- **Advertise on ad in Pittsburgh's City Paper**
 - o Small logo for \$200, Large logo for \$400
- **Direct sponsorship of musicians**
 - o Sponsors listed in program, on website, in descending order of donation amount. All denominations of cash donations are accepted.
- **Donations of all kind are considered for sponsorship**
 - o food and beverage for the artists
 - o various music-related items for prize packages

Package Deals

One co-presenting sponsor, \$1,000

- Co-presenter titling on all press releases and print ad
- Large logo on Posters & Postcards

Sponsor at \$500 and save \$120!

- Large logo on Posters & Postcards
- Small logo in print advertisement - upgrade to large logo for \$50
- 4 week banner ad on website
- 1 page ad in TMN program
- 2 free tickets to the event

Sponsor at \$200 and save \$95!

- Small logo on Posters & Postcards
- 4 week web ad
- ½ page ad in TMN program
- 2 free tickets to the event
- Add small logo in print advertisement for \$100

Additionally, Hammitt Graphics is offering **discounted design services** for sponsors who do not have a print-ready logo. Contact us for more information.