



WEATHERVANE MUSIC

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SHAKING THROUGH – RECORDING PRODUCT SPONSORSHIP

Shaking Through is a critically acclaimed web documentary series in its 7th year, produced by WeatherVane Music, a 501(c)(3) non-profit organization based in Philadelphia, PA. The Shaking Through series shows inspiring, independent artists at work in the recording studio, sharing both their stories and the processes and techniques that make them exceptional.

WeatherVane's work is supported by membership fees, contributions from major donors, grants from arts, culture and educational foundations, and sponsorship from vendors in the community. Recording Product Sponsors not only have a chance to facilitate the production of great new music, they can also show a worldwide community of recording artists and producers - both amateur and professional - exactly what can be accomplished using their products lines.

SPONSORSHIP OPPORTUNITIES

Standard Benefits for all levels of Sponsorship include:

- Video Coverage of your product(s) as featured visual elements in Shaking Through
- Mention of your Company and/or product(s) in Shaking Through
- Mention of your Company and/or product(s) in any video out-takes (Members Only)
- Direct Links to your product(s) in Session Track-Sheet (can link to product sale pages)
- Recognition of your company in closing credits of Video (Text and Logo)
- Logo Recognition with other Sponsors on Shaking Through Episode Page
- Sponsor recognition with links wherever possible in Description Texts
- Thanks (with links) from WeatherVane Social Media Accounts
- Opportunity to offer coupons, specials, and giveaways directly to WeatherVane subscribers

EXCLUSIVE MICROPHONE SPONSOR.....\$1,000 + COMPLETE MIC PACKAGE*

As the Exclusive Microphone Sponsor, your company provides all of the microphones used, seen, and talked about in a Shaking Through Recording Session.

Unique Exclusive Microphone Sponsor Benefits include all Standard Benefits listed above, plus:

- Video Coverage of Recording Staff "Un-Boxing" the Gear (including featured view of the retailer's logo on boxes and packaging, if provided)
- Photos of items among episode photos on Shaking Through episode page (with links to the retailer or sale page in photo description, if applicable)
- Direct thanks in WeatherVane's E-mail Newsletter
- Custom Advertisement (with Links and Conversion Tracking) through WeatherVane Social Media Accounts, targeting 20,000 potential customers over 10 day campaign. (Expanded targeting / advertising available upon request).

WeatherVane Music is a 501(c)(3) non-profit organization. Our mission is to advance independent music and the community that surrounds it. All donations made to WeatherVane Music are tax-deductible to the full extent of the law.

WeatherVane Music // PO Box 29498 // Philadelphia, PA 19125



COMPLETE MICROPHONE PACKAGE

A Complete Mic Package can include any combination of products you carry, covering at least:

DRUM OVERHEADS

- (2) Small Diaphragm Condensers (Left & Right)
- (1) Ribbon (Center)

SNARE

- (2) Dynamics (Top & Bottom)

TOMS

- (2-3) Large Diaphragm Condensers ... OR
- (2-3) Ribbons ... OR
- (2-3) Dynamic "Broadcast-style" microphones

KICK

- (1) Dynamic "Broadcast-style" microphone (Inside)
- (1) Large Diaphragm Condenser (Outside)

DRUM ROOMS

- (2) Ribbons, Figure-8 Necessary (Left & Right)

VOCALS

- (1-2) Large Diaphragm Condensers

GUITARS / KEYBOARDS

- (2) Ribbons, for Instrument Amps

BASS

- (1) Large Diaphragm Condenser ... OR
- (1) Dynamic "Broadcast-style" microphone

TALKBACK / AUDIO FOR VIDEO

- (1) Cardioid Large Diaphragm Condenser
- (3) Omnidirectional Large Diaphragm Condensers

LIMITED PRODUCT SPONSOR.....\$125 per item + GEAR*

As a limited Product Sponsor, you can take advantage of the opportunity to promote select items to the public in an episode of Shaking Through and through direct outreach to the Weathervane Community.

**All sponsor provided products will be returned immediately after production is complete (usually a 7 day turn-around). Sponsors take responsibility for shipping, and insurance to cover damage or loss from the time any products are sent, through the time they are returned.*

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CURRENT MEDIA REACH

E-Mail Newsletter.....	19,000+ Subscribers
Weathervane Website.....	76,000+ Visits Last Year
Membership.....	631+ Current Members
YouTube.....	214,000+ Plays Last Year
Vimeo.....	15,300+ Plays Last Year
Facebook.....	4,795+ Followers
Twitter.....	2,700+ Followers
Instagram.....	780+ Followers
SoundCloud.....	721,000+ Plays Last Year
BandCamp.....	23,500+ Downloads

NOTABLE PAST ARTISTS AND PARTICIPANTS

Mikael Jorgensen (Wilco), Sufjan Stevens, Daniel Rossen (Grizzly Bear), Sharon Van Etten, Hop Along, The Districts, The Dead Milkmen, Adam Granduciel (The War on Drugs), Scott McMicken (Dr. Dog), Tim Showalter (Strand of Oaks)

NOTABLE PAST EXCLUSIVE MICROPHONE SPONSORS

RØDE Microphones, Audio Engineering Associates (AEA Microphones), Telefunken Microphones

NOTABLE PAST RECORDING PRODUCT SPONSORS

Miner Street Recordings, Purple Audio, D.W. Fearn Audio, Root Beer Audio, Studio Logic Sound, Ecstatic Electric Audio, Mountanking Electronics

OTHER NOTABLE SPONSORS

Johnny Brenda's, Rustica Pizza, Pizza Brain, Liberty Choice, Narragansett Beer, Philadelphia Brewing Company, The Rocket Cat Cafe, ReAnimator Coffee

FOUNDATION SUPPORT FROM

The Philadelphia Cultural Fund, The Pennsylvania Council on the Arts, The Muse Educational Foundation, The Patriarch Family Foundation, The 2004 Carita Fund

LINKS

Annual Report (2015).....	weathervanemusic.org/annualreport
Weathervane Home Page.....	weathervanemusic.org
Shaking Through Home Page.....	weathervanemusic.org/shakingthrough
Facebook.....	facebook.com/weathervanemusic
Twitter.....	twitter.com/wvmusic
Instagram.....	instagram.com/weathervanemusic

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