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 OUTBOARD SPONSOR………..$1,000 + COMPLETE OUTBOARD PACKAGE*

As the Exclusive Outboard Sponsor, your company provides all of the Pre-Amps, EQ, and Compressors used, seen, and talked about in a Shaking Through Recording Session. A Complete Outboard Package can include any combination of products you carry, covering at least (16) Channels of Microphone Pre-Amps, (8) Channels of Compressors, (8) Channels of EQ, (1) 2-Bus Stereo EQ, and (1) 2-Bus Stereo Compressor.

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
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.

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..........................................................................23,500+ Downloads
- BandCamp.............................................................................721,000+ Plays Last Year

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 OUTBOARD SPONSORS
Studio Logic Sound, Purple Audio, Ecstatic Electric Audio

NOTABLE PAST RECORDING PRODUCT SPONSORS
Miner Street Recordings, D.W. Fearn Audio, Root Beer Audio, Mountainking Electronics, RØDE
Microphones, Audio Engineering Associates (AEA Microphones), Telefunken Microphones

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
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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