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 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

FEATURED EXCLUSIVE RETAILER…………………..$2,000 + COMPLETE GEAR PACKAGE*

As the Featured Exclusive Retailer, your company provides all of the Microphones, Pre-Amps, EQ, and Compressors used, seen, and talked about in a Shaking Through Recording Session.

Unique Featured Retailer Benefits include all Standard Benefits listed above, plus:
- Mention of your Company and/or product(s) in Shaking Through
- 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).
**COMPLETE GEAR PACKAGE**

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

<table>
<thead>
<tr>
<th>DRUM OVERHEADS</th>
<th>DRUM ROOMS</th>
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<tbody>
<tr>
<td>(2) Small Diaphragm Condensers (Left &amp; Right)</td>
<td>(2) Ribbons, Figure-8 Necessary (Left &amp; Right)</td>
</tr>
<tr>
<td>(1) Ribbon (Center)</td>
<td></td>
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<tr>
<td>SNARE</td>
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<tr>
<td>(2) Dynamics (Top &amp; Bottom)</td>
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<tr>
<td>TOMS</td>
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<tr>
<td>(2-3) Large Diaphragm Condensers … OR</td>
<td></td>
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<tr>
<td>(2-3) Ribbons … OR</td>
<td></td>
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<tr>
<td>(2-3) Dynamic &quot;Broadcast-style&quot; microphones</td>
<td></td>
</tr>
<tr>
<td>KICK</td>
<td></td>
</tr>
<tr>
<td>(1) Dynamic &quot;Broadcast-style&quot; mic (Inside)</td>
<td></td>
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<tr>
<td>(1) Large Diaphragm Condenser (Outside)</td>
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**MICROPHONES**

**VOCALS**

(1-2) Large Diaphragm Condensers

**GUITARS / KEYBOARDS**

(2) Ribbons, for Instrument Amps

**BASS**

(1) Large Diaphragm Condenser … OR
<table>
<thead>
<tr>
<th><strong>TALKBACK / AUDIO FOR VIDEO</strong></th>
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<tbody>
<tr>
<td>(1) Cardioid Large Diaphragm Condenser</td>
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<tr>
<td>(3) Omnidirectional Large Diaphragm Condensers</td>
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**OUTBOARD GEAR**

**PRE-AMPS**

(16) Channels of Microphone Pre-Amps

**EQ**

(8) Channels of EQ

**COMPRESSION**

(8) Channels of Compressors

**2-BUS PROCESSING**

(1) 2-Bus stereo EQ

<table>
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<tr>
<th><strong>LIMITED PRODUCT SPONSOR</strong></th>
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<tr>
<td>...........................................$125 per item + GEAR*</td>
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*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.

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
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 RETAIL SPONSORS
Studio Logic Sound, Ecstatic Electric Audio, RØDE Microphones

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

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