

The Official Six for Sixteen Campaign

Winter/Spring 2009

The Six For \$1600 Campaign is an ambitious endeavor designed and geared to aid and assist the independent artist, promoter, DJ, etc. This promotion allows for six weeks of solid street, radio and college promotions. Buckwild Marketing and Promotions has involved Independent and local artist with the promotion of main stream projects since 1994. This marketing tool has become a very successful strategy involving businesses, artists, producers, radio stations, DJ's, promoters and clubs to ensure a solid 6 weeks of incentives to motivate and inspire creativity that will allow an independent artist to shine on a major level with a minimum budget.

This is a great opportunity for the aspiring artist, business or industry leader with material or concepts ready to be exposed to the general public. The Six for Sixteen Campaign is designed to aid and assist in creating street buzz, maintain a street presence or create industry contacts that will be invaluable during your pursuit of artistic excellence and recognition. Building on strong marketing principles that have proven to be successful time and time again will forever separate our promotional campaigns from others who have tried and failed. Artists, companies, product lines or clubs currently have the option of signing agreements that run for 6 weeks at a time with the option of re-newel at anytime during the year provided a single or album is street worthy and ready for the consumer.

Promotional events are set up that will create awareness of your brand/project, company, record label or product line. Artists will have the opportunity to make appearances, perform live/tour, autograph signings, radio interviews or a combination of all. With the right packaging of your project you'll have the opportunity to have your music, product or event listed on several well known web sites, have arranged meetings with industry leaders and A & R's, special discounts on services provided by our partners which include: Email Blasts and Campaigns, Conference Calls, PR/Management/Consultations/Music Servicing and monitoring. Ask about "The Market Attack Plan"

Artists should have

- **A bio with all interview credits**
- **Head shots or performance pictures and Videos**
- **Professional quality CD (i.e. CD cover with graphics, copyright, contact info etc.)**
- **CD's and MP3's with radio edits (enough to service a minimum of 25 DJ's who spin in the hottest clubs, are on radio, have strong street or college credibility)**
- **Enough posters and/or flyer's promoting the artist or event**
- **Promotional give-a-ways associated with the event or project.**
- **Budget of \$1000 is suggested for promotional material**
- **YOU MUST HAVE A PAYPAL ACCOUNT**

Each artist/group should know promotional material doesn't have to be expensive, but should be presented in a way as to not be a wasted. For example, a box of 30 promotional CD's should last for an entire month if used properly in conjunction with your promotion, and not just given or thrown into crowds or groups of people, but given to key industry tastemakers. An unreleased event is most normally a single or promotional use only project

that may or may not be associated with an album with no immediate release date. Just a sample of your best work that is ready to be test marketed to your demographics. Promotional events are usually at the expense of the promoter with the individual or group having the burden of performance with no financial expectation. Occasionally, artists will have the opportunity to be paid or have expenses covered through Artist Riders, provided it's in the budget of the club or organization sponsoring the event. You'll also receive appearance on:

THE STREET RADIO WDJP RADIO NETWORK



HUSTLE & GRIND RADIO



NORTHERN SMOKE RADIO



At Buckwild Marketing and Promotions, we only succeed if you succeed and wouldn't see it any other way. **EXPOSURE BOTH GOOD AND NEUTRAL WILL BE THE KEY TO YOUR SUCCESS!** We encourage and highly recommend that artists, groups or companies signing up for one of the marketing programs not go into it with the expectation of reaping great financial rewards. Understand that if you're not excited, enthused or motivated by your own project it will be difficult for our company to get others excited about your project.