



**ARTIST MANAGEMENT**

*by arrangement with Jack Price*

*We Take You to the Marketplace.*

NEW CLIENT

*Welcome*

PACKET



## Welcome to Artist Management by arrangement with Jack Price

We look forward to working with you to promote you to the Concert Music and Recording Arts Industries. This Welcome Packet will explain how we work, who to contact, and what to expect as an artist with our agency. We very much encourage you to read it over and please keep it handy. At Artist Management by Arrangement with Jack Price we are all about approachability, accessibility and accountability. Please feel free to contact us with any questions you may have. We are happy to assist you however we can and truly appreciate your choice to join our roster.



### Some Important Contacts.

Here are the main contacts you will need during your tenure with our management firm:

- **Jack Price**, *Founder and Managing Director*. Jack has led the company since 1984 and handles contract negotiations, closings, and high-profile meetings. Jack can be reached at [jack@byarrangementwithjackprice.com](mailto:jack@byarrangementwithjackprice.com) and/or 1(310) 254-7159.
- **Rebecca Broadbent Petersen**, *Executive Director*. Rebecca manages all staff and client needs. She also handles accounting, billing, and various projects. You may reach her at [rebecca@byarrangementwithjackprice.com](mailto:rebecca@byarrangementwithjackprice.com) and/or 1(916) 539-0266.
- **Olivia Stanford**, *Director of Marketing* - Olivia is in charge of marketing and engagement contracting. Feel free to email her at [olivia@byarrangementwithjackprice.com](mailto:olivia@byarrangementwithjackprice.com) to set up an appointment.
- **Pro Marketing Team**, Our pro marketing team can be reached at [BAWJP@promarketing.team](mailto:BAWJP@promarketing.team). This team oversees all technology including servers, website, TEMPO, graphic design of marketing materials and new technologies. This department creates the sizzle documents and prepares new client materials. Additionally, this team offers our clients discounted marketing services including: webdesign, email campaigns, SEO, print design, online advertising, biographies, & social media marketing.

You are welcome to speak with your artist representative, however marketing assignments sometimes require that we assign different campaigns to different staff members. We do ask that a meeting with your artist representative is limited to no more than 15 minutes. Longer meetings with marketers count against the marketing hours allotted to your monthly campaign. Our intention is to keep our marketing staff on the phone working our clients' campaigns.



## After You've Returned Your Contract.

The next step is to prepare your promotional files and materials for your marketing campaign. This is done during the first contractual month unless otherwise indicated. Our pro marketing team will contact you to explain our process for assembling both your electronic press kit (a.k.a “sizzle”) and profile on our website. Please review this as it covers how to get materials requests to us, as well as what materials we typically need.

### Marketing Materials.

**It has been our past experience that high-quality video and audio materials are looked upon a lot more favorably by presenting organizations.** Therefore we highly recommend that you submit your highest-quality materials to us for your press kit and the website. If your current materials are not of the highest quality, we will use whatever you have although we strongly recommend looking into getting some produced. It will very likely increase your chances of being considered by a presenter.



## Your Marketing Campaign.

Once your press materials and website profile are prepared, your marketing campaign will commence. This starts in the second contractual month.

### Campaign Wishlists.

**We ask for and welcome wishlists from our clients.** This is a list of various organizations that you would like us to contact on your behalf. It can consist of organizations/contacts you've already worked with, or with whom you've never worked with and would like to. It is generally best to send this at the beginning of your campaign. If you don't have one, you are welcome to send requests as you think of them. Any and all wishlists / requests should be emailed to Olivia Stanford at [olivia@byarrangementwithjackprice.com](mailto:olivia@byarrangementwithjackprice.com) AND Jack Price at [jack@byarrangementwithjackprice.com](mailto:jack@byarrangementwithjackprice.com).

**When submitting a wishlist, please provide the following contact information for EACH of the presenters you would like us to add to your campaign. Without ALL the information listed below we will be unable to add your request to your marketing campaign.**

1. name of presenter/organization
2. name of the contact
3. email address of the contact
4. phone number of the contact



## Campaign Targeting

**Typically we recommend that campaign targets are based around where you already have some recognition. However if you are looking to branch out to a new market area, that is definitely doable.** It is your campaign and therefore your preference as to where you'd like to be marketed. It is important to keep in mind that it can take longer to develop your brand in areas where people are not already familiar with you.

If you are looking to have yourself marketed in the Asian territories, typically we have had better experience with the cities of Hong Kong and Singapore. Outside of those areas, the language barrier has proven to be quite difficult and it can take quite some time to elicit a response. If you have contacts already in these territories, that can be quite useful. You may wish to pursue these yourself, or you may send them to us to work for you, whichever you prefer

In the past we have been asked to provide a list of places we are going to contact prior to calling. While we understand that an artist would like to have a planned list of calls for their campaign, it has been our experience that it can be very time and labor intensive to work this way. It may inhibit our team's efficiency from making the number of calls they need to make for you because of the research and planning involved. Instead, we suggest that you let us know your feedback from the reports and your campaign can be directed that way. Sending us a wishlist in the very beginning of your campaign can also help start its direction.



## Accessing Your Reports

**Our clients have 24/7 access to all marketing work.** With a simple login you may have access to real-time marketing notes. We aim to demonstrate transparency in our marketing efforts by offering this feature with the foremost goal of achieving satisfaction among all of our dedicated and committed artists. We welcome any feedback you may have from your reports. Please feel free to send any to Olivia Stanford at [olivia@byarrangementwithjackprice.com](mailto:olivia@byarrangementwithjackprice.com) AND Jack Price at [jack@byarrangementwithjackprice.com](mailto:jack@byarrangementwithjackprice.com)

### To access your reports, please follow these steps:

- Go to [www.ByArrangementWithJackPrice.com](http://www.ByArrangementWithJackPrice.com), then click "More" and then "Client Center"
- Then "Access Your Account" on the top menu.
- Click "Access Account"
- Login with your email address and the password you were emailed when you first became a client with us.
- Click on "Campaigns". Click on a campaign name. and then scroll down and on the left
- Click on "Click Here to View Your Monthly Campaign Report"

*\*Please note: should you be unable to log in to your account or have any technical issues with your Client ID and/or Password, please contact the pro marketing team at [BAWJP@promarketing.team](mailto:BAWJP@promarketing.team) for assistance.*



Dear Artist,

Welcome to the Artist Management by arrangement with Jack Price roster! You may be wondering what the next step is now that you have joined our roster. We will assemble your materials for the press kit, website and management. This document will explain how we handle this process.

Per contract, your promotional materials are prepared during the 1st contractual month. This is completed by our pro marketing team. After your contract is returned you will receive an email from the team with instructions. Please return the materials requested within 5 business days of email receipt. If your materials are not submitted on time your marketing may be delayed.

Once the materials are received and reviewed our pro marketing team needs approximately 10-12 business days to complete set up. Some clients ask that we harvest materials from a personal website. We strongly suggest that clients upload the exact materials they would like used, rather than asking us to choose items from their website. If we harvest from your website and we select items different than you prefer, an additional fee will apply if you request changes.

**Below is a checklist of what we'd like you to provide. ALL MATERIAL must be uploaded to DROPBOX.COM or provided via WETRANSFER.COM. We do not accept materials via email, for quality assurance.**

- Upload a **Print Ready Biography** in PDF FORMAT ONLY
- Full Press Articles** in PDF FORMAT ONLY. We suggest 3 - 10 pages. Must be translated to English if in another language.
- Repertoire** in PDF FORMAT ONLY
- Upload Print Ready **1-3 excerpted press clips**. Sentences are best and must be translated to English if in another language PDF FORMAT ONLY.
- Please ensure that biography, reviews, press articles, repertoire is 15 pages or less. All PDFs should be print-ready. **While we assemble print materials we do not edit PDFs.** All articles must be translated to English if in another language.
- 4-5 Hi Res photos in .jpg format.** We prefer high res images (above 500KB whenever available) Please do not upload any images you do not want to appear in our materials, only upload images you want used to represent you. Our graphic artists will use their best judgment as to where and how images are placed. Our discretion is critical in marketability. By uploading an image you in turn allow us to select image placement within our marketing materials.



- Include **3-10 mp3 formatted audio files sized 15 megs or less per file**. The tracks must include the following file name convention: [ArtistfirstnameArtistlastname]-[tracktile].mp3, e.g. JohnSmith\_Summertime\_OP1\_Mov2.mp3
- We offer TWO options for **YouTube videos**:
  - (a) include a .pdf file with your only 3 best YouTube Video URLs. Very important that the video's are enabled for embedding OR
  - (b) include a .pdf file only with your You Tube Channel logins (email and password) and with the YouTube API we can import ALL your videos. Please also include your recovery phone number/ email to your Youtube Channel account. Here is the link to review steps to locate credentials <https://support.google.com/youtube/answer/3250431?hl=en> The benefit to using option (b)'s method -- in the future should you upload a new video on YouTube or remove a video your website will update automatically at no charge to you. We encourage YouTube logins when available.
- URL to Artist Professional Website** in pdf file only
- URLs to all Social Media pages** in pdf file only

**If you have specific material's you'd like us to use please notify us!**

### **Edits**

**Materials submitted, re-submitted or altered AFTER your marketing set up by our pro marketing team will require additional work and will incur an additional fee, minimum of \$15.00.**

Anytime you would like to remove or add something to your materials, please send the information to [BAWJP@promarketing.team](mailto:BAWJP@promarketing.team) If files are to be sent, please put them in the Dropbox folder you created or use WeTransfer.com and inform [BAWJP@promarketing.team](mailto:BAWJP@promarketing.team) about the new files.

### **File Sharing**

If you do not already have a free dropbox account you can create one here: <https://www.dropbox.com> If you have any problems using Dropbox, please see the [Dropbox Help section](#) We also accept files from [WeTransfer.com](https://www.wetransfer.com). [Learn how to use it here.](#)

**\*\* Please note web listing services do not include: Bio rewriting, language translation of documents, video editing, audio editing, or photo editing. Should you need those services our IT team can provide them for a nominal fee.**



**ARTIST MANAGEMENT**  
*by arrangement with Jack Price*

We Take You to the Marketplace.



ARTIST  
REPRESENTATION  
*Services*  
BOOKLET



## List of Marketing Services and Programs

By arrangement with Jack Price has been a leader in the Concert Music and Performing Arts Industries since 1984 providing direct marketing services to emerging and highly-deserving artists. Our roster includes some of the most-accomplished and awarded artists performing today. We offer a number of innovative marketing products and services designed to give our clients greater exposure to the marketplace while helping them advance in the industry. We have exhibited at the Association of Performing Arts Professionals and League of American Orchestras Conferences. We have advertised in Musical America and Symphony Magazine.



### **Premium Management**

**Highly Personalized Targeted Marketing to Industry Decision-Makers who Book Talent**

**More than just traditional concert management, Premium Management delivers targeted direct marketing to concert presenters, opera companies, and other performing arts organizations who engage concert artists.**

Jack Price's marketing staff connects to presenters who book talent worldwide each month delivering **highly individualized targeted marketing that focuses on getting much needed consideration from presenters**. When interest is expressed our managers take over the lead and work to establish a relationship between the presenter and artist. Contracting is provided by our management staff.

**Each Premium Management client has access to real-time campaign reports 24/7.**

The report delivers critical information on where each client has been marketed, materials that have been sent out, the details of our conversation with decision-makers along with feedback, and the level of interest expressed. **Our artists receive high-quality, exceptional print media materials that are designed to make an immediate impact.** Our "sizzle" emailer is designed by our graphic artist and features links to video, audio, and the artist's listing on our website. Premium Management is offered to qualified credentialed artists by invitation only and may not be right for every artist. Results do vary depending on type of campaign, marketability of each artist and market conditions.

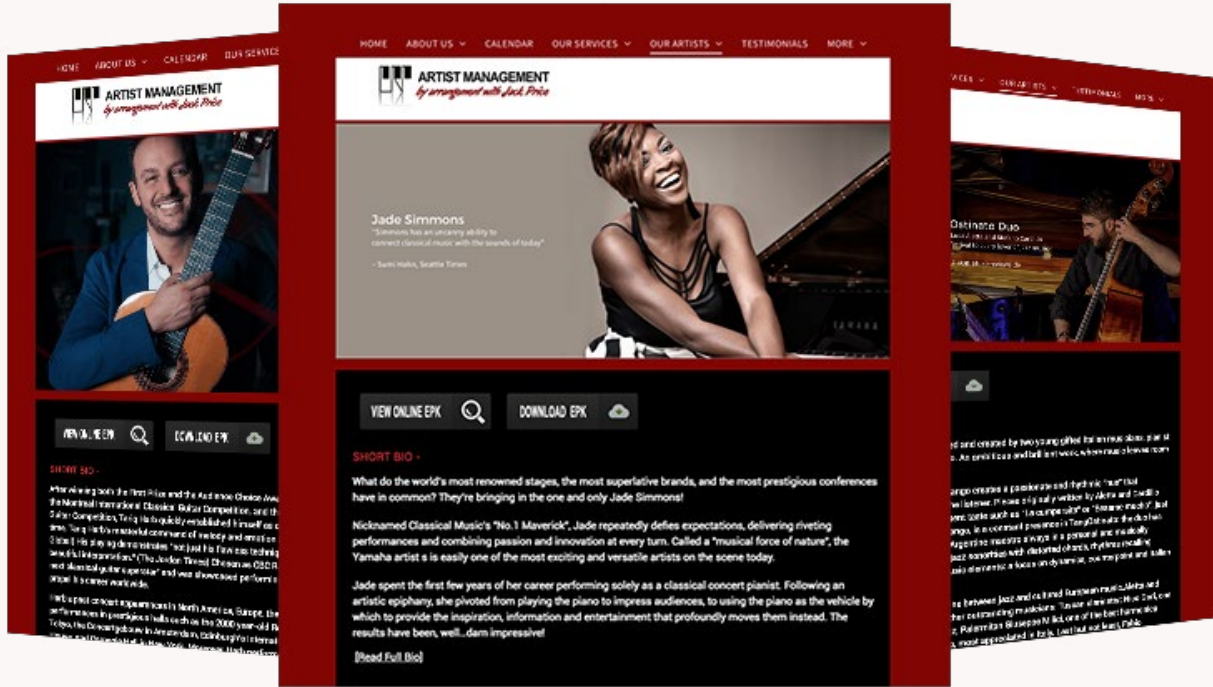


See a sample report at

[http://www.revisemysite.com/pdfs/133-Monthly-Campaign-Sample\\_web.pdf](http://www.revisemysite.com/pdfs/133-Monthly-Campaign-Sample_web.pdf)



## Sample Sizzles



### Details

We offer Premium Management, a direct-marketing service that provides 5-14 hours a month of direct marketing to the Concert Music Industry. Each month our premium management provides you with a report on every call, email, action and feedback from presenters, along with detailed conversations with auspices and performing arts organizations you have been presented to. We will design a press kit, sizzle one-sheets, and include you on our website: [byarrangementwithjackprice.com](http://byarrangementwithjackprice.com)



### Plans

We offer FOUR Artist Management Premium Marketing Plans:

**5 hours for \$200; 8 hours for \$300; 11 hours for \$400; 14 hours for \$500**



## Artist Management Marketing Plans



- 5 hours of marketing phone calls per month
- Featured Web Listing
- 24/7 online real-time call reporting
- 3 30-minute Career Consulting Calls with Jack Price per Year
- PDF Press Kit Dossier

**\$200/month**



- 8 hours of marketing phone calls per month
- Featured Web Listing
- 24/7 online real-time call reporting
- 4 30-minute Career Consulting Calls with Jack Price per Year
- 1 Jack Price Radio Show Interview per Year
- PDF Press Kit Dossier
- Sizzle Artwork Provided

**\$300/month**



## Artist Management Marketing Plans

### MASTER ARTIST PLAN



- 11 hours of marketing phone calls per month
- Featured Web Listing
- 24/7 online real-time call reporting
- 5 30-minute Career Consulting Calls with Jack Price per Year
- 1 Jack Price Radio Show Interview per Year
- PDF Press Kit Dossier
- Sizzle Artwork Provided
- HTML Email Sizzle Coded Provided for Email Use

**\$400/month**

### VIRTUOSO PLAN



- 14 hours of marketing phone calls per month
- Featured Web Listing
- 24/7 online real-time call reporting
- 4 45-minute Career Consulting Calls with Jack Price per Year
- 1 Jack Price Radio Show Interview per Year
- PDF Press Kit Dossier
- Sizzle Artwork Provided
- HTML Email Sizzle Coded Provided for Email Use
- Promotion on Social Media

**\$500/month**



## **Listing Management**

Are you looking for a presence on a website arts presenters around the world frequent?

At Artist Management by arrangement with Jack Price, we offer a paid listing service on our website that does not include direct marketing calls and emails. Our webmaster loads your content in and provides you with a URL to your webpage listing. It does include Artist Representation services.

Cost: \$100/month



## **Anchor Management**

A unique program for artists and touring ensembles to work directly with our managers

**Anchor Management is an innovative new approach to take greater control over your career while enjoying the benefits of affiliating your career with a major concert management agency.**

As an Anchored Management Artist you will receive personalized training and guidance with an experienced concert manager (up to six hours a year), a personal site on our website, a by arrangement with Jack Price email account, letter head, inclusion in our advertising, a single user account to TEMPO - Musicians Marketing Contact System designed specifically for marketing to the Concert Music Industry. Jack Price also provides non-commission event contracting services for our Anchor Artists.

Cost: \$150/month



## **Sponsored Concert Program**

**Artist Management by arrangement with Jack Price in conjunction with the North American Artists Foundation is offering limited concert engagement opportunities with leading symphony orchestras and performing arts series in the US, Canada, Mexico, and Europe.**

The Sponsored Concert Program is designed to give credentialed, highly-deserving emerging artists opportunity to perform on established concert programs.

Artists must be credentialed with professional performance experience and have substantial media online. Opportunities to perform with orchestra require existing concerto repertoire. Audition may be required. Engagement opportunities are guaranteed through this program with established concert presenters and symphony orchestras. These are not venue rental engagements.

Artists who participate in this program will be presented to music directors and series program coordinators who engage artists for immediate consideration. Dates, location, and other engagement details are subject to presenters preferences.

**Cost: \$1500 for 1 engagement/concert**

***For More Information Contact Jack Price at 310-254-7149.***



## **Jack Price Presents**

**A unique service where we handle all aspects of presenting an artist in select venues**

The Jack Price Presents Program offers emerging artists opportunities to perform in respected national and international venues via artist-directed concert programs. Jack Price secures the space, manages concert details on behalf of the our artist and acts as the presenting organization.

***For More Information Contact Jack Price at 310-254-7149.***



## **The Jack Price Radio Show**

The Jack Price Radio Show explores topics relevant to the concert music industry such as: artist marketing, managing, branding and much more. Jack's interviews feature one special guest artist or ensemble. Each artist is encouraged to share their personal artistic journey, how they got where they are today, and where they envision themselves. Jack also interviews major decision makers who regularly buy talent. Past interviewees include Larry Tucker, noted Artistic Administrator of the Nashville Symphony, Grzegorz Nowak, principal associate conductor of the Royal Philharmonic Orchestra in London, and JoAnn Faletta, music director of the Buffalo Philharmonic and Virginia Symphony. To attract the widest possible audience, The Jack Price Radio Show is featured on Facebook, Twitter, Instagram, and LinkedIn.



## **Jack Price Publicity**

Date and Event-Specific Publicity Development

**Our Publicity program offers artists, concert presenting organizations, schools and other entities in the Performing Arts Industry highly-targeted publicity and public relations representation.**

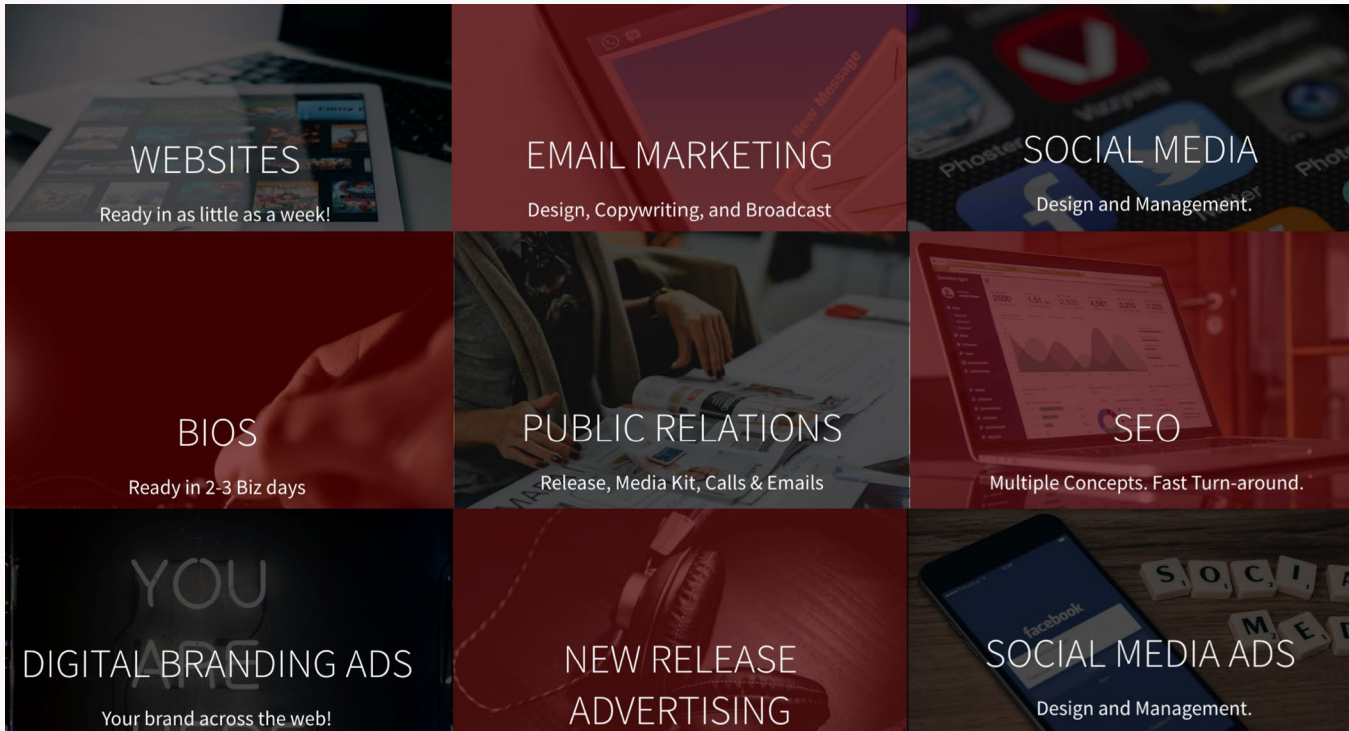
We provide direct representation of story ideas, event notification to staff writers, editors, television and radio producers, and internet websites that produce feature articles and media content for publication or mass distribution. This is ideal for general publicity as well as one-event notification. Publicity clients will receive a monthly report by campaign. We also provide expert press release copy services along with email distribution. Publicity representation can be contracted on a yearly or month-to-month basis along with one-time event representation.

***For More Information Contact Jack Price at 310-254-7149.***



## NEW: Expanded Marketing Services

**Image is everything!** In addition to presenting our artists to national and international presenters, our new pro marketing division can handle all parts of your marketing needs -- from web design & EPKs, Press Kits to e-mail marketing! We can take your project to the next level, and at prices that will surprise you. Contact our pro marketing team at [BAWJP@promarketing.team](mailto:BAWJP@promarketing.team) and learn more [on our website](#).



## Music Licensing



**Hidden Pond Productions Provides Music Licensing & Rights Clearance for Artists and proudly collaborates with by arrangement with JackPrice.** You can reach Hidden Pond via: Lisa Brigantino, President, Hidden Pond Productions, Inc., Phone: 718-440-5584, Fax: 866-826-2561, [lisa@hiddenpondproductions.com](mailto:lisa@hiddenpondproductions.com), [www.hiddenpondproductions.com](http://www.hiddenpondproductions.com)

## Digital Music Distribution

**Digital Music Distribution support is provided to our artists by CD Baby.** Details at: <https://cdbaby.com/digital-distribution-partners.aspx>













