

**BALTIMORE**  
**MUSIC**  
**COLLECTIVE**  
**PRESENTS**



September 2012  
[www.mixologybaltimore.com](http://www.mixologybaltimore.com)



# MIXOLOGY

## *mix·ol·o·gy*

- 1: The study of mixing music... includes sub-genres of DJing, mash-ups, hip hop, scratching and remixing.
- 2: A week of outrageous parties, awesome music and networking mixed with a learning experience!



*MIXOLOGY has creative artists & performers, producers, fans, record labels, social & new media entrepreneurs, agents, promotional companies, and tastemakers of the industry all in the mix!*

The Baltimore Music Collective is proud to present **MIXOLOGY**

Showcases and Parties featuring all genres of Dance Music, MCs, Vocalists and Livetronica

Seminars, Workshops, Roundtable Discussions and Networking Events

A Marketplace for you to sell your wares

A Record Fair to showcase new and used releases as well as a trading area

A diverse and eclectic audience, among which will include local, regional, national and international talent, local and regional industry personnel, media, business and civic leaders, various artisans, area celebrities and music fans both locally and globally.

The BMC is a production and promotional collective working with several organizations and other promotional companies dedicated to bringing over the top events featuring the underground sound.

Starting in 2005 with the Baltimore Music Conference, and in 2010 collaborating with Morphius Records to produce the Baltimore Independent Music and Arts Festival (BiMA.fest), we began by producing an annual event which included all genres of music from rock & roll to country as well as electronic and dance music.

Realizing though that sometimes less is more, in 2011 we have decided to concentrate on our first love... dance music with all its genres and sub-genres!

## MIXOLOGY

### □The Sessions□



Our seminars and workshops are designed to educate both the seasoned and those just starting out. We also welcome the “just curious” public as well during ‘The Sessions’. Our program brings together informed professionals to present new ideas, discuss industry issues, and build new inroads for business development.



Although informative and educational, we offer a relaxed atmosphere for our attendees as well round table open forums so they can be upfront and personal with some of the hottest tastemakers in the biz.

Speakers and panelists include artists, producers, managers, record label executives, entertainment attorneys, media and PR moguls such as some of these past speakers... Fiona Bloom - The Bloom Effect, Martin Atkins - Invisible Records, David Andler - Morphius Records, Nokio - Dru Hill, Brian Mc Ternan - Salad Days Studios, Junior Goris - Team Pitbull, Corey Boddie – Boddie & Associates, Paul Gardner – The Gardner Law Group

### □The Parties and The Music□



Artist showcases and parties hosted primarily at Club Orpheus and the Paradox, Baltimore’s two most legendary venues, along with some of our newer venues, provide you and the artists with an audience of music industry personnel, venue owners, managers, and local booking companies to help acquire recognition. Being open to the public they also provide a new fan base for all to draw from making the entertainment experience non-stop for everyone all week!

The venues selected to host parties are all located in downtown Baltimore. Some are known for large up-scale events, some are more underground. Some host concert series, some are charming and quaint. Some are brand spanking new and some have a history rich in dance music! Selected for their downtown locations and eclectic amenities, the venues combined will easily accommodate the event’s 7,000+ expected guests and potential customers for you!





We welcome all genres of dance music, hip hop artists, vocalists, livetronica and world music at MIXOLOGY. Past performers during the BMC and BIMA.fest have included upcoming artists as well as Wu Tang Clan, Tittsworth , Adam F, Terry Mullan, Bossman, Planet of the Drums, Dynamix II, LTJ Bukem, MC Conrad, DJ Icey, Future Rock, Micro, Charles Feelgood, Deiselboy, Illy Emcee, Bad Boy Bill, 12<sup>th</sup> Planet, Smash Gordon, Oh Snap!, Get Em Marnis, Scottie B, DJ Pope, Dave Nada, Mullyman, and Headhunterz Inc.

### □The Marketplace□



The Marketplace brings together the latest technology, products, services, and gear plus an array of music and technology professionals where they can interact, exhibit, conduct deals, and take part in a number of interactive workshops so it's the perfect place for you to obtain new customers!



Additional merchandise vendors and visual artists are invited to join too as we believe art & music go hand in hand.

### □Record Fair□

For those looking for that one song they know brings everyone on the dance floor to it's knees but their copy is scratched... we have the solution! Showcasing new and used releases from hundreds of labels and including a trading and exchange area for all the vinyl junkies attending!



*This is an essential event for everyone in or into dance music and any of its subcultures*



*And we're easy to get to!*

Situated between Philadelphia & Washington, DC and more widely between New York & Florida, Baltimore is the ideal location on the East Coast.

Easily accessible by car as it's conveniently off I 95, by train to Penn Station downtown, and by air to the Baltimore Washington International Airport just minutes away making Charm City a no hassle journey for traveler's from world-wide.



# TARGET AUDIENCE DESCRIPTION

## WHO'S COMING aka WHO'S YOUR NEWEST CUSTOMER?

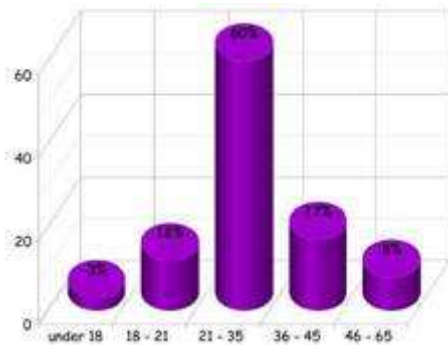
DJs - Producers - Artists - Record Label Execs - Label Representatives - Record Companies - Agents - Music Publishers - Distributors - Promoters - Importer/Exporters - Festival Producers - Technology Companies - Brand Consultants - CD/DVD Manufacturers - Wireless Companies - Retailers - Venue Owners - Attorneys - Soundtrack & Ad Production Companies - Music Rights Organizations - TV Production Companies - Industry Bodies - A&R Executives - Investors and Venture Capitalists - Artist Management Companies - Journalists - Media Consultants - Artists- Film Production Companies - Licensing Companies - Music Fans



## FAN PROFILE

87.7% College-educated with 1 out of 15 self employed and/or entrepreneurs!

48% are living 1 - 30 minutes from downtown, 33% are 20 - 60 minutes from downtown, 12% are 1 - 4 hours from downtown, and 7% are 4 hours or more from downtown.



*Ages*



*Salaries*

Hipsters, scenesters, yuppies, ravers, working stiffs or corporate execs... they're all looking for the latest and greatest in music, art and technology and they'll all be here... you should be too!

Don't miss your chance to be a part of the Mid-Atlantic's hottest event...

Please call today to place your business, product, or service at the front and center of this dynamic event.

## Opportunity Rocks for our Sponsors!

It's a known fact that sponsorship is the leading and most cost-effective promotional dynamic. We realize your business is looking to maximize its promotional costs and increase brand recognition and so we are committed to developing the best marketing vehicles available for you.

Sponsorship opportunities include showing you off at showcase venues, hospitality events, the conference sessions, the official program, and 'meet and greet' happy hours.

We have pre-designed sponsorships or let us custom design one specific to your business! All sponsorships include discounts for multi-year contracts and we encourage participation in the event by your employees or shareholders



*We invite you to join the following Partners, Sponsors and Supporters of the  
Baltimore Music Collective*



One Nation Under Groove



## Sponsorship Opportunities



### **Mega Star - Presenting Sponsor (\$15,000)**

#### Visual Presence and Brand Recognition

- ❖ Website Sponsor Page - Hierarchal Placement
- ❖ Website Sidebar on all pages - Hierarchal Placement with Hotlink from Event Websites
- ❖ Branded VIP Hospitality /Press Reception
- ❖ Inclusion on Signage at All Participating Venues
- ❖ Logo on Event Banner Signs, Promotional Materials and Gift Bags
- ❖ Full-Page in Official Program
- ❖ Media Placement - All/Hierarchal Placement
- ❖ Email Promotions - All/Hierarchal Placement
- ❖ Access to event-generated database for direct marketing follow-up

#### Sampling

- ❖ On-Site Sampling / Distribution / Sale of Product Opportunity at All venues
- ❖ Sample Sack Insert
- ❖ VIP Gift Bag Insert

#### Licensing & Endorsements

- ❖ Use of event logo, images and/or trademark(s)
- ❖ Merchandising rights
- ❖ Product endorsement

#### Hospitality

- ❖ 20 Tickets to All Showcases, Parties and "The Sessions"
- ❖ 20 VIP Access to Industry Receptions
- ❖ One Guest Suite at Host Hotel for two nights

### **Super Star (\$7,500)**

#### Visual Presence and Brand Recognition

- ❖ Website Sponsor Page - Hierarchal Placement
- ❖ Website Sidebar on all pages - Hierarchal Placement with Hotlink from Event Websites
- ❖ Inclusion on Signage at Participating Venues
- ❖ Logo on Event Banner Signs and Promotional Materials
- ❖ Half-Page in Official Program

- ❖ Media Placement – All
- ❖ Email Promotions – All

### Sampling

- ❖ On-Site Sampling / Distribution / Sale of Product Opportunity at All Venues
- ❖ Sample Sack & VIP Gift Bag Insert

### Specific Value Return

- ❖ 10 Tickets to All Showcases, Parties and “The Sessions”
- ❖ 10 VIP Access to Industry Receptions
- ❖ One Guest Room at Host Hotel for two nights

**Rock Star  
(\$5,000)**

### Sampling Visual Presence and Brand Recognition

- ❖ Website Sponsor Page - Hierarchal Placement
- ❖ Website Sidebar on all pages - Hierarchal Placement with Hotlink from Event Websites
- ❖ Signage at (Choice of) One Venue
- ❖ Logo on Event Banner Signs
- ❖ Quarter-Page in Official Program
- ❖ Logo on Promotional Materials
- ❖ Media Placement -Some
- ❖ Email Promotions - Some

### ❖ Sampling

- ❖ On-Site Sampling / Distribution / Sale of Product Opportunity at All Venues
- ❖ Sample Sack & VIP Gift Bag Insert

### Specific Value Return

- ❖ 8 Tickets to All Showcases, Parties and “The Sessions”
- ❖ 8 VIP Access to Industry Receptions

**Bmore Idol  
(\$2500.00)**

### Visual Presence and Brand Recognition

- ❖ Website Sponsor Page - Hierarchal Placement
- ❖ Website Sidebar on all pages - Hierarchal Placement with Hotlink from Event Websites
- ❖ Logo on Event Banner Signs



- ❖ Eighth-Page in Official Program
- ❖ Logo on Promotional Materials
- ❖ Media Placement - Limited
- ❖ Email Promotions- Limited



### Sampling

- ❖ On-Site Sampling / Distribution / Sale of Product Opportunity at All Venues
- ❖ Sample Sack Insert

### Specific Value Return

- ❖ 6 Tickets to All Showcases, Parties and “The Sessions”
- ❖ 6 VIP Access to Industry Receptions

**Supporting  
(\$1000.00)**

### Visual Presence and Brand Recognition

- ❖ Website Sponsor Page - Hierarchal Placement
- ❖ Website Sidebar on all pages - Hierarchal Placement with Hotlink from Event Websites
- ❖ Logo on Event Banner Signs
- ❖ Full Listing in Official Program
- ❖ Logo on Promotional Materials

### Sampling

- ❖ On-Site Sampling / Distribution / Sale of Product Opportunity
- ❖ Sample Sack Insert

### Specific Value Return

- ❖ 4 Tickets to All Showcases, Parties and “The Sessions”
- ❖ 4 VIP Access to Industry Receptions

**Individual Event Sponsor  
(Showcase, BAMM or □The Sessions□)  
(\$500.00)**

### Visual Presence and Brand Recognition

- ❖ Signage at Chosen Event
- ❖ Listing in Official program
- ❖ Website Sponsor Page - Hierarchal Placement with Hotlink from Event Websites
- ❖ Acknowledgement on Promotional Materials

### Sampling

- ❖ On-Site Sampling / Distribution / Sale of Product at Chosen Event
- ❖ Sample Sack Insert

### Specific Value Return

- ❖ 2 Tickets to All Showcases, Parties and “The Sessions” and including VIP Access to Industry Receptions



## Party Host

Be a part of the excitement all week by hosting one of the many parties!

Whether you're a venue, a company or a promoter that wants to join in on the fun & dance the night away with us, we have several options available to include you in the mix!

### Official Party

#### Visual Presence and Brand Recognition

- ❖ Listing and bi-line in Official Program
- ❖ Website Page Dedicated to Your Party with Hotlink from Event Websites
- ❖ Logo on Promotional Materials
- ❖ Email Blast of showcase inclusion to event subscriber base

#### Specific Value Return

- ❖ Promotional space at BAMM & the Closing Party
- ❖ 4 Tickets to the Closing Party and “The Sessions” including VIP Access to Industry Receptions

### Sanctioned Party

#### Visual Presence and Brand Recognition

- ❖ Listing and bi-line in Official Program
- ❖ Listing and Hotlink from Website to your site

#### Specific Value Return

- ❖ Promotional space at BAMM & the Closing Party
- ❖ 2 Tickets to the Closing Party and “The Sessions” including VIP Access to Industry Receptions

Priced per Venue/Situation\*

Situations vary from venue to venue due to door covers or none, promoter participation, night of the week, etc so we'll gladly come up with a custom package to suit all needs

## Sponsorship Request

Please fill out the following and return to:  
Baltimore Music Collective  
PO Box 6066  
Baltimore, MD 21231



**Step 1:** Please check box(s) regarding sponsorship and/or showcases:

- I would like to be a Presenting Sponsor for \$15,000.
- I would like to be a Super Star Sponsor for \$7,500.
- I would like to be a Rock Star Sponsor for \$5,000.
- I would like to be a Bmore Idol Sponsor for \$2,500.
- I would like to be a Supporting Sponsor for \$1000
- I would like to be a Showcase or "Sessions" Sponsor for \$500.
- I would like to host an Official Party (price to be determined upon agreement)
- I would like to host a Sanctioned Party (price to be determined upon agreement)

**Step 2:** Please check one box regarding payment for inclusion

- I will prefer to pay by check.
- I will prefer to pay by credit card

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Company Fax \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Once we receive your request we will contact you and discuss all details of your sponsorship  
Thank you!