

Paper Garden RECORDS

2011 Press Kit

About PGR:

While Paper Garden started as a simple independent record label, it has grown into a company that is multi-tiered in its approach to working with bands. Now with Paper Garden Publicity and Paper Garden's Lovely Hearts Club in addition to the original Paper Garden Records, we are able to work with bands no matter the stage they are at and bridge the gap between great music and a band's success. Paper Garden is a U.S. based company, but has now broadened its reach to many additional markets worldwide.

Fun Facts:

Employees and affiliates boast a vast array of experience and hail from locations around the world. Staff members have spent extensive time working with Sub Pop Records, Saddle Creek Records, Interscope Records, EMI Records, The MuseBox, and Flatstock, as well as with such events as the Pop Montreal, NXNE, Laneway, SXSW, and CMJ.

Paper Garden Records implements creative and non-traditional methods in order to maximize success and develop its artists on an individual basis.

In addition, Paper Garden Records is proud to be a "green" label, actively working to support the environmental movement.





Paper Garden Records determinedly work with a small roster of artists they can stand by and support without conflict of interests, spread the word about folks they love through their wide network and seek out and celebrate creative opportunities to extend beyond music and hold hands with art and film and dance. In short, they are awesome.

- **Risa Dickens**

Indyish.com/Frequency.com

@papergardenrecs



facebook.com/papergardenrecs



papergardenrecords.com

Services

Social Media Marketing:

Paper Garden is esteemed by media and tech companies for creatively and effectively using new technologies linked with social networking to maximize exposure for our artists. To illustrate, we have been featured in New York Times, Wall Street Journal, Billboard, Mashable and more for our ahead-of-the-curve use of new social networks and music tech companies like Soundcloud, Turntable.fm, Exfm, and Thinglink. We actively use these tools in order to build recognition for our artists in fun and creative ways like fan contests and premieres through Twitter, Facebook, YouTube, Foursquare, Hootsuite, Soundcloud, StumbleUpon, Tumblr, Ex.fm, Soundtracking, and Songza.

Sync Licensing:

Paper Garden markets our bands' music in numerous ways. Although we do shop directly to music supervisors we also work with a slew of non-traditional licensing companies with whom we have preferred partnerships. However, our sync licensing service only comes alongside choosing at least one of our other services. We shop our music catalog both as a whole and individually, depending on the requests we receive.

Lifestyle Marketing:

Paper Garden has relationships with retail stores and other non-traditional companies across the world, particularly within North America. We approach these outlets in order to seek out new opportunities for in-store performances, overhead play, retail licensing, brand/artist relationship development, and more.



Events:

Paper Garden is heavily involved with curating a wide variety of events including everything from big festival showcases and local monthly events to backyard DIY events, and a yearly 'Multiverse Playground' with music, art, and comedy.

Online Marketing & Publicity:

Paper Gardens' primary goal with online marketing and publicity is to build upon an artist's core fan base by connecting a hand-picked custom blend of influential sites from both mainstream and underground media outlets. We raise awareness and create post-release hype by generating chatter around tour dates, album releases, music videos, and more.

Online Distribution:

Paper Garden works directly with The Orchard to digitally distribute singles, EP's and full-length albums. Through this relationship we're able to more fully extend our marketing opportunities to digital retail stores, music supervisors, online media outlets and more. Distribution splits vary depending on a multitude of factors.

Website Development:

Paper Garden Records works with its own trusted web development and IT consulting firm, Spruce Solutions, to help build and develop websites for artists. Specializing in digital brand identity, Spruce Solutions works directly with Paper Garden Records in order to bring in fun projects at a lower overall cost via PGR's reference for artists needing website work. Spruce Solutions is responsible for the innovative site, Ampeater Music, indicating the love they have for working with new music and creating a great digital experience. Prices vary largely on design work. Paper Garden is also able to help maintain these websites and integrate new web technologies in which we're associated.

Independent Booking:

Working with independent booking agency, TJO Presents, Paper Garden utilizes this connection to bridge the gap between bands needing agents and the traditional difficulty of shopping for them. Instead of committing to a long-term contract, Paper Garden's relationship with TJO Presents allows for a month-by-month flat rate booking fee. A minimum of 3 months is required in order to have proper lead time.



Paper Garden

LOVELY HEARTS CLUB

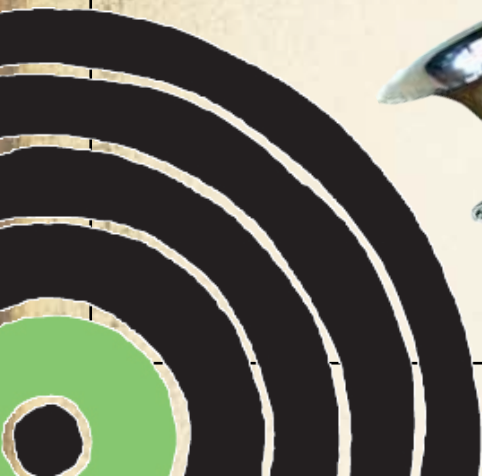


Let's face it, with the rampant nature of social media, today's music industry is reliant on tastemaker blogs and unfiltered opinion, so, we figured if you can't beat em, join em! Inspired by travel and exploring different music scenes world-wide, Paper Garden's Lovely Hearts Club is a new project based on the premise of telling people about the undiscovered and emerging bands that we love and encouraging people share it. It is a retake on the old-school record label's "singles club" that combines the new school methods of social media and the thriving DIY culture. The Lovely Hearts Club has one goal in mind: helping deserving bands get deserving attention.

Loosely based on The Beatles' "Lonely Hearts Club Band", the Lovely Hearts Club parallels many ideas from this legendary piece of music history. For The Beatles, it was further experimentation into their sound, a point of incorporating elements of all types of genres into what became a loose concept album based on a fictitious band. For Paper Garden, it is an experiment in an ever-changing music industry and an exploration into our diverse taste in music, creating a destination for those with open eyes and ears. We are bringing together an international band of people - all whom take part in creating the cohesive destination that is Paper Garden's Lovely Hearts Club.



As Paper Garden's Lovely Hearts Club is a media outlet in itself, it is also a connection tool for bands to develop relationships and gather feedback from record labels, managers, publicists, music supervisors, distributors, lawyers, booking agents, producers, events companies, filmmakers, visual artists, and even other bands. Through collaborating and interacting with fans and industry insiders alike, Paper Garden's Lovely Hearts Club strives to build a music community in which people can rely.



The Lovely Hearts Club features handpicked bands by Paper Garden staff that we love. It is essentially a really cost effective and efficient way to get attention from industry without affiliating yourself with a company or committing to a contract and long term campaign. In addition, it is also a way to gain contacts without having to do the research yourself. We send out a press release about the band, how Paper Garden discovered them, etc. focusing on one song and/or video in addition to posting the content on the blog. A few weeks later we also follow up with a feedback email to people, gathering responses from the latest batch of LHC bands (usually 4 at a time).

So far, our bands have received attention, feedback, and opportunities from the likes of

-Wall Street Journal

- Vice

- ESPN, Sprint

- Pitchfork

- NPR

- NY Press

- MTV

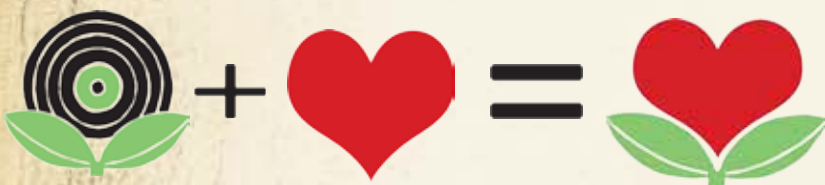
- Vh1

- Brooklyn Vegan

- Urban Outfitters

just to name a few....

LHC services include the press release sent to 35,000+ people (media, music supervisors, booking agents, managers, record labels, promoters, venues, fans, lifestyle outlets and more), a blog post, band name in PGR's signature & website, and of course a full tracking report after 1 month. This gives both parties a cost-effective trial run of services on a base level and an ability to evaluate working together more fully afterwards.





Rate Sheet

Social Media Marketing	\$250/month if 3 or more services are combined, there will be an automatic 10% discount applied
Sync Licensing	50% of placements we secure directly or through PGR 3rd party sync & licensing companies
Lifestyle Marketing	Tier One: \$500/month Tier Two: \$1500/month
Events	To be discussed on an individual basis
Online Marketing & Publicity	\$1500/month
Online Distribution	50% Of master and publishing
Website Development	Starting at \$1750
Independent Booking	\$150/month
Lovely Hearts Club	\$199/month

**** if 3 or more services are combined, there will be an automatic 10 percent discount applied****