

THE BENEFITS OF COMMUNITY



You are invited to join with friends and colleagues to form a collective of artists. All of us create transformative music with a global cultural perspective, and we already share a spiritually inquisitive international audience for whom our music is deeply meaningful. It's natural for us to come together.

An **Artist Collective** can leverage our collective resources (intellectual property, booking contacts, databases and social media) in order to achieve bargaining power and economies of scale in hiring the administrative staff we all need. Everyone can retain the rights to everything they enter the collective with, and continue to own anything they create within the enterprise. With common purpose, we can make and save more money and give to causes more effectively.

As a community, we have better reach to invite and inspire patrons and influence corporate sponsorships to underwrite our administrative operations, fund recordings and videos, promote our work, and finance and manage concert tours.

We can more cost-effectively hire and share agents and representatives for booking, promotion, publicity and social media, licensing and publishing, website management and IT, and distribution. We can focus our energies together on raising money for social causes. We can share and promote and collaborate on each other's work. We can draw attention because of what our music represents and inspires, our forward thinking about what an artist community can be, and our dedication to using our voices and powers to benefit social causes.

Our earning capacity and bargaining power are increased by working together, allowing us to return a percentage of what we earn to contribute to the cost of our operations. We can save money for the future.

HOW DO WE GET STARTED?

The money we need for the majority of startup costs will be collected by a fund-raising drive using Patreon. Artists will not be asked to contribute any personal funds. By combining our mailing lists, social media connections and other contacts we can create a comprehensive list of potential benefactors. In the future, we may also solicit philanthropic grants.

The first money we raise will allow us to rent office space, hire essential staff, commence booking and promotion operations, and begin to seek out and manage a base of corporate sponsors, patrons and fans. It will also allow us to establish an administrative structure to manage our ongoing social actions.

PRE-LAUNCH PHASE

- Work with a designer to develop logo, typefaces, color palette and other aspects of visual identity, along with the tone and persona of our communications.
- Implement branding in design of initial website and social media platform.
- Plan publicity campaign and storylines to help create awareness and excitement about what we are doing and attract Patrons.

PHASE ONE

- Solicit Patrons and define benefit packages.
- Build-out of website and social media, connect artist platforms.
- Create a common booking entity and develop booking assets.
- Engage an intellectual property supervisor who will represent our catalogs, managing royalties and synch rights and finding opportunities for licensing to film, television, online and other ancillary income.
- Create a series of compilation albums that benefit social causes.
- Recommend each other's music on Spotify and other playlists.

PHASE TWO

- Open an office and meeting space where we employ administrative and management staff.
- Book 2018 artist tours promoting service and social justice causes.
- Solicit corporate sponsors to underwrite tours.
- Engage dedicated publicity and promotion teams.
- Create media and IT / website management departments.
- Negotiate licensing, publishing, promotion and distribution deals.
- Integrate Radio and Streaming platform.

PHASE THREE

- Fund recording projects & music videos.
- Save and invest revenue.

FOLLOWING THE MONEY

Patrons will make monthly or yearly pledges, and receive benefits like free tickets to a set number of shows for any artist, anywhere. Contributions will fund promotions, website, office staff, legal and accounting counsel, and social actions. Once we are humming along, we expect patrons will also be interested in funding recordings and videos.

Corporate Sponsorships will underwrite the expenses of concert tours, and potentially recordings and videos.

Licensing, Publishing and Sales Royalties will flow directly to the individual rights holders, and automatically be split and paid according to whatever agreements or instructions apply. A licensing and intellectual property manager that represents our collective catalog will be compensated on a percentage basis.

Booking Percentages will fund the staff needed to book and manage tours.

Revenue Sharing is built into the structure of the collective to ensure that everyone is invested in the success of the community. Artists will continue to earn and retain profits from their performances and intellectual property, and direct a percentage of revenue back to the collective,

Surpluses and Profits will be shared among the artists who are partners, along with some senior staff. These funds will most likely be distributed in

the form of year-end bonuses, but the collective can also decide to direct these funds toward other purposes, such as creating a recording fund or private credit union. Historically, recording and management enterprises have never had shared profit models, so this is a new paradigm.

Investment, Retirement and Insurance Programs can be established for the benefit of individual artists, drawing on their income sources.

ENTRANCES AND EXITS

The collective will have both for-profit and non-profit 501c3 divisions. The profit side includes all revenue from sales, royalties, ticket sales, patronage, sponsorships. The non-profit side includes funds raised for charities and funds directed toward charities by patrons, fans and sponsors.

Founding artists will be partners in the company, sharing in all profits derived from company operations. As in a law firm or medical practice, the partners may elect to nominate other partners, work with associates who are not partners, and invite people to utilize our administrative services for a fee.

Decisions about community, financial and legal policies, staffing decisions, along with the social causes and recording projects the community supports will be made by the partners using ranked choice voting. The community will set its own terms and govern itself.

Withdrawal from the community will be permitted after a term of 3 years, following 6 months advance notice. Artists will always retain the rights to their work.

