



CAUSE-RELATED
MARKETING
&
SPONSORSHIP
OPPORTUNITIES

Mutually Beneficial Collaboration
Socially Responsible Branding
Local *and* Global Exposure

Experience the **SOUND** of the **MODERN** World



Dart Music International (DMI) is a 501(c)3 nonprofit, founded in 2008 in Austin, Texas. Since its inception, DMI has productively and consistently fulfilled its mission to introduce the public in our part of the U.S. to contemporary people and cultures from around world through first-rate, accessible modern music.

Our audience is as global and diverse as our artists. Trendsetters, innovators, technological explorers, cultural adventurers, life-long learners, artistic professionals, international influencers – these are terms that describe the musicians we work with and the people who impact around the world.

2010 Recap:

- * 65 events in Texas, Louisiana, Arkansas, and New Mexico
- * Audience of 12,000 in 17 cities
- * 9,500 Email & Social Media Contacts
- * 2,000 Unique Monthly Visitors to Website & YouTube channel from 93 Countries
- * 33 Foreign Artists from 15 Countries
- * 21 Press Stories / Profiles



Polly Mackey & The Pleasure Principle with Austin youth groups Grounded In Music and Latinitas at the 2010 Dart Music International House.

Photo by Rosy Lea

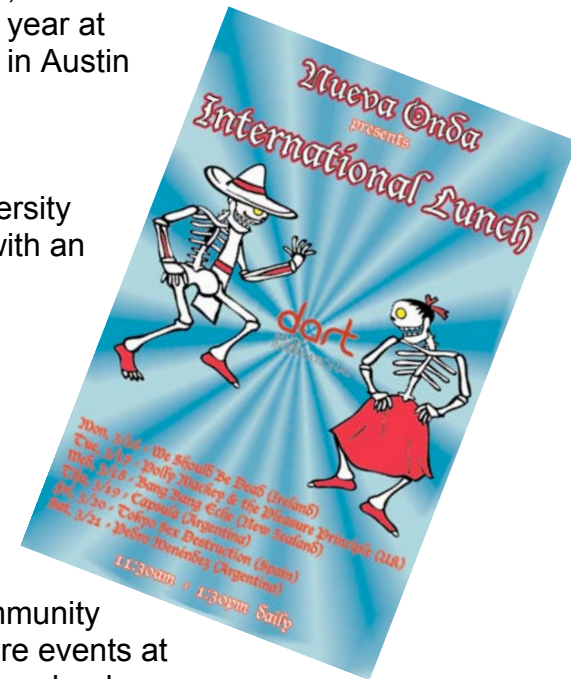
Dart Music International COMMUNITY OUTREACH



Free events offer unique opportunities to introduce all people of our region to the countries and cultures represented by our artists. Particularly with regard to young people and students, our program of free events provides personal interactive experiences throughout the year at schools, community festivals, and accessible venues with other nonprofit groups in Austin and throughout Texas, Louisiana, Arkansas, New Mexico, and Oklahoma.

The Boys and Girls Club, Grounded in Music, George's on the Texas State University Campus, and similar venues allow us to reach large numbers of young people with an educational message that includes social, cultural, geographical, and artistic components.

We also participate in festivals and inclusive public events such as SXSW, the Pecan Street Festival, Brew-B-Que, Texas Rockfest, and Pachanga Fest.



This year we will increase this community outreach with more events at college and grade school campuses, family-oriented festivals, and special events with international consulates, community nonprofits, and like-minded organizations such as Latinitas, Grounded in Music, the Boys and Girls Club, The House of Songs, the Australian-American Chamber of Commerce, and more.



Dart Music International REGIONAL TOURS



Regional tours are the most direct way to introduce bands to the communities throughout our service area. They provide opportunities for the bands to perform at reasonably priced events in “normal” venues – the bread and butter for all rock bands.



Bands usually tour individually and appear with other local artists in each city. We have also presented “package tours” featuring multiple international bands. Either way, people in cities throughout the southwest are afforded the opportunity to experience our artists’ performances and to interact with them in an appropriate and comfortable local setting.

Tour highlights:

March 2008: Sonic Requiem Tour featuring Menwhopause (India) and 127 (Iran)

March 2009: We Should Be Dead (Ireland) Southwestern US tour

March-April 2010: Indie Chile Tour featuring Intimate Stranger, The Ganjas, and Casino (all from Chile)

March-April 2010: Chinese Invasion Tour featuring Carsick Cars, PK 14, and AV Okubo (all from China)

October 2010: Viva City (England) Post-CMJ tour

October 2010: The Jefferson (Australia) Promotional tour



Dart Music International **ICON AWARDS**

January 27, 2011

The annual Dart Music International Icon Awards honor local individuals or groups for outstanding achievements in music and its community enrichment through international and intercultural exchange.



This event brings together a "who's who" of the Austin music and media industry to honor some of our biggest movers and shakers.

"And the nonprofit group has evolved into a community force. One could tell from the industry professionals on hand for the Dart's first Icon Awards on Tuesday... It never ceases to amaze me how music types can network while an amplified band is playing."

- Michael Barnes, Austin American Statesman

2011 Icon Award Nominees:

Troy Campbell (The House of Songs)

Alejandro Escovedo (Austin Musician)

Richard Linklater (Slacker, The School Of Rock)

SXSW Founders (Nick Barbaro, Louis Black, Roland Swensen)

2011 Entertainment:

This year's headliner will truly represent the spirit of the Icon Awards.

We will make the announcement before December. We will also feature DMI Artist Jackie Bristow (New Zealand).

More information is available on the web at:

<http://dartmusicinternational.org/events/iconawards/>



*2010 Icon Award Recipients (with Dave Dart)
Terry Lickona, Roky Erickson, Rose Reyese, Jim Butler*

DART MUSIC INTERNATIONAL HOUSE

March 11-20, 2011



The Dart Music International House is THE destination for top shelf indie bands from Austin and around the world throughout the SXSW Conferences and Festivals. **100 FREE day + night performances!**



The DMI House is located near the Austin Convention Center, hotels, and in the heart of all the festival activity. The DMI house offers free shows each night leading up to the Music festival, then day shows through the end of the festival. For more information, please see <http://dartmusicinternational.org/events/dmihouse/>



The DMI House will be available for programming from noon until 2:00am March 11 – 15. During the SXSW Music Festival we are available for day parties from noon until 6:00pm. The final day, Sunday March 20, we will wind down the festival experience starting at noon.

“Although there's a certain charm to be had dashing madly about Austin during South by Southwest, attempting to hit multiple day parties and catch every act that intrigues you, there's also something to be said for simply parking yourself at one of the festival's standby parties ... Two such excellent choices this year include the Dart Music International House...”
- Patrick Caldwell, Austin 360

DART MUSIC INTERNATIONAL NIGHT

March 15, 2011



DMI's signature event is FREE to the public, allowing everyone in Austin to experience cutting-edge music and interaction with some of the most impressive emerging artists collected from the corners of the globe.

This high-profile one-night showcase is a "critic's pick" and is a regular stop for local as well as international music industry, fans, artists, media, and bloggers. We featured two of MTV's "25 Best New Bands in the World" in 2010!

Held the night before the SXSW Music Festival, it attracts approximately 900 music fans and conference attendees. Media and bloggers from around the world attend and create an international buzz on radio, television, and the internet. Located at Friends Bar in the heart of 6th Street, it is just four blocks from the Austin Convention Center.

The preliminary lineup for our **4th Annual DMI Night** in 2011 includes bands from every inhabited continent. 6 bands who demonstrate the common language of rock & roll! Confirmed artists will be announced by February, 2011.

*" We took our free buzzes on to the Friends bar for the Dart Music International music showcase just in time to catch the last half of The Golden Dogs' set... So, Dart Music International. Here's the story. We'd picked this showcase to see Polly Mackey and the Pleasure Principle, a 17 year old Liverpudlian who's been getting a lot of buzz... I stopped to look at Polly's merch and met a fantastic woman named Pam who volunteers with Dart, a not-for-profit formed to promote international artists and expose Austinites (and hopefully others) to non-traditional music from other cultures. Pam and I started talking, she introduced me to Dave Dart, the founder of the organization and we chatted for a bit. A very cool idea for a not-for-profit, I must say."
- Dana Plonka, Mail Order Bride Vintage*



6 continents... 14 countries... 17 bands (so far!)

More information is available on the web at:
<http://dartmusicinternational.org/events/dminight/>

Dart Music International **GLOBAL PARTNERSHIP**

Your presence everywhere in the DMI world

\$25,000

BENEFITS:

Presenting Sponsor at the 3 Major DMI Events (Icon Awards, DMI House, DMI Night)

Bronze-level Sponsor Benefits at all other DMI Events

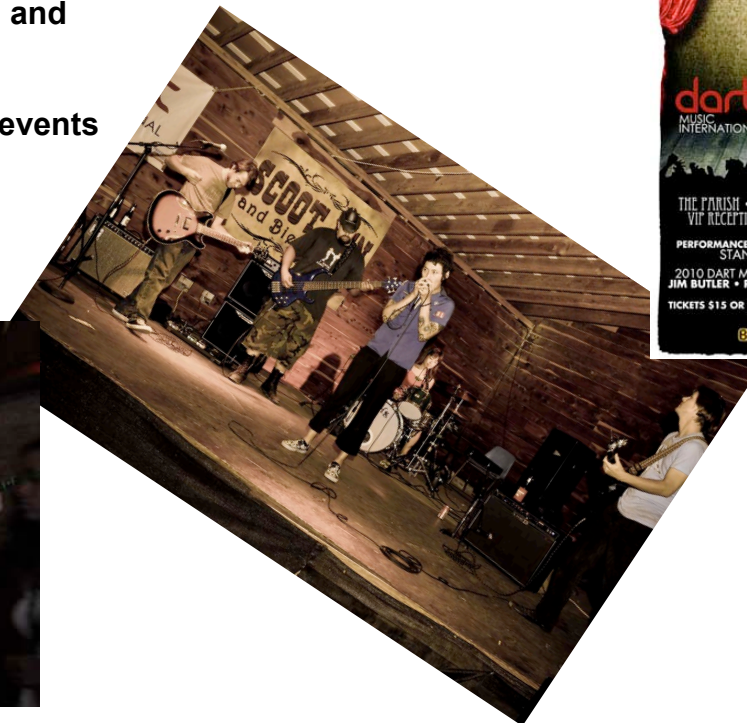
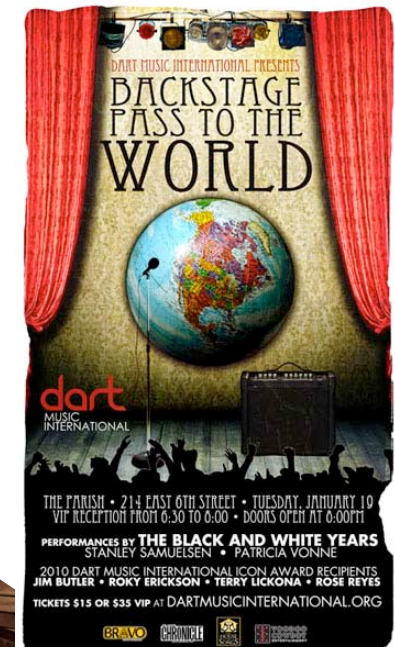
Your logo on all DMI banners used at tours, performances, and community outreach events

Persistent logo and link on DMI website, social media sites, and email blasts all year

Activation/Booth opportunities at select tour stops and community outreach events

VIP / Guest admission at select performances and events

Special access to visiting artists



Dart Music International **EVENT SPONSORSHIPS**

Icon Awards - DMI House - DMI Night



Presenting Sponsor

\$10,000

**Marketed as the Dart Music International "Event"
presented by "Company Name"**

Other Sponsorship Levels available (each includes a number of guest passes to the Icon Awards). Presenting Sponsor benefits for each event:

Company Promotion at Event:

- Main stage banner
- Side stage banner
- Additional Bar area banner space
- One 10x10 table space area inside the venue
- Activation/Booth opportunities at the venue
- One minute promotional mic time



Company Promotion prior to Event:

- Print - Logo on quarter page ads in Austin Chronicle (2 weeks out)
- Radio/TV - (Mentions and daily runs for 7 days 1 week out)
- Online, TV, and community calendars (Austin 360, News 8, Do512, City Search, etc.)
- Logo and Link Placement prior to and after Event (Large logo with link to home page)
- All event-related promotional email, posters, flyers, signage, packets, etc.
- DMI website and Social Media (Facebook, MySpace, Twitter, etc.)

Dart Music International **EVENT SPONSORSHIPS**

Icon Awards - DMI House - DMI Night



Platinum Sponsorship

\$7,500

Company Promotion at Event:

- Side stage banner
- Bar area banner space
- Activation/Booth opportunities at the venue
- One minute promotional mic time



Company Promotion prior to Event:

- Print - Logo on quarter page ads in Austin Chronicle (2 weeks out)
- Radio/TV - (Mentions and daily runs for 7 days 1 week out)
- Online, TV, and community calendars (Austin 360, News 8, Do512, City Search, etc.)
- Logo and Link Placement prior to and after Event (Large logo with link to home page)
- All event-related promotional email, posters, flyers, signage, packets, etc.
- DMI website and Social Media (Facebook, MySpace, Twitter, etc.)



Dart Music International **EVENT SPONSORSHIPS**

Icon Awards - DMI House - DMI Night



Gold Sponsorship

\$5,000

Company Promotion at Event:

- Side stage banner
- Activation/Booth opportunities at the venue

Company Promotion prior to Event:

- Print - Logo on quarter page ads in Austin Chronicle (2 weeks out)
- Radio/TV - (Mentions and daily runs for 7 days 1 week out)
- Online, TV, and community calendars (Austin 360, News 8, Do512, City Search, etc.)
- Logo and Link Placement prior to and after Event (Medium logo with link to home page)
- All event-related promotional email, posters, flyers, signage, packets, etc.
- DMI website and Social Media (Facebook, MySpace, Twitter, etc.)

Silver Sponsorship

\$2,500

Company Promotion at Event:

- Bar Area banner space

Company Promotion prior to Event:

- Print - Logo on quarter page ads in Austin Chronicle (2 weeks out)
- Online, TV, and community calendars (Austin 360, News 8, Do512, City Search, etc.)
- Logo and Link Placement prior to and after Event (Small logo with link to home page)
- All event-related promotional email, posters, flyers, signage, packets, etc.
- DMI website and Social Media (Facebook, MySpace, Twitter, etc.)

Bronze Sponsorship

\$1,000

Company Promotion at Event:

- Bar Area banner space

Company Promotion prior to Event:

- Online, TV, and community calendars (Austin 360, News 8, Do512, City Search, etc.)
- Link Placement prior to and after Event (Text link to home page)
- DMI website and Social Media (Facebook, MySpace, Twitter, etc.)

**All levels of sponsorship
scalable according to your
marketing needs.**

Dart Music International

We look forward to Partnering with YOU!

Global Cause-Related Marketing and Event Sponsorship with DMI proves greater **public awareness** for Your Organization's **values** and willingness to support Good Causes – both locally and globally.

CRM, Event Sponsorship, or Tax-Deductible Contributions – all provide opportunities for Internationally Recognized, Socially Responsible, Mutually Beneficial Collaboration.

Contact:

Dave Dart
DART MUSIC INTERNATIONAL
711 San Antonio Street
Austin, TX 78701

(512) 296-1156
dave@dartmusicinternational.org
<http://dartmusicinternational.org>

