

# DART MUSIC INTERNATIONAL ARTIST SERVICES



**Mission:** To introduce the modern face of countries and cultures from around the world to the people of the southwestern United States through contemporary music.

**Primary Goal:** To provide the most comprehensive and rewarding performance experience possible for all participants.

**Vision:** DMI will introduce cutting edge rock, pop, indie, and other modern musical artists to large audiences throughout the southwestern United States by presenting a series of tours, community outreach events, and special presentations. All of these will be free or low-cost and will attract the general public across all socio-economic categories. The quality of the production and presentation will be outstanding and will emphasize the modern society and culture of the home country of each artist in a way that is personally meaningful to everyone involved.

Artists who engage in the full DMI services will have a professionally and personally rewarding experience unlike any other. DMI will remove the barriers and distractions that can undermine a tour, allowing the artists to focus on their performance and audience connection.

**DMI Artist Services are unique:**

- Comprehensive tour experience support
- Exclusively work with “modern music” bands from outside the US.
- Regional service area (Texas, Oklahoma, New Mexico, Arkansas, Louisiana)
- Emphasis on “win-win” scenarios above financial or other concerns
- Long-term engagement with artists for 16-18 months (from initial consultation through final tour performance).
- Artists serve as representatives of their home country, with information available at each event provided by consulate, embassy, and/or trade and tourism offices.



**Geographical Region:** Our geographical region for full-service operations is limited to Texas, Oklahoma, New Mexico, Arkansas, and Louisiana.

We can assist with performances outside the geographical region but cannot provide full support.

Within 5 years we should expand this region to include select portions of the east and west coasts. Nation-wide support should be available within 10 years.

**People Served:**

- DMI serves the people in the southwestern United States who attend our events
- People all over the world who participate through media or the internet
- Local artist “ambassadors”
- International artists
- Nonprofit partners
- Schools and colleges
- Youth groups
- Service providers
- Corporate sponsors
- International consulates and “trade & tourism offices”
- Individual donors.

**Dart Music International**  
Community / Touring Region 2010-2011



## DMI ARTIST MEMBERSHIP BASIC SERVICES:

### Immigration:

#### *Who needs this and why?*

According to the US Customs and Immigrations Services rules, any musician who enters the US to perform must obtain either a P (musical group) or O (solo performer) visa for each "tour". Supporting personnel, such as sound engineers, must also be included on the work visa – with a separate charge from the government equal to the original visa costs.

<http://tinyurl.com/USCIS-P1visa>

<http://tinyurl.com/USCIS-Ovisa>

#### *How does DMI Help?*

DMI prepares the visa application submission by compiling information submitted by the artists and generating three key pieces for the application:

1. The Artist Agreement demonstrates that you have a financial, professional relationship with a reputable US company - a recognized charity at that.
2. The tentative itinerary is a "dream itinerary" that shows how you would tour through our region of the US over the course of a full year (or up to 3 years for a solo performer). It's geographically realistic and includes regional festivals and established music venues.
3. The Agent Letter states that we are working with you to arrange shows and support while you are here and that we have a relationship. It says we are working with the band over the proposed time frame and explain that we are working on confirming the dates.

These three documents are the strongest possible support items for the application. Together they demonstrate a strong relationship with a US company and a realistic work plan for the maximum allowed time (one year for a group, three years for a solo artist).



## **Localization, Marketing, & Publicity:**

### *Who needs this and why?*

Any artist traveling to the US needs as much help as possible getting their name and story out. There is no point in performing here if nobody knows the artist is here. DMI artists recognized that the US audience is an important market for them to reach in order to have a successful career. Publicity in the press and social networks in the US is crucial to achieving that success.

### *How does DMI Help?*

1. Publicize the band for the entire duration of the DMI membership. The artist is publicized through the DMI Website, Facebook, Myspace, music sampler, DMI event posters, etc. This is for the duration of the membership. Band will be listed on the DMI Artist site as “Alumni” after the membership expires.
2. DMI events. DMI has several events throughout the year, the biggest of which is the Dart Music International House. DMI artists are guaranteed a spot on this showcase. In addition, DMI organizes community outreach events to enhance the artist’s tour schedule. These free events include appearances at schools, colleges, youth groups, community organizations, public radio/television, and similar events.
3. Community and local media listings. We have each DMI and community outreach event listed on ALL DMI social media (Facebook, Twitter, Myspace, etc.) and appropriate Community / Media Calendars.
4. Press Releases. We send press releases to all appropriate media outlets - blogs, magazines, newspapers, alternative weeklies, radio, television, etc. for DMI and community outreach events.
5. Music Business partner referrals. We include a short list of PR firms and other music industry companies who have an excellent reputation and have agreed to work with DMI artists (where their busy schedule permits). Top publicists and PR firms generally have a heavy roster of clients and normally won’t make the time to work with unknown bands from other countries.
6. Localization assistance. DMI is the artist’s local resource for things like shopping and restaurant suggestions, light translation, help with mass transit, referrals to medical and consular services, and similar assistance.

## DMI ARTIST MEMBERSHIP EXTRA SERVICES (The Rock Star Treatment):

### TOUR MANAGEMENT:

#### Tour planning, budget, accounting, tax forms:

##### *Who needs this and why?*

Artists want to maximize their experience in the US with the best quality and least costly tour. The geography, difficulty in contacting venues, language barriers, and other issues make it difficult and time-consuming for an artist to plan a tour, create a realistic budget for the tour, and take care of all the other details related to an extended tour in the US.

##### *How does DMI Help?*

1. Provide tour planning budget and tour plan for 2 weeks to 2 months. The tour planning budget is based on an Excel spreadsheet developed by DMI to help international bands make an overall plan. It will include reasonably anticipated income from preferred venues and as much detail with regard to expenses as possible. This is the first step for a band to determine whether the investment in a US tour is within their means at this point in their career.
2. Plan tour route and preferred venues / festivals. DMI has developed a detailed graphical map of the TONAL region that can be easily edited to create desired tour routing based on location. DMI has also cultivated relationships with festivals, venues, and booking agents throughout the region. These will serve as “anchor points” for tours, providing excellent exposure and optimal band payment.
3. Provide an accounting of tour income from performance. Simple forms will be created for the bands in Excel that allow for easy input of income data for each gig.
4. Provide required tax forms. The tax forms can be downloaded from the IRS website and customized for each band.
5. Publicity through our website and social media networks. Feature all artists and their touring schedule on our primary website and social media sites (Facebook, Myspace, etc.). Link to event pages for each date that are created by the band or venue. Send out regular updates on Twitter, Facebook, Myspace, and other similar social media .
6. Create tour book. DMI provides the artist with a detailed tour book that includes details about each booked show, map & photo of venue, load in and performance information, contact, etc. DMI will provide one bound printed copy and an electronic copy emailed to each band member.

**Tour booking:**

*Who needs this and why?*

Emerging artists do not have a reputation in the US. This prevents them from hiring top-level booking agents or booking shows with reasonable guaranteed payouts. Many local bands in the US struggle to earn even \$100 per show. For the bands coming here from overseas it is important to earn as much as they can to help offset their enormous travel, immigration, and logistical expenses.

*How does DMI Help?*

DMI can get guaranteed payments for at least 4 shows per week with reputable venues and festivals while on tour here in the US because of our connections to venues and festivals. We also have the local knowledge to book bands in venues that are appropriate for each band's genre. We can also match them on a bill with a local artist that matches their style of music, which creates a better draw.

**Tour publicity:**

*Who needs this and why?*

Emerging artists do not have a reputation in the US. Without proper publicity there will be no audience for the shows. The greater the audience, obviously, the more money the artist makes and the more fans they reach.

*How does DMI Help?*

DMI contacts local press, radio, and community calendars as well as publicity through social media and DMI websites/calendars for every tour date. This includes press releases, requests for on-air performances, interviews, and community outreach events at schools, colleges, public media, and similar events.

**Driver / Tour Assistant:**

*Who needs this and why?*

Navigating from one tour stop to the next can be very challenging for people unfamiliar with the local geography. When artists are on tour it is often better for their performance if they have a dedicated driver. It is also often helpful to have a native English speaker on-hand to help with various activities while on tour.

*How does DMI Help?*

The driver will be a local who can more easily navigate the region and allow the band to relax between shows. In many cases the driver will also be available to help with sound, load-in, check-ins, and other day-to-day needs. The driver can also pick up and load the van before the artists arrive and turn in the equipment and van after the band departs.

## **HOUSING:**

### **Housing Reservations:**

*Who needs this and why?*

Artists need a place to stay each night they are in country. Researching venues, verifying their appropriateness and location in relation to the venue is time-consuming and difficult. It is even more challenging for non-English speakers. If the artist wishes to reserve a hotel they must also have a credit card and pay the resulting fees, interest, and other charges. The artist also does not usually have access to special rates or home stay opportunities.

*How does DMI Help?*

DMI has a local understanding of the desirability of places to stay, their geographical locations, and ease of access to the venues while on tour. With DMI making the reservations it frees up the artist to pursue more useful activities. In addition, DMI takes on any credit card charges.

### **Lodging:**

*Who needs this and why?*

Artists need a place to stay each night they are in country. Housing can be one of the more expensive items on a tour. The usual rate charged by discount hotels is \$25 per person per night, double occupancy, plus taxes and credit card fees. (This can be more expensive for solo artists).

*How does DMI Help?*

Because of our nonprofit status and local contacts, DMI can substantially reduce the cost for hotels on tour. DMI also has access to a network of volunteers who can provide home stay experiences in many locations. Artists don't have to devote time to researching and reserving hotels or pay the higher rates by doing this through DMI.



## TRANSPORTATION:

### Van Rental:

#### *Who needs this and why?*

Artists who undertake a regional tour will need a rental vehicle. The price above is for a 12-passenger van, which can hold the equipment and luggage for up to 8 people. We can get a less expensive vehicle for solo or duo performers. Groups of more than 8 will require a trailer, larger vehicle, or additional vehicle.

#### *How does DMI Help?*

DMI can rent the vehicles at a better price and with less time wasted on research or credit card charges.

If the optional Driver and Musical Equipment rental are included, the artist can be picked up when they arrive at the airport, with everything already loaded in the van and ready to go.

### International and Domestic Airfare:

#### *Who needs this and why?*

Any artist coming to the US (other than Canada or Mexico) has to fly here. Airfare can be one of the most expensive parts of the tour budget, so any savings is extremely important. Artists who want to include tour legs outside the DMI region may wish to fly in order to save time and money on cross-continental tours.

#### *How does DMI Help?*

When DMI purchases airline tickets, we are able to do so as a nonprofit organization. This means that at the very least we are able to save the US tax charges on the tickets. We are also currently in discussion with several airlines to have airfare vouchers and/or discounted tickets donated to us for use by DMI artists.



The poster features a South African flag at the top. The title 'Tidal Waves' is in large, stylized letters, with 'Original Reggae From South Africa' written on a banner below it. The 'American Tour Dates' section lists the following schedule:

Date	Location	Venue
Sat 12.03	Denton	35 Conferette Festival
Mon 14.03	Austin	DMI House, 219 West
Tue 15.03	Austin	DMI Day, 219 West
Wed 16.03	Austin	Aussies Grill and Beach Bar
Thu 17.03	El Paso	The Garage Tequila Bar
Fri 18.03	Alpine	Railroad Blues
Sat 19.03	Austin	SXSW, Flamingo Cantina
Sun 20.03	Lewisville	Dad's Venue
Mon 21.03	Dallas	Absinthe Lounge
Thu 24.03	Denton	Andy's Bar
Fri 25.03	Austin	Flamingo Cantina
Sat 26.03	Hot Springs	The Valley of the Vapors Festival
Fri 01.04	New Orleans	Tipitinas
Sat 02.04	Lafayette	Luna Rocks
03.04	Houston	Super Happy Fun Land

Original Music For Original People  
www.tidalwaves.co.za

Logos at the bottom include: dart, pulse, MUSIC BOYS, and a small square logo.

## **PERFORMANCE:**

### **Musical Equipment:**

#### *Who needs this and why?*

Artists coming from overseas are unable to bring larger musical equipment such as drums, amplifiers, etc. They also often require power transformers to convert electronic equipment they bring from 220v to 110v. Equipment like this is necessary to perform. Much of this equipment can be rented locally. However, most rental outlets require a large credit card deposit and won't allow their equipment to be transported out of their city – making it difficult to rent equipment for an entire tour.

#### *How does DMI Help?*

DMI can arrange low-cost equipment rental for everything from a basic backline setup to name brand and specialized equipment. If the optional Driver and Musical Equipment rental are included, the artist can be picked up when they arrive at the airport, with everything already loaded in the van and ready to go.

### **Studio Rehearsal / Recording Space:**

#### *Who needs this and why?*

Artists who wish to fine-tune new equipment, practice their set in a controlled environment, or who want to create a new recording from the US.

#### *How does DMI Help?*

DMI has a special arrangement with some studios in Austin that will provide the space at a low cost as their schedule allows.

### **Photographer / Videographer:**

#### *Who needs this and why?*

Artists who wish to chronicle a performance or tour in the US.

#### *How does DMI Help?*

DMI has contacts who will work with the international artists as their schedule allows.



## **MARKETING & PUBLICITY:**

### **T-Shirts, Promotional Materials, CDs, DVDs, Download Cards, etc.:**

#### *Who needs this and why?*

Touring artists need to earn as much income as possible to offset the enormous costs. Sales of t-shirts, posters, CDs, DVDs, keychains, buttons, and other such items are very popular and easy to sell at shows. They are also useful as giveaways to media and potential music business partners. Because of limits on how much baggage passengers can carry on airplanes, it is often difficult to bring very much of this from overseas.

#### *How does DMI Help?*

DMI can take the artist's music and artwork to local companies who can create CDs, DVDs, and any type of item the artist desires. Our arrangement will add the local company's logo as well as the DMI logo to the items in exchange for an extraordinarily low price. This saves the artist time, money, credit card charges, and allows them to bring other items in their luggage.

If the optional Driver and Musical Equipment rental are included, the artist can be picked up when they arrive at the airport, with everything already loaded in the van and ready to go.

### **Professional Publicist:**

#### *Who needs this and why?*

Establishing a presence and a "buzz" before and during a tour is extremely important. As an international artist it is difficult to get the attention of US publicists and it is also often cost prohibitive.

#### *How does DMI Help?*

DMI has special arrangements with many publicists, radio airplay companies, and similar music business professionals who have agreed to listen to the DMI artists and work with them where their schedule permits. Price and terms will have to be negotiated between the artists and the professional service provider.

