

INFORMATION BOOKLET
WINTER 2020

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#### **WHAT IS THE JAMWICH?**

The Jamwich is the beating heart of our jam band community. We are a grassroots company with no employees - a platform for the people and made "by the fans, for the fans." We are different from a music news website in that our focus is on the fans and their culture and lifestyle.

Our website, Youtube, and social media features content relevant to the interests of music fans and music professionals alike. We are made unique by our focus on contribution and cultivation of culture and positivity. Co-founders Taco Olmstead and Elise Olmstead, as well as all team members of The Jamwich, enjoy constantly working at festivals and venues taking an active part in the direction of the live music scene.

#### **WHY ADVERTISE?**

The Jamwich caters to your specific demographic. Fans of The Jamwich believe in supporting each other within their community and aim to support musicians, artists, and businesses that are featured on our website and social media. Our average reader is creative, health-conscious, fans of live music and travel, outdoor enthusiasts, food enthusiasts, and interested in culture, spirituality and knowledge.

Relationships are very important to us, as well as playing an active role in the music industry. We don't just write about the action, we take part in it! When you are part of The Jamwich family you are part of what shapes our community.

## WHAT **PEOPLE** ARE SAYING

"We have had the pleasure of working with The Jamwich for the past year now and we couldn't be happier with the results. Elise Olmstead and her team that worked with us was extremely diligent, expedient, and personable. It is an honor working with a grassroots company like them, who values local networking, fair pricing, and understands the hustle it takes to be a successful entrepreneur. We will always employ The Jamwich for any of our promotional and marketing needs." - Andy Van Curin of Prontoh

"Taco and Elise have been wonderful to work with. Their experience in artist management, public relations, and event coordination has been vital in streamlining the execution of Yonderville. I would recommend their services to any boutique festival seeking experienced personnel to help build their brand." - Maxwell Stone of Yonderville

"Working with Elise is a dream. She always stays positive and keeps a smile on her face. When the going gets tough I can look her way for inspiration to push on. I'm usually the last one to sleep and the first one awake. Unless I'm working with Elise. She beats me to the coffee pot in the mornings and stands right in the preverbial trenches of festival producing with me." - Kenny Holmes

"We are so glad to have hooked up with The Jamwich. Their staff is friendly and helpful, answering our many emails and going the extra mile to promote our events. They really value their relationships." - Fractal Cat

"Working with The Jamwich has been nothing but a pleasure. Launching a new venue can be crazy at times so we really appreciate all of the guidance and of course the great support" Gypsy Sally's, Washington, DC

#### **WHAT IS OUR REACH?**

#### WEBSITE

## 10,000 UNIQUE WEBSITE HITS A MONTH NEW ORIGINAL CONTENT POSTED DAILY

#### **SOCIAL MEDIA**

20,100 LIKES ON FACEBOOK
1,965 FOLLOWERS ON TWITTER
3,345 FOLLOWERS ON INSTAGRAM
(WITH 5% ENGAGEMENT RATE)

#### **EMAIL**

1,700+ EMAIL SUBSCRIBERS

Please visit our social media accounts for current number of followers as they are ever increasing.



WE ARE THE HEART
OF THE JAM BAND COMMUNITY

## WEBSITE ADVERTISEMENT RATES

#### **WEBSITE BANNERS**

300X80 STANDARD BANNER.....\$50

APPEARS ON RIGHT SIDEBAR OF HOMEPAGE AND EVERY ARTICLE,	APPEARS AT
THE BOTTOM OF HOMEPAGE AND ARTICLES WHEN ON MO	BILE
300X300 "FEATURED PARTNER"	\$75
APPEARS AT THE TOP OF RIGHT SIDEBAR OF HOMEPAGE AND	EVERY
ARTICLE, APPEARS AT THE BOTTOM OF HOMEPAGE AND ARTICLE	S WHEN ON
MOBILE	
728X90 LEADERBOARD	\$100
APPEARS AT THE TOP OF HOMEPAGE AND EVERY ARTICLE, APPEAR	S AT THE TO
OF HOMEPAGE AND ARTICLES WHEN ON MOBILE	
JUMBO 1200X628 BANNER	.\$100

INSERT YOUR BANNER IN THE CENTER OF 2 ARTICLES A WEEK......\$20/WEEK

APPEARS UNDER FIRST SET OF ARTICLES ON HOMEPAGE ON BOTH DESKTOP AND MOBILE, DOES NOT APPEAR IN ARTICLES.

PRICES (UNLESS NOTED) ARE ON A MONTHLY BASIS
BANNERS CAN BE ANIMATED

SOCIAL MEDIA POSTS
1 FACEBOOK POST OR STORY\$20
1 INSTAGRAM POST OR STORY\$20
1 TWITTER POST\$10
4 FACEBOOK POSTS & 4 TWITTER POSTS\$75 (1 EACH WEEK FOR 1 MONTH)
FACEBOOK EVENT INVITES
ONLY 4 RESERVATIONS FOR INVITES AVAILABLE PER MONTH.
250 INVITES\$40
250 INVITES + CO-HOST\$50 (YOUR EVENT WILL APPEAR IN THE JAMWICH'S EVENTS)
EMAIL BLASTS
SINGLE SHOW LISTING IN MONTHLY NEWSLETTER\$3
BLURB/PHOTO IN THE MONTHLY NEWSLETTER\$30
INDIVIDUAL EMAIL BLAST\$40

## SOCIAL MEDIA AND EMAIL BLASTS

PROMO
ARTICLES
AND
GRAPHIC
DESIGN

#### **PROMOTIONAL ARTICLES**

ARTICLE	WRITTE	EN AND I	PUB	LISHED	T0	THE	JAM	WICH		.\$50
ALBUM	REVIEW	WRITTE	N &	PUBLIS	HED	T0	THE	JAMW	ICH	.\$50

NOTE: IF ARTICLE/REVIEW IS WRITTEN BY A CONTRIBUTOR AND NOT BY ELISE OLMSTEAD 50% OF The fee is given to the writer with the other 50% goes towards overhead costs.

COMMISSIONED ARTICLES ARE OWNED BY THE PURCHASER AND MAY BE USED FOR ADDITIONAL PURPOSES AS THEY SEE FIT (SENT TO OTHER OUTLETS, PUBLISHED ON WEBSITE, ETC.).

#### **GRAPHIC DESIGN**

INITIAL POSTER/GRAPHIC DESIGN	\$50
ADDITIONAL DESIGN THEREAFTER(TO CREATE MULTIPLE SIZES FOR SOCIALS, EVENT	

NOTE: I DO NOT CREATE COMMISSIONED ARTWORK, ONLY BASIC GRAPHIC DESIGN,
PLEASE ASK IF YOU WOULD LIKE TO SEE EXAMPLES OF MY WORK!

#### **FESTIVALS**

I WILL RECRUIT STREET TEAM, COORDINATE, MAIL ALL MATERIALS, COLLECT ALL PHOTOS.
STREET TEAMERS WILL ALSO BE REQUIRED TO SEND EVENT INVITES, INVITE ALL FRIENDS TO
"LIKE" THE FACEBOOK PAGE, AND CREATE 4 ORGANIC FACEBOOK POSTS. STREET TEAMERS
WILL RECEIVE A FREE TICKET AS COMPENSATION.

THE PRICES YOU SEE BELOW ARE A STARTING POINT AND CAN BE ADJUSTED BASED ON AMOUNT OF TEAM MEMBERS AND PICTURES REQUIRED.

TEAM OF UP TO 50 PEOPLE W/100 IMAGES EACH......\$1000
TEAM OF UP TO 25 PEOPLE W/50 IMAGES EACH.....\$500

#### SINGLE SHOW OR FULL TOUR

SINGLE SHOW......\$30
WILL COORDINATE TEAM OF UP TO 5 PEOPLE SUBMITTING 10 IMAGES EACH + EVENT INVITES
+ 2 SOCIAL MEDIA POSTS. STREET TEAMERS WILL RECEIVE FREE TICKET TO THE SHOW.

FULL TOUR W/MINIMUM 10 SHOWS......\$25/EACH SHOW
WILL COORDINATE TEAM OF UP TO 5 PEOPLE FOR EACH SHOW SUBMITTING 10 IMAGES
EACH + EVENT INVITES + 2 SOCIAL MEDIA POSTS.
STREET TEAMERS WILL RECEIVE FREE TICKET TO THE SHOW

## STREET TEAM COORDINATION

# FULL TOUR MARKETING PACKAGES

#### **FULL TOUR PROMO PACKAGE**

PRESS RELEASE/PROMO ARTICLE WRITTEN & PUBLISHED

+ SHARED ON FACEBOOK & TWITTER

1 INSTAGRAM POST + 1 INSTAGRAM STORY

4 FACEBOOK POSTS & 4 TWITTER POSTS (1/WEEK FOR A MONTH)

CO-HOST AND SEND INVITES TO 4 SHOWS

INCLUSION IN MONTHLY NEWSLETTER EMAIL

SEPARATE DEDICATED EMAIL BLAST

FEATURED WEBSITE BANNER

CRAZY VALUE!

TOTAL.....<del>\$540</del> \$380

WE CAN ALSO DESIGN YOUR ASSETS + ORDER YOUR PRINTED PROMOTIONAL MATERIALS + COORDINATE AND MAIL OUT TO STREET TEAM. LET US TAKE CARE OF YOU FROM START TO FINISH FOR ADDITIONAL \$300.

WANT TO DO SOMETHING SIMILAR FOR YOUR FESTIVAL OR A SINGLE SHOW? EMAIL ELISE FOR A OUOTE: ELISE@THEJAMWICH.COM.

#### **AFFILIATE LINKS**

WE WILL INCLUDE A LINK/BANNER AD TO YOUR PRODUCT OR SHOP ON OUR WEBSITE AND RECEIVE A PERCENTAGE OF YOUR SALES.

EMAIL OR CALL ELISE OLMSTEAD TO DISCUSS! ELISE@THEJAMWICH.COM, 304-616-1559.

#### **SPONSORSHIPS**

SPONSOR OUR VIDEO CONTENT!

## AFFILIATE LINKS AND SPONSORSHIPS

### #LOVEISANACTIONWORD

#DOMORETAKELESS

www.thejamwich.com