

Dear Applicant,

Thank you for your interest in Vic Firth Company.

We receive several endorsement applications everyday and we find that in most cases the applicants do not really understand why a company endorses an artist. Before you complete the attached application, we would like to explain why Vic Firth signs an artist to our roster. We think this may help you begin to understand the philosophy behind our family. After all, if you are seeking an endorsement with us, you should want to know what we are all about.

By its basic definition, an "endorsement" means an artist fully commits to and swears by a particular instrument/product. In other words, that particular instrument is the best and only instrument that the artist wants to play or use.

From a business stand point, a manufacturer (like Vic Firth) endorses an artist because that artist is popular enough to influence many consumers. Basically, a manufacturer signs an artist so that the buying public will be influenced to buy more of their instruments – or in our case drumsticks and/or mallets.

In such a deal each party benefits from something:

- The artist receives professional equipment that he/she believes is the best in supporting or representing his/her musical voice. In addition they receive the support needed in all relative circumstances.
- The manufacturer receives more sales due to the overwhelming amount of exposure and drum fans the artist influences.

Here are some of the considerations for most endorsements:

- Excessive amount of hits on a Social Website i.e. MySpace
- CD/Record Sales approaching Gold Status or above
- Television, studio, movie and video credits
- Participation in high visibility tours
- Other Endorsements (such as drum set, cymbals, heads etc)
- Teaching credentials from major university or education systems
- Major influence on drummers in a specific genre of music

SO, HOW DOES ONE GET AN ENDORSEMENT FROM VIC FIRTH?

In addition to the points previously listed, we look a little more into each artist. Receiving a Vic Firth endorsement is basically being accepted into our family. We take great pride in our roster and are very selective about who we allow in.

- 1) **Popularity.** As listed above an artist's popularity is essential. How much will that particular artist influence the buying public?
- 2) **Vic Firth Player.** Does the artist already play Vic Sticks? We love signing artists who truly believe in our sticks/mallets and have already chosen Vic to represent the tools to make their music. There is nothing more respected than to hear that an artist turned down another endorsement offer because they would rather play and/or wait for an opening on the Vic Firth roster.
- 3) **Personality.** Each and every Vic Firth artist has their own personality, but we are truly a family. We get together and work as a group more often than most people realize.
- 4) **Talent.** We believe in the quality of the many talents we have on our roster. We stand behind our roster and their abilities. We have more legends and longevity on our roster because of just that.

Now that you have a little more of an idea of what we look for you can better determine whether you fit into that description. Maybe you do or maybe you will someday. Be honest with yourself and if now is not the time then consider waiting to apply when it is. In the meantime be true to your convictions and keep playing Vic for all the reasons you are seeking an endorsement.



ARTIST RELATIONS DEPARTMENT

I'M READY !

If you feel you do meet the criteria of what we are looking for, please print out and complete the below application for a Vic Firth Endorsement. It is not a contract or agreement and serves only to begin a potential endorsement. Please keep in mind that incomplete applications will not be considered for endorsement. E-mail package are not accepted.

Please include a press kit that contains a bio/photo, articles from major publications (i.e. Billboard, R&R etc), a recording (CD/DVD) and/or video/DVD that best represents your playing. Please MAIL (**no e-packs please**) all information to the following address:

Vic Firth Company
Attn: Artist Relations Dept.
Boston/Dedham Commerce Park.
65 Sprague Street
Boston, MA 02136

Thanks for spending the time to read this letter and complete this application. Maybe we will be working together someday.

Best wishes to you and your drumming career,

Joe Testa
Director of Artist Relations
Vic Firth Company





Please Type

Personal Information

Name (first/middle/last): _____

Address (street/apt#/city/state/zip): _____

Phone: _____

Cell: _____

Pager: _____

E-mail: _____

Date of Birth: _____

Musical Information

Current Group or Affiliation: _____

How long have you been with this group?: _____

Status within the group: Touring Member? **Y N** Recording Member? **Y N**

Former Groups: _____

Educational background: _____

Recording History

Please list all recording you have performed on and that have been released:

CD	ARTIST	YEAR RELEASED
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_____	_____	_____
_____	_____	_____
_____	_____	_____



Touring History

Please list all tours you have been on:

Current Management Information

Management Company Name : _____

Contact Name: _____

Phone #: _____

E-mail: _____

Address (street/apt#/city/state/zip): _____

Web: _____

Current Record Label Information

Label Name: _____

Contact Name: _____

Phone #: _____

E-mail: _____

Address (street/apt#/city/state/zip): _____

Web: _____



Drum Equipment Manager

Name (first/middle/last): _____

Address (street/apt#/city/state/zip): _____

Phone: _____

Cell: _____

Pager: _____

E-mail: _____

Equipment Information:

Current Drum Set (brand): _____

Current Drum Sizes: _____

Current Hardware Set Up: _____

Current Foot Pedal(s): _____

Current Electronics: _____

Current Endorsements

Please list all other companies you endorse. Please include the level of the endorsement and contact person for each.

Cymbals: _____

Drums: _____

Heads: _____

Microphones: _____

Percussion: _____





ARTIST RELATIONS DEPARTMENT

Are you currently seeking an endorsement with any other stick company? Y N

If so, who? _____

Why? _____

If a Vic Firth endorsement did not work out at this time would you continue to play Vic Firth sticks? Y N

Please explain why you would like to become a Vic Firth artist:

NOTE: Your materials will not be returned. We will respond to you via e-mail or post.

