



# NOISE POP

NOISE POP INDUSTRIES

## MARKETING SERVICES

**A POWERFUL AND COMPELLING MARKETING CAMPAIGN** is a crucial piece of any successful event. Noise Pop Industries has the creative vision, tools and experience required to successfully manage any event marketing — from the big picture ideas down to the tedious smaller details, we can deliver a smart marketing campaign that will reach your desired demographic. With our own dedicated street team (**Team Noise Pop**), and our proven track records of grassroots and strategic marketing campaigns, NPI can ensure your event reaches your audience.

### SERVICE OVERVIEW

#### EVENT INFORMATION INCLUDED IN ALL NOISE POP OUTLETS

Feature your event in two (2) upcoming Noise Pop Email Newsletters in advance of the event date. (30,000+ subscribers)

**Stand Alone fee:** \$150 per 2 newsletters

Web banner on Noise Pop website (75,000 visitors per month).

**Stand Alone fee:** \$150 per week

Event news items featured on Noise Pop social networking profile pages (2,300 followers on Facebook and 2,200 on Twitter) throughout a 2-month campaign.

**Stand Alone fee:** \$75 for 1 post, \$200 for 3

Website posting in News section of Noise Pop website.

**Stand Alone fee:** \$100 per week

**RATE:** \$750 for a 2-month campaign including all of the above



#### TEAM NOISE POP STREET MARKETING

Noise Pop's very own Street Team (Team Noise Pop) outreach casts a wide net and reaches an audience that includes the top Independent music and culture scenes in the Bay Area. Poster and postcard distribution is done at cafes, bars and lifestyle stores in many different neighborhoods including

##### SAN FRANCISCO

Hayes Valley/Valencia Corridor  
Mission District Cafés and Bars  
Upper/Lower Haight  
SFSU  
USF  
SoMa  
Richmond  
Sunset  
Noe Valley  
Bernal Heights

##### OAKLAND

Grand Lake  
Piedmont Ave

##### BERKELEY

Telegraph & Cal  
Shattuck & Cal  
4th Street



# NOISE POP

## HAND-TO-HAND STREET MARKETING



Noise Pop can directly reach your target audience by promoting at events that are similar and/or related to your own. Our street team members engage with

attendees as they are leaving and tactfully and enthusiastically promote your event by getting your event flyers directly into concert-goers' hands.

### **STREET MARKETING RATE:**

*\$.50 per postcard/handbill*

*\$1.00 per poster*

## GIVEAWAYS

Noise Pop will secure ticket giveaways through a variety of Bay Area radio and online outlets.

### **Possible outlets, depending on campaign:**

Live 105, KZSU, KFJC, KUSF, KALX, Yelp, Bagel Radio, SOMA FM, Pirate Cat Radio, Mission Mission, SF Station, The Bay Bridged, Flavorpill, Yourstru.ly, Epicsauce, Stranger Dance, Kattarocker, LoudFarm, The Owl Magazine, Bandega, Spinning Platters etc.

**RATE:** *\$500 per 8 pairs of ticket giveaways*

## CALENDAR LISTINGS

Let Noise Pop take over the tedious but important task of listing your event on up to 40 of the Bay Area's most relevant web calendars and listings. Examples include: SF Station, SF Weekly, Flavorpill, Yelp, Metrowize, Jambase, SonicLiving.

**RATE:** *\$10 per listing*

## PODCAST PLUG

The Noise Pop Podcast is produced on a monthly basis that informs fans of upcoming releases from exciting artists. The podcast has an average of 10,000 unique downloads per episode. With enough lead time (approximately 5 weeks) we can insert an ad for your event within the podcast.

**RATE:** *\$250 for mention in end-of-show credits, \$300 for mid-show credits.*

## SOCIAL MEDIA STRATEGY

Noise Pop has built interactive and engaging social networks for both Treasure Island Music Festival and Noise Pop. Our team can work with your event to develop a social media platform that connects with fans in an interactive way, which will help spread the word of your event virally.

**RATE:** *Priced upon request*

## COLLATERAL MATERIAL PROMOTION

Our experienced creative staff can design and create your promotional material, ranging from posters and flyer images to ads and program guides.

**RATE:** *Priced upon request*

## FOR MORE INFORMATION, CONTACT:

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