

**THE NEXT GREAT DRUMMER NATIONWIDE COMPETITIONS
ARE COMING TO INDIANA @
SAM ASH MUSIC STORES – ABC Coverage
MEDIA ADVISORY**

Next Great Drummer - Is it YOU?

ABC coverage: <http://abclocal.go.com/kabc/video?id=7559806>

www.nextgreatdrummer.com

Contact: Executive Producer
Chrystal Allen-O'Jon
615-213-0641

WHAT: Nationwide Drum-Off Competition for **Indiana** Youth & Young Adult Drummers.

With the country facing a recession and the lack of available jobs for Youth and Young Adults, there is plenty of free time and a need for constructive yet fun activities. Next Great Drummer Competitions use music and entertainment as a way to **KEEP MUSIC ALIVE** and keep America's youth and young adults busy with constructive activities.

WHERE Sam Ash Music Store: 8284 Center Run Drive, Indianapolis, IN 46250 • 317-577-3006

DATE: Oct. 9, 2010 - **Indiana**– Sponsored products need to be received 2 weeks before event.

TIME: Starts @ 2pm ***Staff, Judges & Contestants Check-In at 12pm***

EVENT JUDGES: **TBD**

COST: Registration for competing drummers is \$20 and can be paid via paypal or in cash upon arrival.

NEEDED: Sponsor prizes for 30-40 contestants (***T-Shirts, Drum Accessories, Music Promo Items, Bottled Water, Food Trays, etc..***)

For those that want to place a business or personal Ad in the Next Great Drummer Souvenir Book, the ****Deadline to turn in artwork and money is September 19, 2010.** Your logo will also be placed on flyers for local street promotion prior to event.

Media Coverage (past and present): ABC's – On the Red Carpet & California Adventure TV.
<http://abclocal.go.com/kabc/video?id=7559806>

Advertising Placement: Placed in newspapers-targeted circulations of 35,000 copies and readership upwards of 140,000, distribution network inclusive of over 250 strategic community venues.

Demographics:

Youth & Young Adult Males/Females and their families

SPONSORS (Past & Present):

Premier: Sam Ash Music Stores, Spaun Drum Company, Rainbow Promotions for (Long Beach Jazz Festival), Knotts Berry Farm, Phatfoot Drum Accessories, Home Depot, Pizza Hut, Best Western Hotels Mardi Gras, N-U-B Clothing [Co-www.nubclothingco.com](http://www.nubclothingco.com), Vemma Health/Energy Drinks, Ramada Hotels - www.ramada.com & Paiste Cymbals.

Media: Sharifah Hardie – Blog Talk Radio & Modern Drummer Magazine.

Next Great Drummer Judges/Award Winning Producers (past and present):

=====

Patti LaBelle, Trevor Lawrence Jr., Dante Robertson, Derrick "Footz", Felix "D-Kat" Pollard, Gordan Campbell, Kevin Ricard , Massimo 'Max' Maiorana, Mark Allee, Melena, Richie Garcia, Shep Crawford, Teddy Campbell , Dylan Berry, Noah Lifschey , Gil Hawkins Jr., Jara Harris, C.G. Ryche, Bryan Head, Cole Marcus, Mike Smith, Deon Hairston, Shauney Sherice Recke, AKA Shauney Baby, Chip Ritter, Chris Johnson, Derrick "D*LOC" Walker, Eric True Love & Alex Gonzales.

Souvenir Book Specs

In Print & Online

<http://www.compbaseprinting.com/view/nextgreatdrummer/>

Advertise new products to the local audience members attending.

Based on an 8x11" Space

<u>Size</u>	<u>Cost</u>
1/4 Page (4x5)	\$150
1/2 Page (5x8)	\$300
Full Page (8x11)	\$500

Artwork needs to be submitted in camera ready, pdf format no later than Sept 19, 2010.