



‘GRAMMY JAM’ CAMPAIGN

ELEVATE YOUR ARTISTRY TO GLOBAL PROMINENCE WITH THE GRAMMY JAM CAMPAIGN

The ‘Grammy Jam’ Campaign is the unrivaled choice for artists seeking to captivate international audiences and cement their place in the industry spotlight. This meticulously crafted 12-month program offers an unparalleled opportunity to record up to 12 full-length tracks with award-winning producers, embark on an extensive worldwide touring schedule, and secure potential performances at coveted events like the Grammys.

Targeting a diverse, global fanbase, the ‘Grammy Jam’ Campaign delivers a greater number of high-profile promotional avenues, including the creation of up to three music videos and substantial media exposure. This comprehensive solution aims to meet the diverse expectations of artists striving for significant career advancement, providing a versatile range of services tailored to each client's unique goals and aspirations.

Each component of the ‘Grammy Jam’ Campaign is carefully planned and implemented with strategic precision, underscoring JamMar Moguls' unwavering commitment to delivering high-quality results that are perfectly adapted to the artist's specific needs and career objectives. While maintaining the flexibility to adapt to individual requirements, the ‘Grammy Jam’ Campaign offers a framework of expertly designed services, ensuring that all customizations are both practical and strategically impactful.

Base price: Starts at \$375,000 USD + tax (Add-ons extra)

** Call us for a private consultation **

Key Features: 12-month comprehensive program

High-Caliber Production

- **Track Recording:** Collaborate with award-winning producers to create 10-12 full-length tracks designed to resonate deeply with both audiences and industry standards.

Strategic Release Initiatives

- **3 Single Releases:** Launch three singles, each strategically chosen to enhance your visibility and potential recognition within industry standards, including possible consideration for Grammy qualifications.

Comprehensive Marketing Initiatives

- **Streaming Campaigns:** Deploy sophisticated streaming strategies modeled on major label practices designed to enhance your digital presence and audience reach.
- **Broadcast Radio:** Execute broadcast radio campaigns that mirror proven major label approaches, designed to maximize airplay and audience engagement.
- **Social Media:** Conduct dynamic social media campaigns to enhance your online presence and engage with a broader fan base.

Dedicated Publicity Efforts

- **Media Exposure:** Work with skilled or top-tier publicists aiming for extensive media coverage, with efforts to secure features in reputable magazines and interviews on prominent television networks, subject to media interest and availability.

Networking and Live Performance Opportunities

- **Industry Networking:** Facilitate valuable introductions to industry professionals, including arranging 3-5 in-person meetings with major label representatives.
- **Live Performances:** Secure opportunities to perform at prestigious music events, including official Grammy or Latin Grammy pre-events or after-parties, depending on organizer approval and invitation.
- **Formula 1 Performance:** Explore opportunities to perform at a Formula 1 event, enhancing your visibility among an elite and diverse audience, subject to event schedules and organizer approvals.

Visual Content and Touring Campaigns

- **Music Videos:** Produce three high-quality music videos accompanied by targeted promotional campaigns to boost visibility and artist branding.
- **Worldwide Touring:** Organize a 12-15 city worldwide promotional tour to expand your global fan base and enhance live performance credentials.

Event Participation Submissions

- **Performance Submissions:** Handle submissions for opportunities to perform at significant industry events such as the Grammys after-party, Latin Grammys after-party, SXSW, Formula 1, Coachella events, increasing your visibility and industry footprint. Subject to event schedules and organizer approvals.

Digital and Media Outreach

- **Electronic Press Kit (EPK):** Develop a compelling EPK to effectively showcase your artistic profile to promoters, venues, and media outlets with no promise of specific outcomes from the distribution of the EPK.
- **Online Outreach:** Manage extensive online website and blog outreach, including the distribution of press releases and the solicitation of promotions and giveaways.
- **Radio and Retail Exposure:** Conduct online radio outreach and ensure your music is submitted for in-store play at retail outlets, maintaining a clean and professional track presentation.
- **View Enhancement:** Implement strategies aimed at increasing video views and enhancing your overall online presence.
- **Sponsorship Efforts:** Proactively solicit sponsorship and brand partnership opportunities to support and extend marketing efforts.

Engaging Social Media Marketing

- **Social Media Strategies:** Enhance your online presence with continuous, engaging social media marketing efforts, including regular profile updates, active fan interaction, and community engagement.
- Utilize dynamic social media strategies aimed at growing your follower base and increasing interaction, with no guarantee of specific engagement levels.
- **Performance Reporting:** Provide weekly updates and detailed reporting on social media metrics aimed at growth and ensuring objectives are being met.

Global Distribution

- **Extensive Reach:** Distribute your music across all major global platforms, supported by targeted promotional strategies to maximize your reach and market impact.

Premium Add-Ons and Customization

- **VIP Experiences:** Offer additional premium services such as VIP tickets to significant events, red carpet experiences, limousine services, and luxury accommodations, all subject to additional fees and availability.

- **Extended Promotional Activities:** Provide options for additional cities on promotional tours, increased publicity efforts, and collaborations with celebrity artists. Additional fees will apply and subject to availability.
- **Customized Campaign Options:** Offer a broad range of customization options during the consultation process to tailor the campaign to meet specific artistic and career goals, with clear pricing adjustments based on selected enhancements. Additional costs apply and are subject to availability.

**** Disclaimer:** *Results may vary and are influenced by many factors outside of JamMar Moguls' control; no specific outcomes can be guaranteed. All services are subject to the terms and conditions available upon request.*

WHAT IS THE DIFFERENCE BETWEEN THE 'Diamond' vs. 'Grammy Jam' Campaign? Distinct Paths to Industry Prominence

When choosing between the 'Diamond' and 'Grammy Jam' Campaigns, artists and clients are presented with two distinct sets of opportunities tailored to different levels of career advancement and exposure.

The **'Grammy Jam' Campaign** is the unrivaled choice for those seeking to captivate a broad, international audience and secure extensive industry recognition. This meticulously crafted 12-month program offers an unparalleled opportunity to record up to 12 full-length tracks with award-winning producers, and major label exposure with 3 key singles. Embark on an extensive worldwide touring schedule, and secure potential performances at coveted events like the Grammys. The Grammy Jam Campaign delivers a greater number of high-profile promotional avenues, including the creation of up to 3 music videos and substantial media exposure, making it the premier solution for artists striving for significant global career advancement.

In contrast, the 'Diamond' Campaign focuses on a slightly smaller scale but with intensive high-quality offerings. This program involves the recording of 8-10 tracks and targets major label exposure with 2 key singles aimed at securing substantial industry recognition. It includes nationwide touring across 7-10 cities and strategic media campaigns designed to strengthen the artist's presence primarily within the national market. The 'Diamond' Campaign is ideal for artists looking to solidify their position within the industry and expand their branding through targeted, strategic marketing and high-caliber production efforts.

**** Both campaigns offer customization options and access to top-tier industry resources, but the scale and scope of the outreach differ, making the 'Grammy Jam' more suitable for those seeking extensive national and international exposure, while the 'Diamond' Campaign provides robust national visibility and industry integration.**

