

Sponsorship Proposal

ROSIE AND ME

USA TOUR 2012

"ARROW OF MY WAYS" ALBUM

RELEASE

Los Angeles, CA - Hotel Café, Zoey's Café, Viento y Agua Coffeehouse

Austin, TX - South By Southwest Music Conference (SXSW)

Dallas, TX - Opening Bell Coffee

Houston, TX - Dunn Bros Coffee

March 8th – 18th, 2012

www.rosieandmemusic.com

MEET THE BAND

The five-piece Rosie and Me has released their debut EP, entitled "Bird and Whale" in 2010, after their first homemade songs gained popularity on the web. They're mentioned in more than 80 music blogs worldwide and gained dedicated listeners in several countries, which lead to an invitation to perform at 2011 and 2012 SXSW Music Festival, and a feature in the season finale of One Tree Hill (8th season, The CW TV).

Hailing from Brazil, the band draws from their culture to enhance the American folk influence, including artists like The Weepies, Catherine Feeny, The Moldy Peaches, William Fitzsimmons and Bon Iver, which makes their sound a little more unique.

Now consisting of Rosanne Machado (vocals/acoustic guitars/banjo), Thomas Kossar (electric guitars), Guilherme Miranda (bass guitars), Ivan Camargo (acoustic guitars) and Tiago Barbosa (drums/perc), the band is working on their full-length album, "Arrow of My Ways", to be released in 2012.

The band is currently setting up a tour in the US to promote their new album, which will include live performances at Hotel Café, (Los Angeles, CA), Zoey's Cafe (Ventura, CA), Viento y Agua Coffeehouse (Long Beach, CA), Opening Bell (Dallas, TX), Dunn Bros Coffee (Houston, TX) and South By Southwest (Austin, TX).

PRESS REVIEWS

The POP! Stereo:

"Perfectly matched, their songs are catchy and heartbreaking at the same time".

PAPERMAG: WORD UP!

"Our favorite band to come out of Brazil since dance sensations CSS has to be Rosie and Me"

Pigeons and Planes:

"Their sound is indie folkish, but there's a little more to it. This song "Come Back" is simple and intimate, and Rosie's voice is strangely intriguing and beautiful"

Indiehere:

"I still I'm amazed of the hypnotizing power Rosie's voice has, a friend of mine had a listen to their last single "Come back" and automatically fell in love with her"

Music Ninja:

"At second thirteen of "Come Back" I had already fallen deeply in love with Rosie and Me, and there was no coming back".

Track Spotlight: Rosie and Me - "Bonfires":

"From the cutesy vocals to the bells and whistling, everything about 'Bonfires' speaks of bright summer days, sitting out in the sun with a cold drink in hand."

This Music Wins: 3 More To Watch - The ABC Club, Rosie and Me, Hot Vamp Club:

"Rosie & Me are a Brazilian band firmly rooted in American/British folk music who's Bird And Whale EP has two lovely new tracks to offer."

The Jackplug:

"It took at least three hours, listening to a few hundred (if not thousand) songs and a healthy dinner to finally come across something as nice and natural as this: Rosie and Me".

Rosie and Me – "Bonfires" | Pigeons and Planes:

"With the cheerful strumming, whistles, tinging and jingling, this song makes me want to summon the sun, grab a checkered blanket, and find a grassy spot for a picnic."

Quadraphonic Sundry:

"If you're in the mood for some new, endearing folk music check out the Brazilian band Rosie and Me".

Music That Isn't Bad.: Up and Comers: Rosie And Me

"Rosie And Me's, "Bonfires" is a fantastically fun song and has proven to be the best new folk music that I have heard so far this year"

The Blue Walrus:

""Come Back" is one of the sweetest songs I've heard for months with songstress Rosanne Machado lamenting a loss and craving the return of a lover who has moved onto pastures new."

GOALS

In order to develop their musical career, especially in Brazil and the US, Rosie and Me has planned a comprehensive strategy for the release of their full-length album "Arrow of My Ways".

Such strategy includes: a large, yet independent, distribution of their new album, the release of several merchandising items and a tour in both countries.

In order to achieve these goals, an estimated investment in the amount of US\$ 5,000 (five thousand US Dollars) is needed.

MARKETING STRATEGY

The band conquered more than 21.000 listeners on Last.fm and 3.200 followers on Facebook just by promoting their music on the Internet, through music blogs, such as The Music Ninja, PaperMag, The Blue Walrus, Pigeons and Planes, and also College Radios (such as WRUW FM 91.1 Cleveland).

Rosie and Me have dedicated friends that are also bloggers and journalists and are willing to promote their US tour.

SCHEDULE

STEPS	ACTIVITIES	OCT	NOV	DEC	JAN	FEB	MAR	APR
1	RECORDING	X	X	X				
2	MERCHANDISING			X				
3	PROMOTION / SALES				X	X	X	X
4	TOUR PLANNING				X	X		
5	US TOUR						X	
6	BRAZILIAN TOUR							X
7	EXPLORAÇÃO COMERCIAL							X

UPCOMING CONCERTS

1. HOTEL CAFÉ » LOS ANGELES, CA (Date subject to confirmation)

(<http://hotelcafe.com>)



The Hotel Café is a live music venue located in Hollywood, Los Angeles, California, that has become known for helping to establish the careers of new singer-songwriters in the 2000s. Opened by Max Mamikunian and Marko Shafer, two aspiring screenwriters, the venue began as a coffee shop, but has gained a reputation as an intimate performance space featuring acoustic-based female songwriters, such as **Sara Bareilles, Ingrid Michaelson, Priscilla Ahn, Charlotte Martin, Laura Jansen and Meiko.**

The club's eponymous record label has seen success with The Hotel Café Presents...Winter Songs and Live From the Hotel Café Volume 1.

Other artists, including Matt Hires, have recorded live albums at the club under other record labels. John Mayer has also played surprise shows at the cafe and has tried out new songs from his past two albums before their release.

The Hotel Café's website, like the venue itself, has served as a source for new artists to be tapped by music enthusiasts and industry professionals alike. Grey's Anatomy music supervisor Alexandra Patsavas has used both the website and club itself as sources for discovering artists and songs she uses on the show. Meiko, an artist who hit the No. 1 folk spot on iTunes in August 2008, was discovered by Patsavas via The Hotel Café, as was the English singer-songwriter Adele. Another artist favored by Patsavas for use on Grey's Anatomy, Greg Laswell, has praised the club for its "rare" environment and has become one of its regulars.

Source: Wikipedia

2. ZOEY'S CAFÉ » VENTURA, CA

(March, 8th, 2012)

(<http://www.zoeyscafe.com>)



Zoey's Cafe is a popular restaurant and music venue in Ventura. With its casual ambiance and friendly staff, the place welcomes one and all to come and join-in the party.

Zoey's has been voted the best live music venue in Ventura County for the last six years. Every week, it features local bands and artists playing different genres of music ranging from pop to folk. Previous acts include:

Colbie Caillat Catherine Feeny Chris Pierce Amy Kueney Rosi Golan Matt Costa Gregory Alan Isakov

Rosie and Me's performance at Zoey's Café will strengthen the band's tour in the East Coast, bringing great visibility to their sponsors, by means of their merchandising products.



3. VIENTO Y AGUA COFFEEHOUSE » LONG BEACH, CA

(March, 9th, 2012)

[<http://www.vientoyaguacoffeehouse.com>]



Viento y Agua Coffeehouse is one of Long Beaches exclusive cafes where live music and coffee go hand in hand.

Viento is an advocate for the environment, human rights, and the arts. They do everything right to bring the community together in a positive way, through their art shows, live musical acts, and open mic night.



Inside the darkened cafe, one section has been transformed into a small concert room, a local performer sits perched atop stool on the small stage which is now flooded in red light. Couples crowd around little mahogany tables with their mugs of Yerba Mate tea or jars of four-berry smoothies and listen intently to a Spanish guitarist.

It is immediately evident that Viento y Agua is about much more than the coffee, but about the community it hosts.



Rosie and Me's performance at Viento y Agua Coffeehouse will also strengthen the band's tour in the East Coast, bringing great visibility to their sponsors, by means of their merchandising products.

Sources: Yelp! / Viento y Agua official website / Yahoo

4. SOUTH BY SOUTHWEST MUSIC CONFERENCE (SXSW) » AUSTIN, TX

(Date subject to confirmation)

(<http://sxsw.com>)



The South by Southwest Music and Media Conference has been held each year since 1987. The conference lasts for five days. The 2012 conference will be held from March 13th – 18th. Last year, the conference was attended by over 10,000 registrants. In addition, many thousands of people attended the nightly music festival.

The purpose of this industry conference is to bring together musicians, music business leaders, journalists and others in panels, workshops and intensive sessions to discuss topics relating to the music industry and the media.

The five-night music festival features both established and up-and-coming groups and solo artists of all musical styles from the US, other parts of North and South America, and overseas.

These bands play for enthusiastic audiences, which include talent scouts and music industry representatives in over 70 of Austin's live music venues. Approximately 1800 musical groups perform during the conference.

The international performers are an integral part of the conference. They are competitively chosen from a pool of international applicants who submit a musical recording to be selected on a rigorous basis of quality and individual music integrity in a particular musical genre.

The SXSW Music and Media Conference is an important cultural event in Austin, which assists the local economy and promotes the music industry in Austin and the United States. Our foreign performers are a large factor in the success of the conference.

5. OPENING BELL COFFEE » DALLAS, TX

(March, 15th, 2012 - Date subject to confirmation)

(<http://www.openingbellcoffee.com>)



Opening Bell Coffee is Dallas' best live acoustic music venue and coffee bar. Booking music most nights, Opening Bell attracts both the young and the young at heart with its homelike "living room feel", incredible talent; art, music, comedy and poetry, with a wonderful selection of beverages.

Previous acts include:

Sara Bareilles
The Paper Raincoat
Summer Ames
Amy Kuney
Kelley McRae



Opening Bell is well known for its cozy environment and also for being the perfect place to meet the best local artists. Many artists that perform at SXSW also take the chance to perform at Opening Bell.



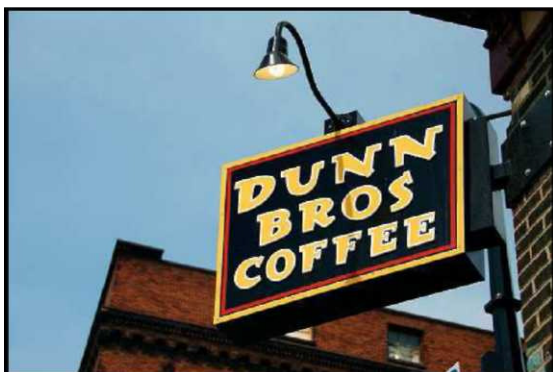
Rosie and Me's performance at Opening Bell Coffee will also strengthen the band's tour in Texas, bringing great visibility to their sponsors, by means of their merchandising products.



6. DUNN BROS COFFEE » HOUSTON, TX

(March, 14th, 2012 - Date subject to confirmation)

(<http://www.dunnbros-houston.com>)



Dunn Bros is one of the fastest growing coffee shop franchises in the United States.

This award-winning coffee franchise has over 90 locations across the nation and was founded on the principle that daily, on-site coffee roasting delivers more flavorful coffee and the freshest coffee beans. Each location has a unique and authentic coffeehouse atmosphere.

Featuring great beverages, pastries, sandwiches and more, the ambience of Dunn Bros Houston is combines live music and great art throughout its main cafe area and the lounge area.

Rosie and Me's performance at Dunn Bros Coffee Houston will also strengthen the band's tour in Texas, bringing great visibility to their sponsors, by means of their merchandising products.

COMPENSATIONS

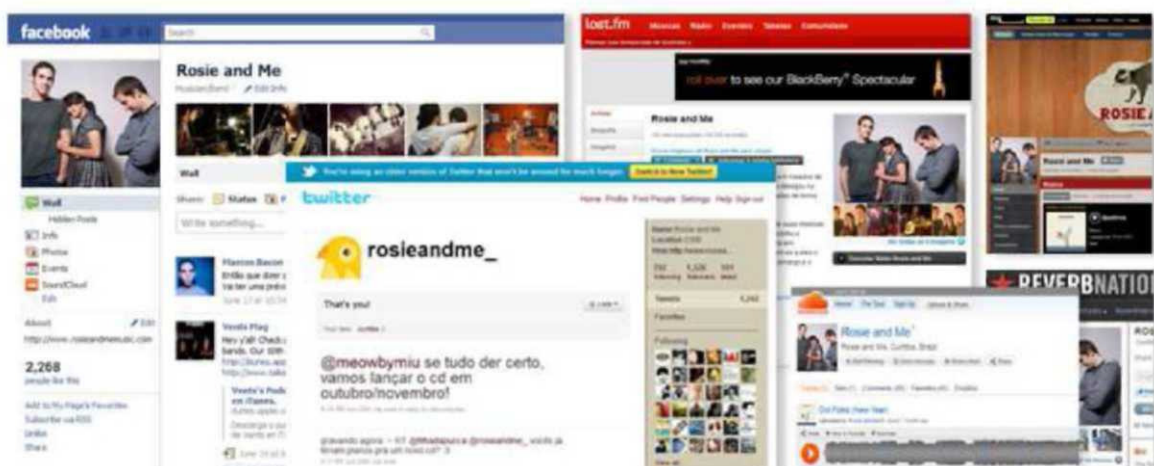
» In exchange for the received sponsorship, Rosie and Me offers:

- Before and During the Tour:

- » Disclosure of sponsor's name and logo in each and every advertising of the tour;
- » A banner (provided by the sponsor) will be displayed during the live concerts. The sponsor's logo will be listed into pamphlets, which will be made available inside the merchandising products sold at the venues;
- » Sponsor's name and logo will be displayed at Rosie and Me's official website: <http://www.rosieandmemusic.com>



» Sponsor's name and logo will be displayed at "Facebook", "YouTube", "Myspace", "Last.fm", "Soundcloud", "Twitter" e "Reverbnation";



» Sponsor's name and logo will be displayed in every video recorded by the band during the tour and will be widely distributed on the Internet;

» **The opportunity to negotiate a live performance at the sponsor's offices, in order to promote the company;**

» **Sponsors may also suggest compensations that better suits their needs.**

After the tour:

» **One week after the tour ends, the sponsor will receive a mailing list for everyone that subscribed and authorized the use of their e-mail addresses by the band;**

» **Sponsor will be entitled to use any of the band's songs for commercial purposes;**

» **Rosie and Me may also create exclusive songs for the use of their sponsor (jingles, for instance).**

Contact Us

If you'd like to make a sponsorship offer, please contact us at rosieandme@rosieandmemusic.com