

Promoting the Concert:

To Ensure the Best Turnout...

- Dealer emails store contacts (customers, piano teachers, schools) one month prior to event and again one week prior to event to promote the concert. *Whisperings* can provide dealer with advertisement copy.
- Dealer posts concert info on their web site.
- *Whisperings* advertises concert and store location on *Whisperings* broadcast, on the *Whisperings* web site and to *Whisperings* mailing list subscribers. Your store advertised to over 50,000 listeners a day on the radio broadcast!
- *Whisperings* provides dealers with full-color 11x17 concert posters for posting in the store. *Whisperings* can also provide smaller handouts if desired.
- Each *Whisperings* artist playing the event will advertise and promote the concert to their own fan base.
- *Whisperings* sends press release to local media (tv, radio) about the event.

We're in this together...

Whisperings brings in our listeners, artist's bring in their fans, and you bring in your clientele. We all work *together* to create a successful, well-attended event!



Concert Requirements:

You Provide...

- The venue/hall/room/space with chairs set up and ready to go.
- A grand piano. One of your best that you want to showcase.
- Piano tuning the day of the concert.
- Three 6' tables (or similar) for artist CD sales and door ticket handling.
- At least one store representative on premises during the event.

We Provide...

- The artists. Artists perform at their own expense, but receive compensation via CD sales and a share of the ticket sales.
- Ticket sales. We handle all ticket sales (via online and phone). Ticket prices range from \$10-\$20. We'll give you five pairs of complimentary tickets to be handed out at your discretion.
- A great concert; an amazing night of piano music that attendees will be talking about for a very long time.
- Promotion opportunities for your store. We'll enthusiastically encourage concert attendees to visit your store for all their piano needs. We'll give your store representative the opportunity to address the audience about in-store sales or promotions.

For More Information...

To discuss bringing a *Whisperings* concert to your venue, contact David Nevue at **whisperings@solopianoradio.com** or at **541-741-3262**.

Photo at left taken at a *Whisperings* concert in Bellevue, WA featuring (Left to Right) pianists Alexx Carnathan, Mike Strickland, Joe Bongiorno, Jeanette Alexander, David Nevue and David Lanz.

WHISPERINGS

www.SoloPianoRadio.com

The Most Popular Solo Piano Radio
Broadcast on the Internet
(Over a Million Streams a Month!)

Host a *Whisperings* Piano
Concert in Your Store and
Showcase Your Pianos to
Potential New Buyers

Whisperings Piano Concerts
are Unique, Intimate & Entertaining.
We Bring Solo Piano Music Fans
into Your Store, Showcase Your Pianos,
and Advertise Your Store to Thousands.

All at Virtually No Cost to You...



What's Whisperings?

Whisperings is a hugely popular Internet radio broadcast featuring solo piano music exclusively. It is the Internet's **#1** Solo Piano Radio Broadcast, launched over **one million times** each month. Tune in at **solopianoradio.com**

Whisperings Piano Concerts

typically feature three or four artists. The quick turnaround time between artists (each artist plays four to five tunes over the course of the entire night) keeps the show interesting and entertaining, while contrasting the different composition, performance, storytelling and personality styles of each artist. ***Whisperings* concerts are fun, intimate and interactive!**

These concerts not only attract piano music fans, they make piano music accessible to people who want to play the piano, but have been discouraged by the difficulty of playing classical music. After watching our artists perform their original compositions, they realize that beautiful music doesn't have to be exceptionally hard to play. **We create in the audience a desire to play the piano**, and once they've been in your store they know *exactly* where to come to satisfy that desire!

Want More Info?

To discuss bringing a *Whisperings* concert to your venue, contact *Whisperings* founder David Nevue at **whisperings@solopianoradio.com** or at **541-741-3262**.

Why Bring a *Whisperings* Concert to Your Store?

- Concert promotion includes **FREE ADVERTISING** for your store on the *Whisperings* broadcast, web site, to our mailing list subscribers and in concert poster ads and press releases.
- A *Whisperings* concert **BRINGS PIANO MUSIC FANS** into your store, including aspiring pianists, piano students and piano teachers.
- Hosting a *Whisperings* concert generates awareness of your store with **POTENTIAL BUYERS**, including...
 - a) Fans of *Whisperings* piano music who will spend two hours in your showroom, browsing your pianos, watching fantastic artists showcase your instruments and then wishing they could own one!
 - b) Kids who want to learn to play piano. Kids love our shows! If they don't have a piano already, they'll leave wanting one and their parents will be hearing about the concert held in your store for weeks!
 - c) Folks who used to play the piano, but quit or gave up will be inspired to start learning again. They might just need a piano, and your store will be the first piano dealer that comes to mind.
- A *Whisperings* concert **COSTS YOU VIRTUALLY NOTHING** to host!



A *Whisperings* Concert Two-Piano "Finale" featuring, from left to Right, David Lanz (sitting), Greg Maroney (playing), Stanton Lanier (playing) and David Nevue (standing far right). What starts out with one pianist at one piano soon becomes four pianists on two pianos and then, finally, all four pianists playing eight hands on one piano. This photo taken at the *Whisperings* concert at PianoWorks in Duluth, GA. Photo by Eddie Oliver.