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Threadhead Records/Mystery Street Records

Sponsorship Opportunities

About us:

Threadhead Records, Inc. (THR) is an unprecedented fan-funded and volunteer-run record company formed out of the love for New Orleans, its music and its musicians.

Our mission is:

- To help New Orleans musicians affected by the flooding that occurred in the aftermath of Hurricane Katrina to continue to produce projects
- To expose the world to the amazing new music that is being created in New Orleans
- To help celebrate and preserve New Orleans' uniquely vibrant (and perennially endangered) musical and cultural heritages

Each CD project is funded by the fans themselves through THR; the money is loaned to the artist and is paid back by the musicians within 6-12 months of the CD's release to the public. Loan recipients also agree to pay an additional five percent charitable return to the Threadhead Records Foundation, Sweet Home New Orleans, the [New Orleans Musicians Clinic](#), or other similar charities benefitting New Orleans musicians, and a five percent administrative fee to help pay for our general expenses. All monies paid back by the artist (exclusive of the 10 percent described above) are returned to the fans who funded the project.

Like our sister company, Threadhead Records, **Mystery Street Records** is not a “traditional” record company. We are an artist-focused, fan-supported record company with the majority of the revenue going back into the pockets of those who create the music.

But Mystery Street reaches beyond the Threadhead Records model. Like Threadhead Records, some of our projects will need contributions that are, in turn, loaned out to the artist and paid back out of the project’s profits. But, unlike THR, investors are recruited for some projects with the possibility of making a profit for all involved – artist, the investors and MSR. Where THR is aimed at artists based in Louisiana, Mystery Street Records will consider projects from inside and outside of the region.

Mystery Street Records was formed to allow the use of various means to help independent musicians get their music out to the widest range of music lovers possible.

Sponsorship Opportunities

Level 1-\$30,000

- ❖ **Five hundred promotional copies each of two compilation CDs** (under the Mystery Street Records label, the sister label to Threadhead Records), with a small logo top center. You would use these copies of the CDs for promotional purposes (not for sale) to give away at functions/events/meetings/conferences.
- ❖ **Free downloads** (one song every month for twelve months) from a Threadhead Records or Mystery Street Records release that you can offer from your website or Facebook page.
- ❖ **A half-page ad in the Jazz Fest issue of *Offbeat Magazine*** (which THR would pay for out of the 30K proceeds), which highlights new THR and MSR releases and concerts/functions occurring during Jazz Fest. The ad would say _____ presents or something to that effect. You would have some editorial control over the look and layout.
- ❖ **Co-Sponsorship of the annual Threadhead Thursday** event at City Park just prior to opening day of Jazz Fest. Last year, we had about 1,000 attendees. Sponsorship would allow you to hang up a big banner at the concert and we would put your logo as a presenting sponsor on all ads, flyers, Facebook invites, etc.
- ❖ **A second sponsorship of another event** (to be determined), with similar advertising opportunities. This event could be in New Orleans or elsewhere in the United States.

- ❖ **Ads on our various websites** of which there are now five: [Threadhead Records, Inc.](#), [Mystery Street Records](#), [Threadhead Records Foundation](#), [The Nearly World Famous Jazz Fest Grids](#), and [threadheadrecords.bandcamp.com](#)).
- ❖ **Small logos on the back cover of new Threadhead Records and Mystery Street Records CDs.** This provision will be subject to also getting artist approval of same.
- ❖ Approximately \$5000 of the total dollars will go to the non-profit **Threadhead Records Foundation** (a 501c3). The Foundation provides grants to help New Orleans Musicians.

Level 2-\$15,000

- ❖ **200 hundred promotional copies each of two compilation CDs** (under the Mystery Street Records label, the sister label to Threadhead Records), with a small logo top center. These may only be use for promotional purposes (not for sale) to give away at functions/events/meetings/conferences.
- ❖ **Free downloads** (one song every month for 6 months from a Threadhead Records or Mystery Street Records release that you can offer from your website or Facebook page.
- ❖ **A ¼ page ad in an issue of *Offbeat Magazine*** (which THR would pay for out of the proceeds), which highlights new THR releases and concerts/functions occurring at that time. The ad would say _____ presents or something to that effect. You would have some editorial control over the look and layout.
- ❖ **A Co-Sponsorship of the Threadhead event.** Sponsorship would allow you to hang up a big banner at the concert, and we would put your logo as a presenting sponsor on all ads, flyers, Facebook invites, etc.
- ❖ **Ads on our various websites** of which there are now five: [Threadhead Records, Inc.](#), [Mystery Street Records](#), [Threadhead Records Foundation](#), [The Nearly World Famous Jazz Fest Grids](#), and [threadheadrecords.bandcamp.com](#)).
- ❖ **Small logos on the back cover of new Threadhead Records and Mystery Street Records CDs.** This provision will be subject to also getting artist approval of same.
- ❖ \$2000.00 of the total dollars will go to the non-profit **Threadhead Records Foundation** (a 501c3). The Foundation provides grants to help New Orleans Musicians.

Level 3-\$7,500

- ❖ **100 promotional copies each of two compilation CDs** (under the Mystery Street Records label, the sister label to Threadhead Records), with a small logo top center. These may only be use for promotional purposes (not for sale) to give away at functions/events/meetings/conferences.
- ❖ **Free downloads** (one song every month) for 3 months from a Threadhead Records or Mystery Street Records release that you can offer from your website or Facebook page.

- ❖ **A 1/8 page ad in an issue of *Offbeat Magazine*** (which THR would pay for out of the proceeds), which highlights new THR releases and concerts/functions occurring at that time. The ad would say _____ presents or something to that effect. You would have some editorial control over the look and layout.
- ❖ **A Co-Sponsorship of the Threadhead event.** Sponsorship would allow you to hang up a big banner at the concert, and we would put your logo as a presenting sponsor on all ads, flyers, Facebook invites, etc. This event could be in New Orleans or elsewhere in the United States.
- ❖ **Ads on our various websites** of which there are now five: [Threadhead Records, Inc.](#), [Mystery Street Records](#), [Threadhead Records Foundation](#), [The Nearly World Famous Jazz Fest Grids](#), and [threadheadrecords.bandcamp.com](#)).
- ❖ A portion of the total dollars will go to the non-profit **Threadhead Records Foundation** (a 501c3). The Foundation provides grants to help New Orleans Musicians.

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