# Music Business Proposal

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## Proposal Summary

Recently signed band, Cassandra’s Ice Net, will be completing the recording of its first album by September 2013 and it will be market ready in December 2013.

## Band Description

Cassandra’s Ice Net is a local LA band with a heavy guitar and vocals sound. The style is “indie” with a hint of bluegrass and limited percussion. The two guitarists are Sam and Jack, lead vocals are Markie and Brody who cover all other instruments including back-up piano. The boys met the summer before starting at Berkley University, and they played through the first two years of school. Markie dropped out to run the band full time, and the group has progressed steadily in the last two years. The band was discovered by VibeKing at a beach concert charity cookout.

## Target Audience

Cassandra’s Ice Net has an indie rock sound and has been mostly popular with California students from out-of-state looking for an “authentic California” sound. Ages: 18-25. Income Max $30,000.

## Marketing Strategy

Continue to play in laid-back easily accessible locales. Beach concert debut with the LA Indie Rock festival. More college location concerts in other areas of CA. Release most popular song early to iTunes and one free track made available from the website.

## Initial Costs

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| --- | --- |
| Album | $40,000 |
| Marketing | $100,000 |
| Touring | $75,000 |
| Equipment | $15,000 |

## Revenue Model

Concert cover: $50,000 first three months touring. Album on iTunes: $9.99.

## Future Development

Will market to the larger recording studio for a second album.

## Upcoming Preview Opportunity

Cassandra’s Ice Net will be headlining Saturday night at The Dude’s Place, September 21st 11pm EST. Cover is $3.

Cassandra’s Ice Net will be playing their full set and leaving fliers for their website.

For further details and partnership information please contact:

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