

Dear Applicant,

Thank you for your interest in Ludwig-Musser Drums & Percussion.

You have downloaded this application because you are interested in an endorsement with Ludwig-Musser. Before you begin completing the application, we thought it would be a good idea to explain how we select artists for our family.

By its basic definition, an "endorsement" means an artist fully commits to and swears by a particular company/product. In other words, that company's product is the best and only product that the artist wants to play or use. The artist endorses the company, not the other way around.

From a business perspective, manufacturers acknowledge an endorsement because an artist is able to influence many consumers. In turn, the artist's fans will be influenced to buy and play the same products the artist chooses to play.

The relationship is mutually beneficial:

- Artists receive professional equipment that they believe is the best in supporting or representing their musical voice.
- The manufacturer sees an increase in brand exposure and sales due to the exposure the artist gives the brand and the consumers they influence.

Below are some of the considerations for obtaining a manufacturer's endorsement:

- Strong social media following/network
- Significant album sales for a particular genre
- Television, studio, movie and video credits
- Participation in high visibility tours
- Other Endorsements (such as sticks/mallets, cymbals, heads, etc)
- Teaching credentials from major university or education systems
- Major influence on percussionists in a specific genre of music

How does one obtain an endorsement from Ludwig-Musser?

A Ludwig-Musser endorsement invites you to join our family. We take great pride in our roster and are very selective about whom we allow to join.

- 1) **Personality.** Each Ludwig-Musser artist has their own personality, but we are truly a family. Every artist knows that it is about the relationship. Looking at the current roster you can see the longevity in which most artists have been with Ludwig-Musser. This is a testament to our relationships.
- 2) **Exposure.** A percussionist's popularity is essential. How much will that person influence the buying public?
- 3) **Loyalty.** Does the percussionist already play Ludwig-Musser? We love signing people who truly believe in our products and have already chosen Ludwig-Musser to represent their music. There is nothing more respected than to hear a percussionist has turned down another endorsement because they would rather wait for an opening with the Ludwig-Musser family.
- 4) **Talent.** We believe in the quality of talent we have on our roster. We stand behind our roster and their abilities. We have both legends and future legends on our roster.

Now that you have a better idea of how we see things regarding endorsements, you can better determine whether you fit into this description. Be honest with yourself. If now is not the time - please consider waiting to apply when the time is right. In the meantime, be true to your convictions and keep playing Ludwig-Musser for all the reasons you are seeking an endorsement.

## Ready to Get Started?

If you feel you meet the criteria of what we are looking for, please print out and complete the attached application. It is not a contract and serves only to begin a potential relationship with Ludwig-Musser. **Please keep in mind that incomplete applications and email packages will not be accepted.**

Please include a press kit that contains a biography, photo, articles from major publications, a recording and/or video that best represents your playing and/or teaching. Please **MAIL** all information to the following address:

Ludwig-Musser Percussion  
**Attn: Artist Relations Dept. – APPLICATION**  
P.O. Box 310  
Elkhart, IN 46515

Thanks for spending the time to read this letter and complete the application.

Best wishes to you and your musical career,

Ryan Galasso  
Ludwig-Musser Category Manager

## Application (1 of 3)

### OVERVIEW

#### Personal

Name (first): \_\_\_\_\_ (last): \_\_\_\_\_

Address (street/city/state/zip): \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Retailer of Choice: \_\_\_\_\_

#### Musical Affiliations

Current Group or Affiliation: \_\_\_\_\_

How long have you been with this group? \_\_\_\_\_

Status within the group: Touring Member? **Y** **N** Recording Member? **Y** **N**

Former Groups: \_\_\_\_\_

Educational background: \_\_\_\_\_

#### Type of Player

Do you consider yourself a drummer or percussionist? \_\_\_\_\_

Do you consider yourself more of a performer or educator? \_\_\_\_\_

Please use percentages to describe your total time as a musician:

**Performer:** \_\_\_\_\_% + **Educator:** \_\_\_\_\_% = **100%**

## Application (2 of 3)

### *Impressions & Impacts*

#### **Social Media**

Please provide your applicable social media information:

Facebook address: \_\_\_\_\_

YouTube address: \_\_\_\_\_

Twitter address: \_\_\_\_\_

Instagram address: \_\_\_\_\_

Other Media (please specify): \_\_\_\_\_

#### **Recording History**

Please list three recordings you have performed on that best represent your playing. List title, artist, year released and how many units sold to date:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### **Clinic History**

Please list the three most recent clinics or master classes you presented. Specify date, location, audience size, audience type, and topics covered:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Application (3 of 3)

### ***ENDORSEMENT QUESTIONS***

#### **Endorsements**

Please list all companies you have a current and official endorsement with. Include the company name and contact person for each.

Cymbals: \_\_\_\_\_

Heads: \_\_\_\_\_

Sticks/Mallets: \_\_\_\_\_

**Are you seeking an endorsement with any other instrument company? Y N**

If so, who? \_\_\_\_\_

Why? \_\_\_\_\_

**Do you currently play Ludwig-Musser products and if so which model(s)?**

\_\_\_\_\_

**If an endorsement with Ludwig-Musser did not work out at this time would you continue to play Ludwig-Musser products? Y N**

**Please explain why you would like to become a Ludwig-Musser artist:**

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\_\_\_\_\_  
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\_\_\_\_\_