



Sean Mullins image and all other pictures courtesy of Cara Pastore of F22 Studio.

GMP Membership 2017-2018

MEMBERSHIP WITH GEORGIA MUSIC PARTNERS PROVIDES THE FOLLOWING CORE VALUE PROPOSITIONS:

1. Government Relations

Leverage GMP as your advocate in the legislative process defining GA's Music Investment Act rules and regulations (between now and 2018), and protecting the Act moving forward. This will involve regularly sharing progress and action points with our members and communicating feedback to and from the Georgia Capitol.

2. Access to Strong Knowledge Base

Receive free copies of all annual GMP Publications (see list below).

3. Marketing Opportunities

- ▶ Guaranteed access to GMP events across the nation (# tickets proportionate to your company size).
- ▶ Guaranteed ad placement in publication of choice (half page or less ad sizes, proportionate to your company size).
- ▶ Opportunity to pitch expert articles for targeted GMP Publications.



MEMBERSHIP LEVELS

A company's membership cost will relate to its size as measured in its gross sales:

Company's total U.S. sales revenue	Membership Dues Amounts*
Over \$1 billion	\$25,000
\$50 Million - \$99,999,999	\$17,500
\$25 Million - \$49,999,999	\$10,000
\$5 Million - \$24,999,999	\$5,000
\$1 Million - \$4,999,999	\$2,500
Under \$1 Million	\$1,000
Academic Partnership Program	\$1,000
Strategic Non-Profit Partnerships	One in-kind membership exchange

* Contributions are tax-deductible (as a business expense - not as a charity).

ABOUT GEORGIA MUSIC PARTNERS

GMP is the authority that promotes, grows and improves the music economy in Georgia. GMP encourages the state's musicians, music professionals, educators and legislators to work together to further develop Georgia's music industry through creativity and innovation. GMP was the primary driver behind Georgia's Music Investment Act (HB-155), which Governor Deal signed into law in May 2017. GMP is now focused on promoting Georgia's Music Investment Act to the music industry nationally in order to drive job growth in Georgia, and emphasize workforce readiness strategy in collaboration with academia. Read more about us at www.georgiamusicpartners.org.

COMPANIES WHO SHOULD BE "MEMBERS"

- ▶ Industry stakeholders that directly benefit from the GA Music Incentive Act (record companies, production companies, live concert companies, artist management teams).
- ▶ Industry service providers relative to the ins and outs of the Act's implementation (CPAs, lawyers, advisors).
- ▶ Educational institutes.

OBJECTIVES FOR 2017 AND 2018

- ▶ Generate national PR exposure and begin targeted business development in order to promote GA's Music Investment Act's use nationally to industry stakeholders.
- ▶ Develop workforce readiness "best practices" in collaboration with high schools and universities, focusing on students reaching gainful employment in the local music industry.
- ▶ Continue government relations and advocacy work with elected officials, acting as the intermediary between our members and Georgia's Legislators.

ANNUAL PUBLICATIONS

Members will enjoy the opportunity to place an ad in an annual publication of their choice:

GMP'S GEORGIA MUSIC INDUSTRY ESSENTIALS

About 150 local music industry leaders who contribute to the growth of the local music scene.

GMP'S MUSIC INDUSTRY JOBS & COMPENSATION STUDY

A marketing document compiled from a very broad marketplace survey of positions within the industry, compensation level, and growth projections.

GMP'S MAXIMIZING ROI WITH GA'S MUSIC INVESTMENT ACT

Best practices and case studies from our members.

GMP'S WORKPLACE READINESS RECOMMENDATIONS

A best practices document that guides local educators with how to best prepare students for gainful employment that retains talent in the Georgia music industry.

