



DUSTPAN
RECORDINGS

MEDIA KIT *singapore*
2012



www.dustpanrecordings.com

DUSTPAN
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WELCOME TO DUSTPAN RECORDINGS

Dustpan Recordings is an independent dance music record label based in Singapore.

Much more than just a record label, Dustpan Recordings organizes events at various venues, mostly at clubs and bars to combine music, art and fashion.

At just 5 years old, Dustpan Recordings is now global with various artists and events in cities such as New York, San Francisco, Montreal, Taipei, Perth, Melbourne, London, Waterford, Bucharest, Vienna and Miami with over 100 events a year.

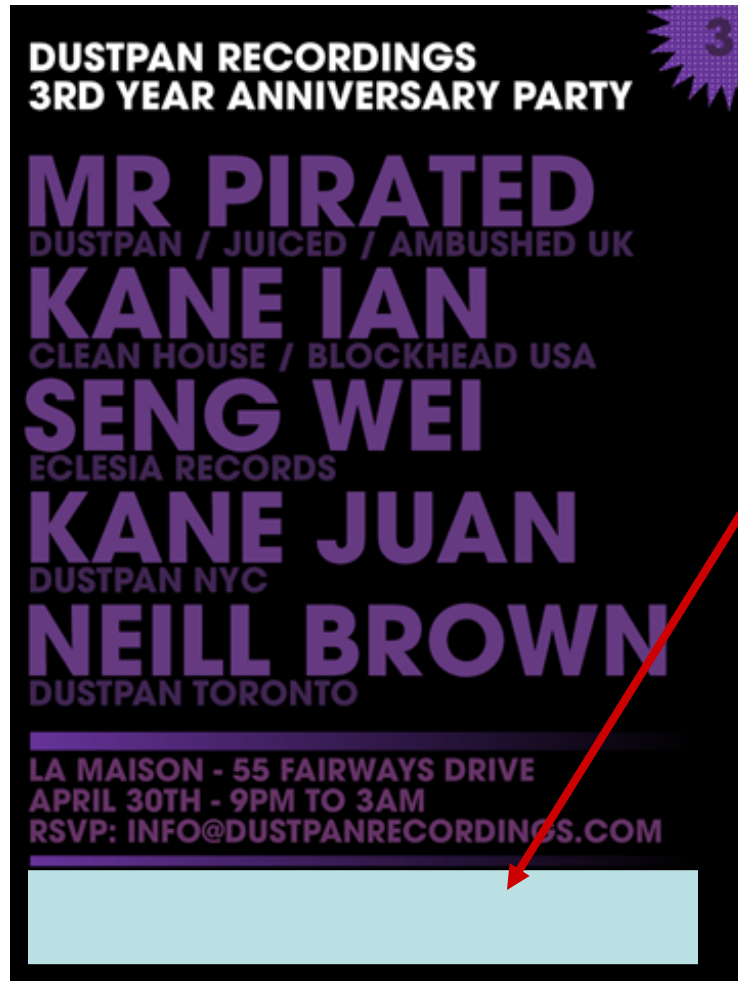
Dustpan Recordings provides the perfect launch pad for your brand to build relationships with the socially active, hip and young professionals in urban markets.

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E-FLYER DESIGN



Example Placement of
Media Partner's Logo.

Specification:

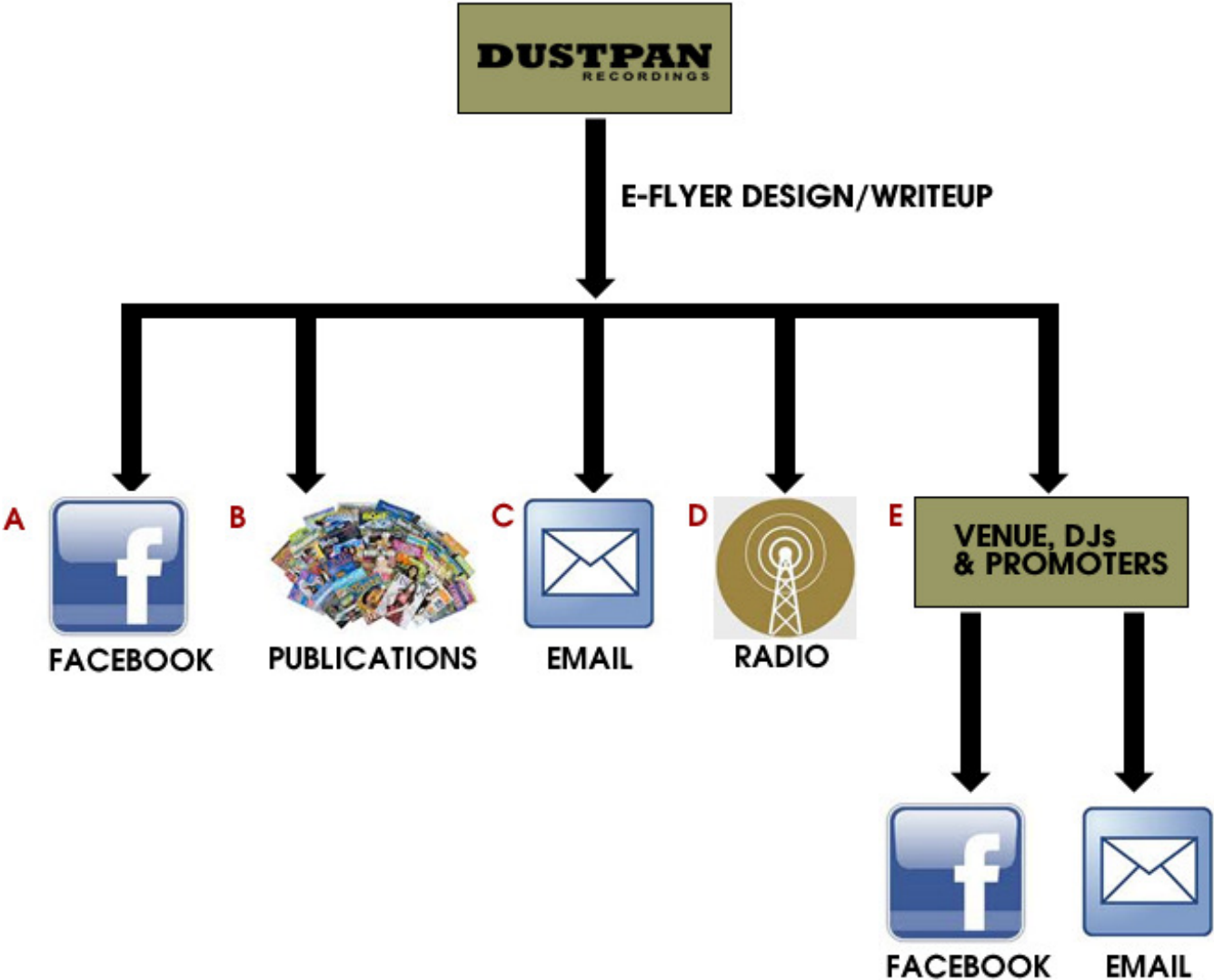
Logos sent to us will need to be in high rez.
vector files or illustrator (EPS) format.

For more examples of flyers, please visit
www.dustpanrecordings.com

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DISTRIBUTION FLOW



DISTRIBUTION FLOW

Once the E-Flyer Design, Write-up and Media Partners have been confirmed, the message will be delivered to the various streams as described in the Distribution Flow Chart.

- (A) FACEBOOK** – One of the most popular social media networking site. We will create a page for the event and will include the E-Flyer and Write-up. Web URL, Logo, Product Pictures and any Product Promotions from Media Partners will be placed on the page. Dustpan Recordings also use social networking sites such as Myspace, YouTube and Twitter.
- (B) PUBLICATIONS** – Our publication partners where we list our events consists of Magazines and Online Portals such as Catalog, Juice Magazine, IS Magazine, Metrowize, Nightlyfe TV, Timeout, Vison, Electric Avenue, Lifestyle Asia, Straits Times, 8 Days, SF Station and more.
- (C) EMAIL** – Email newsletters will be sent out to our faithful subscribers. Permanent placement on email and archived web page. Emails will contain the E-Flyer and will have Product Promotions from Media Partners if any.
- (D) RADIO** – In Singapore, our Radio Partners consists of Lush 99.5 who would promote our events, of which we can mention our Media Partners on air. We have a long list of radio partners overseas, please ask us for more information if you would like to be a Media Partner of an overseas event.

DISTRIBUTION FLOW

(E) VENUES, DJS & PROMOTERS –

The success of an event relies on a group marketing effort.

Venues that would be holding our event will market the E-Flyer to their own database – which can be very substantial. Dustpan Recordings works closely with the finest and most prestigious venues across the globe.



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OTHER FORMS OF PROMOTION ON SITE COLLATERALS

Setting up your banners or stalls to give out free demo products at the venue will help your business grow.

Free door gifts of your products can also be arranged.

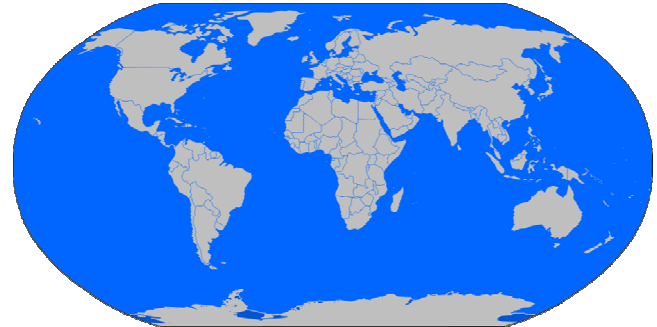
Promotional Giveaways can be arranged.



DUSTPAN RECORDINGS DELIVERS

A Growing Audience

- Dustpan Recording's audience are aged between 21-35 years old.
- Males and Females who are socially active, hip and young who go out and party at least twice a week.
- Working Executives & Business People
- Brand Driven



IMPACT

- (A) Increase brand awareness.
- (B) Improve your brand's prominence by giving it a visual presence in club culture.
- (C) Increase visitors to your website.
- (D) We use viral marketing methods instead of stagnant advertising spaces.
- (E) Dustpan Recordings has events worldwide which will allow you to target specific geographic areas to suit your business needs.

RECENT CLIENTS

Liquor/Beverage Brands

Belvedere
Tanqueray
G.H Mumm
Redbull
Sol
Verve Cliquot

Travel & Hotel Groups

Huvafen Fushi, Maldives
Chesterfield Hotel, Miami
Majestic Hotel, Singapore

Venues

Stereolab
La Maison
Mimolette
Tanjong Beach Club
Krish Restaurant
Majestic Bar

Fashion

Armani Exchange
Rondavous Lingerie

Festivals

Winter Music Festival
Love Parade
Iarmaroc Festival
Detroit Music Festival

Others

X-Mini

Questions? Contact us

We look forward to helping your business.

For more on creative specs, questions, or additional information, please contact:

Sales Team

info@dustpanrecordings.com

In your email, if you can please specify:

- 1) Countries Targeted?
- 2) Any On Site Collaterals?
- 3) Do you intend to give free demos of your products out?
- 4) Promotion Write-up with Web URLs.

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