



Become the **HeartBeat** of Your Community

We've developed the Remo Recreational Partnership Program as a way for you to expand your customer base far beyond the small percentage of the population that thinks of themselves as musicians, students, professional or otherwise.

That population is Everybody Else and represents huge opportunities to increase your business, be of service to local community and associate your store brand with life enhancing music making activities.

Remo Inc. has been at the forefront of the Recreational Music Making movement; drum circles and other rhythm-based activities in particular. Many of our World Percussion instruments are designed specifically for these activities and are well-respected in professional, recreational and educational communities.

Our Recreational Partnership Program is a long term grassroots market development opportunity. As such it is important to commit only those resources you are willing to in order to sustain the program over the long term, a year at the minimum.

Below are the basics of the program. We're happy to tailor it to your needs.

- **Partnership Benefits- Remo will provide:**

- Remo drums and percussion for recreational activities at a significant discount for use in your programs.
 - Having the appropriate assortment and quantity of drums for the activities you conduct is very important to the success of each event. The additional partnership discount was developed so that Remo Inc. can share in the cost of investing in the growth of these activities and programs in your community.
- Promotional support
 - Logos
 - PR and Ad templates
 - Images on request
 - Banner
 - Customized with your store name a logo
 - 3' x 5'



- Consultation
 - Discuss best options for activities and partnering with local organizations
 - Facilitation Resources
 - Referrals to DCFs where possible
 - Books/DVDs at no cost and information about live trainings for staff as needed
- **Partnership Responsibilities**
 - Identify a Drum Circle Facilitator
 - Either a local, well-skilled, trained and experienced facilitator or music therapist or a staff member with great people skills, who is upbeat and enthusiastic about the opportunity and willing to learn.
 - A minimum of one ongoing monthly community drum circle or other recreational music activity in your store or in partnership with a local organization
 - Direct purchasing relationship with Remo Inc.
 - To enable us to work closely together, support and expand the recreational drumming activities in your community we ask that Remo Recreational Partnership participants have a direct purchasing relationship with Remo Inc.
 - Acknowledgement
 - Use of Recreational Partnership logo
 - On signage
 - In print/on website
 - Display and distribute Remo program and product literature
 - Promotional Resources
 - Online calendar listing, easily searchable and accessible to the general public
 - In store announcements about events
 - In order to help Remo Inc promote recreational drumming activities and more specifically drumming events in your community we ask that partners provide high res photos or video of your events as they are available.

For more information regarding our Recreational Partnership Program please contact a Remo Customer Service or Sales Representative at 800-525-5134