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Grow Your Business

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Guerilla Marketing on a Chimp's Budget

2.0



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Grow Your Business

SUMMERHAYS

DRUM · GUITAR · PRO AUDIO

Experience

8695 S Sandy Pkwy
Sandy, UT 84070
Tel: (801) 561-4446

***“serving drummers...
from the beginning.”***



Tag Yourself For Free Tickets Facebook Contest!

*We want to know:
Why do you enjoy playing music?*

YOU COULD WIN YOUR CHOICE OF THE FOLLOWING:

\$100 GIFT CARD TO MEGAPLEX THEATRES

LOWER BOWL JAZZ TICKETS

\$100 GIFT CARD TO BRIGHTON RESORT

2 TICKETS TO THE UTAH SYMPHONY

Here's how to enter:

1. Become a Fan of Summerhays Music at [Facebook.com/SummerhaysMusic](https://www.facebook.com/SummerhaysMusic)
2. Post a photo of yourself & your instrument on our wall, and tell us why you enjoy playing music
3. Tag yourself in the photo

*Winners announced
March 1st!*



Enter to Win a
Free Instrument*
 & Backstage Passes to
*Trans-Siberian
 Orchestra*

November 13th, 2008 at The E Center



Enter to Win a Free Instrument*
 & Backstage Passes to
Trans-Siberian Orchestra

November 13th, 2008 at The E Center

To enter, write an essay about
 why you deserve a new instrument,
 30 to 100 words long.

Essays may be submitted **in writing** at
 our Murray Store at 5450 S. Green Street,
 or **online** at:

SummerhaysMusic.com/FreeInstrument

*Worth up to \$200

Entries must be received by October 31st, 2008.

Winner will be notified November 6th, 2008.



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It's the 6th Annual!

Flute, Clarinet & Trombone Players Also Welcome! Ask For Details!

Summerhays HANDS-ON CONTEST

Contest begins
April 24th, 2009
at 8:00 p.m.

at Summerhays Music Center
5450 S. Green Street • Murray

Register Today!

Two Ways to Register:

In Person:

Visit Summerhays Music in Murray
5450 S. Green Street.

Online:

Go to
SummerhaysMusic.com/HandsOn

Help/FAQ/FAQ is reviewed by NAMM.

SUMMERHAYS
MUSIC CENTER

Win a SAXOPHONE OR TRUMPET!

Prizes from Cannonball & Yamaha
are valued at over \$8800!

It's simple: keep your hands on the case
longer than anyone else, and you win!

There will be 2 Grand Prize winners, and 7 Runner-Up winners!

GRAND PRIZES:

Cannonball Custom Saxophone valued at \$2,909

Yamaha ES35 LA Trumpet valued at \$3,075

RUNNER UP PRIZES:

Cannonball M3-BU Saxophone valued at \$1,895

Yamaha Advantage Trumpet valued at \$924

HANDS-ON-TRUMPET & SAX CONTEST OFFICIAL RULES

1. If in doubt about any of the following items, or if you have any other questions, please consult a contest judge. By participating in the Hands-On Saxophone Contest, you agree to abide by all contest judges' decisions. All decisions made by contest judges are final.
2. This contest must be in the presence of all seven members of the jury and twenty (20) members of the jury must automatically disqualify you. This, too, also, in any other violation of these rules that may be occurring over time in the instrument's prohibited class of any kind of instrument is grounds for immediate disqualification.
3. **Contest Hours:** After the first twenty four (24) hours shown, breaks, refreshments, games, chairs, and other activities are allowed for use by contestants or their supporting family or friends. The DJ's, players, and other such persons, or any other person which interferes in ways unacceptable, shall not be allowed to enter the contest and shall be disqualified. It is noted that ahead of time to determine if you have not been permitted. Note: Family, friends, and other spectators may be permitted from only after the first (30) hours. **(Judges reserve the right to disallow any items at any time.)**
4. **Subject:** Family or friends are encouraged to support you in your performance. They are allowed to help you set, drink, and help you provide that they assist in the video camera. Support members may not interfere with other contestants in providing an unfair advantage in performance. Support members who do not feel asked to leave and the instrument they are supporting will automatically be disqualified. In case of the absence of the contest, at any point in the competition the Head Judge may ask judges to discontinue having the instrument, except for the instrument's breaks. The instrument may only play in other with the end of the competition.
5. **Contestants:** Good sportsmanship is required. Full language, physical obstruction including but not limited to hitting, throwing, excessive language or profanity, or any other obstruction which attempts to obstruct or hinder by CHEATING, taunting, teasing, or other inappropriate behavior is prohibited. Participation in, or encouragement of, any such actions in violation of grounds for immediate disqualification.
6. **Eligibility:** Contestants will be allowed one (1) minute break for water on hours. It is strongly recommended that you use them as they cannot be accumulated and "banked." Contestants are required to notify and request permission from a judge before leaving their hands. Failure to do so will result in immediate disqualification. Contestants also fail to return to the contest within the allotted time are automatically disqualified.
7. **Disqualification:** The violation or usage of any item will be permitted at Summerhays Music Center instantly. Contestants will be automatically disqualified if they or any member of their support group are found to possess such items. This includes alcohol, mobile devices, cell phones.
8. **Medical:** Contestants or support members with pre-existing medical needs should notify judges after obtaining an approval to continue to participate in this event. If you become ill or otherwise require a judge will determine you **ARE** to continue to compete. **Reasons listed to be unable to compete will be referred to the case of a physician's family member, or third.** You will not be allowed to leave their hands under any such condition. It is strongly advised that you not drink during the event, and not drink during the event. **Contestants must not be responsible for any injuries, illnesses, or other health conditions that may occur.**
9. This contest is for the love of the music, and to have a good time. You are responsible for your own level of preparation. If you have the event for yourself, you will not have fun. If you continue on with the contest because you are interested with your skills, talents, health, etc., you will not have fun. You will be your legal guardian and responsible for preparing how long you should continue in the contest. By participating in this contest, you agree that we reserve the right to being allowed access into your hands.
10. By participating in this contest, you give Summerhays Music the right to use your name and likeness in future related print, radio, digital, and broadcast promotions of their site activities. By signing this form you or your guardian certifies that you are eligible and understands, able to compete, and release Summerhays Music Center and its employees from any and all liability.

REGISTRATION FORM

Full Name (Print) _____ Parent or Legal Guardian (Print) _____
 Address _____ City, State, Zip _____
 School you attend _____
 Home Phone _____ Email _____
 First Emergency Contact Name _____ Phone _____
 Second Emergency Contact Name _____ Phone _____
 Contestant Signature _____ State _____
 Parent or legal guardian signature _____ State _____

We require that every form you enter to abide by all rules, which stated, and that you are of legal age, physically, mentally, and otherwise condition, and release Summerhays Music Center from any and all liability. You agree to allow Summerhays Music Center and its employees to use your name and likeness in future print, radio, digital, and broadcast promotions of their site activities.

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GET A "1" GET \$100

Receive a "1" at State Solo & Ensemble Festival and Receive \$100 Towards the Purchase of an Intermediate or Advanced Instrument at Summerhays Music.*



Bring your Solo & Ensemble adjudication sheet to one of our locations below and upgrade your instrument today!

Summerhays Music Murray
5420 South Green Street
Murray, Utah 84123
(801) 268-4446

Summerhays Music Layton
547 North Main Street
Layton, Utah 84041
(801) 546-4446

Summerhays Music Orem
1006 South State Street
Orem, Utah 84097
(801) 226-1760

SUMMERHAYS
MUSIC

GRADUATE
to  **YAMAHA**

\$100
REBATE
& EPH-100SL
EARPHONES



April 1 - June 30, 2015

*Valid on purchases \$1000 and up. Not valid with other offers. GAC on new purchases \$300 or more. Excludes keys. Limited time only. Some restrictions apply, see store for details. Limited one offer per student. Must bring adjudication sheet for verification. Expires July 31, 2015.



HOLIDAY PROMOTERS

Keep Score, Build Loyalty

Business Music's biggest sale of the year revolves around giving as much as it does selling. And in giving back, Bronstein wins both customers loyalty and sales.

During the holiday season, customers of the South San Francisco, CA-based, full-line distributor are awarded points every time they come into the store and make a purchase.

Participating in ongoing contests can also score points, as well. Bringing a friend through Bronstein's doors, extra points are given to customer purchasing, and more that the company is trying to blow out. "That way, we aren't just discounting the price," said Kelly Willey, co-owner of Bronstein.

The top 10 point earners then win additional prizes. Last year, the company gave away a flat screen TV, laptop case, poster, Nintendo Wii and digital camera — those not sold in the store — during a special party with cake and drinks.

"The contest was published via e-mail to the company's own customer list and a list of targeted shoppers it purchased.

"The thrust of the contest is that it populates the store, so there are always people milling about, chatting it up with employees," Willey said. "It makes the buying experience more comfortable that this is a happening place and creates a buying atmosphere."

Bronstein Music's holiday customers can earn points to apply to prizes.



From left, Strait Music's Adam Strait and David Strait.

HOST A PARKING LOT BASH

Strait Music's owner Clint Strait doesn't have to go much further than his own parking lot in Austin, Texas, to draw extra attention to his store during the holidays last year.

He teamed up with AustinLocal, a Web site that promotes local events, and threw a holiday party in his parking lot. AustinLocal provided Strait with contractors to other businesses that helped pitch in for food and drinks. A local bakery supplied cookies.

"What I heard about that promotion is that it caused a stir in our parking lot and [brought] in some extra foot traffic," Strait said.

The bash included bands from the Austin School of Music and a Strait Music employee in a caricature Santa suit — Strait's only expense from the event.

"The music retailer also partnered with Coats for Kids to add a charity

Strait Music turned its holiday promotion into a live music, charity event

element to the parking lot party if customers bought a coat to donate at the event, they were entered in a raffle to win a guitar.

"It built added community relationships [because] we were giving coats to people who needed them," Strait said. "I thought I was cool because I caused a scene, and it was so nice that we were able to give back and promote our store at the same time."

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**18 Months Interest Free
On Purchases Over \$399***
September 11th-20th

***OAC, Some Restrictions Apply. See store for Details**

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The GAM Foundation proudly presents

the last Southern Gentleman

Ellis Marsalis, Delfeayo Marsalis,
John Clayton & Smitty Smith

7:30 pm • Monday, April 13 • Capitol Theatre
Tickets available by calling 355.ARTS (2787) or at the box office the night of the show

Student Outreach Program Sponsor
George S and Delores Dore Eccles Foundation

jazzSLC

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JEFF COFFIN
& the MU'TET
CLINIC AND CONCERT

at SUMMERHAYS MUSIC
5420 S. Green St. • Murray, UT 84123
August 16, 2012 • 6:30 p.m.





Food Trucks on Site 11am-3pm

