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Grow Your Business

**Proven Promotions That
Drive Sales and Profits**

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Grow Your Business



Instrumental Music Center, Tucson
Leslie Faltin, co-owner



Musicians do it all the time...

**Make Something out
of NOTHING**



Eric Whitacre TED Talks

Eric Whitacre: A virtual choir 2,000 voices strong



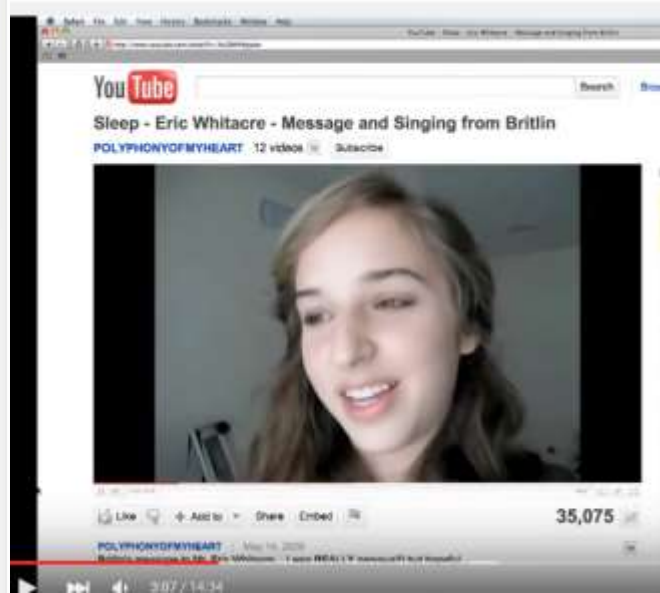
702,071

+ Add to ➔ Share ... More

👍 6,394 🗨️ 84

Uploaded on Apr 4, 2011

<http://www.ted.com> In a moving and madly viral video last year, composer Eric Whitacre led a virtual choir of singers from around the world. He talks through the creative challenges of making music powered by YouTube, and unveils the first 2 minutes of his new work, "Sleep," with a video choir of 2,052. The full piece premieres April 7 (yes, on YouTube!).



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Grow Your Business

ERIC WHITACRE'S VIRTUAL CHOIR





WHY try? Why have a promotion...

It reminds people that
your store is still there!
awake, alive, thriving...

Imho...direct results of the promotion are almost secondary...



YOU can do IT!

Make your own promotions...with or without
your vendor's help.

Don't wait for vendors...you'll be waiting
forever for the perfect match...



1. Think up an idea
2. Put it on the calendar
3. Tell the world
4. Do the thing

You can't do it wrong...
You're the boss...
It's all great advertising!

| Month | Sale Title/Desc. | Event Title/Desc. | Event Date |
|-----------|--|--------------------------|---------------------|
| January | Folk Instruments | | |
| February | "Electric Guitar Month" | Jason Lackowski Sax Clin | Feb 14th |
| March | March:Orchestra Month - 15% off All instock Violins, Violas, Cellos, Basses. | Festival of Books | March 14-15 |
| April | April: Amps Month - 15% Off All Instock Amps | Rummage Sale | around 4-15? |
| | + Rummage Sale: April 17-19 | Graduate to Yamaha | Q2 |
| May | May: Brass Month - 15% Off All Instock Brass Instruments and Mouthpieces and Silent Brass. | Graduate to Yamaha | |
| June | June: Woodwind Month - 10% Off All Instock WW Instruments and Mouthpieces | Guitar Festival | |
| July | July: Drums Sets and Drum Heads - 15% Off All instock Kits and Heads. | | |
| August | August: Pro-Audio - 10% Off All Instock Speakers (Powered/Unpowered), Mixers, and Mics. | | |
| September | September: Electric Bass Month - 15% Off All Instock Electric Basses. | Crash for Cash! | 09.15.15-10.15.15 |
| October | October: Mariachi & Folk Instrument Special | Halloween Costume | 10/31/2015 |
| November | November: 15% Off Instrument Repairs | Rummage Sale | 11/27/15-11/29/15 |
| | | Double Rebate Day | 11/17/2014-11/23/14 |
| | | Food & Toy Drive | 10.10.15 - 11.20.15 |

Monthly Specials

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Grow Your Business

ORCHESTRA SPECIAL 15% OFF
ALL THRU MARCH

ALL IN STOCK

VIOLINS, VIOLAS, CELLOS & BASSES

NAMM® | U



Grow Your Business



FEBRUARY SPECIAL
.....
ALL IN STOCK
ELECTRIC GUITARS
AT LOW PRICES
YOU'LL LOVE

NAMM[®] U



Grow Your Business

Woodwind Special

10% OFF All In-Stock
Woodwind Instruments

All through the month of June! Only at Instrumental Music Center



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Grow Your Business



**MARACHI &
FOLK INSTRUMENT
SPECIAL**

15% OFF ALL

**VIHUELAS, GUITARRONS, CLASSICAL & PARLOR GUITARS,
BAJOS, ACCORDIONS, & UKULELES**

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**YOU BREAK IT?
WE FIX IT!**



15% OFF
INSTRUMENT
REPAIRS
ALL THROUGH
NOVEMBER

NAMA

TRADE IN MONTH

Instrumental Music Center

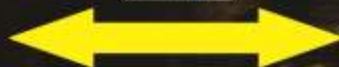
Trade in Your

OLD STUFF

for

NEW STUFF

No one turned away!



NA

IMC is now a proud carrier of Sound Systems by

QSC™

TRY ME

and be entered in an IMC raffle to

WIN \$100



Using our store's iPad, or your own audio device, plug in, and test the awesome power of our QSC Sound System, and be entered to win a \$100 IMC Gift Card! One entry per customer. Cannot be redeemed for cash.



Do you want
one year of

FREE REEDS?



Buy a new upgrade clarinet or saxophone from
JANUARY 1st to MARCH 31st, 2016
get one year of FREE reeds*

*see store for details

Brought to you by INSTRUMENTAL MUSIC CENTER & D'Addario

FREE NYXL STRINGS*



*WITH THE PURCHASE OF ANY
ELECTRIC GUITAR IN FEBRUARY

ONLY AT IMC

ATTN: BAND DIRECTORS

CRASH

FOR CASH



Come
CRASH
our hand cymbals
and get **IMC \$20**
store credit

- Be entered to win a **FREE** snare drum and stand!
- **BUY** a set of crash cymbals, and receive and extra 20% OFF and a **FREE** CYMBAL BAG!



See IMC staff for details
Offer valid through 10/15/2015

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Grow Your Business

Eastman Violin Event at IMC!

Limited Engagement!

Now thru August 15th, only at the Wetmore store.
The Best of the Eastman violins are at IMC...
bring your bow and prepare to find your voice!

P. Mauriat
PARIS

Go for the Sound

ROADSHOW



SEPT.
28

ONLY AVAILABLE
FOR A
LIMITED
TIME

IMC will host a special selection of P. MAURIAT
SAXOPHONES and TRUMPETS available to playtest for FREE
and available for purchase at SPECIAL DISCOUNTED PRICES
at our SPEEDWAY & KOLB location!



ZONDA[®]
BRASS AND WOODWINDS

Eastman Winds
Modern Instruments • Old-fashioned Quality

Conn & Selmer

 YAMAHA

JUPITER.
BAND INSTRUMENTS, INC.


Antigua

A collection of black silhouettes of various brass instruments, including a trumpet, trombone, euphonium, tuba, and horn, arranged around the central text.

#IMCROCKS
BRASS-A-PALOOZA!



Instrumental Music Center, Tucson

Posted by Leslie Faltn (7) · March 16 at 7:55am · 🌐

WHICH So.AZ Middle School band program should win the instrument prize package worth over \$13,000? You've only got 2 more weeks to votel #IMCROCKS Brass-A-Palooza give away!

Seriously, this is the biggest donation we've ever seen go to a Southern AZ school. The winning school gets a Tuba, Euphonium, 2 Trombones, a Double F Horn, and a Trumpet. Also, the director gets an All Expense paid trip to the Conn-Selmer Institute.

full list of rules here: <http://www.imc-az.com/brassapalooza.html>



Instrumental Music Center, Tucson: Which So. AZ Middle School should win #IMCROCKS Brass-a-Palooza?

E POLL ME

56,992 people reached

Boost Paused

Like · Comment · Share · 151 · 60 · 128



Posts To Page

April 2 at 10:55am · Like 1

Lori Jenness Yeatt
April 2 at 12:32pm · Like

Write a comment...

Instrumental Music Center, Tucson was mentioned in a post.

Cameron Tucker with Marly-Diana West Acuna and Napoleon Dymilite
March 31 at 9:00pm · Edited

<https://epoll.me/v/ACdF3b6Y658>

Click this link, then 'Like' the Instrumental Music Center, Tucson's Facebook page and vote it up!

UPDATE: Alice Vail Middle School won!! Thank you for participating in voting!! We greatly appreciate it!



Like · Comment · Share

Marly-Diana West Acuna and 14 others like this

1 share

Buy

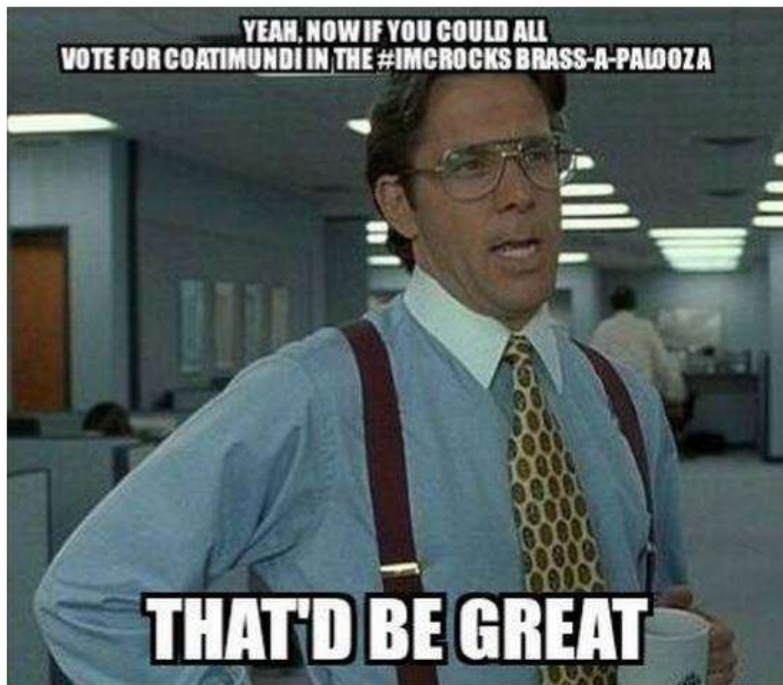


Aimee Wallace

March 31 at 11:46am

Did you leave your vote for Coatimundi Middle School underneath your TPS reports?

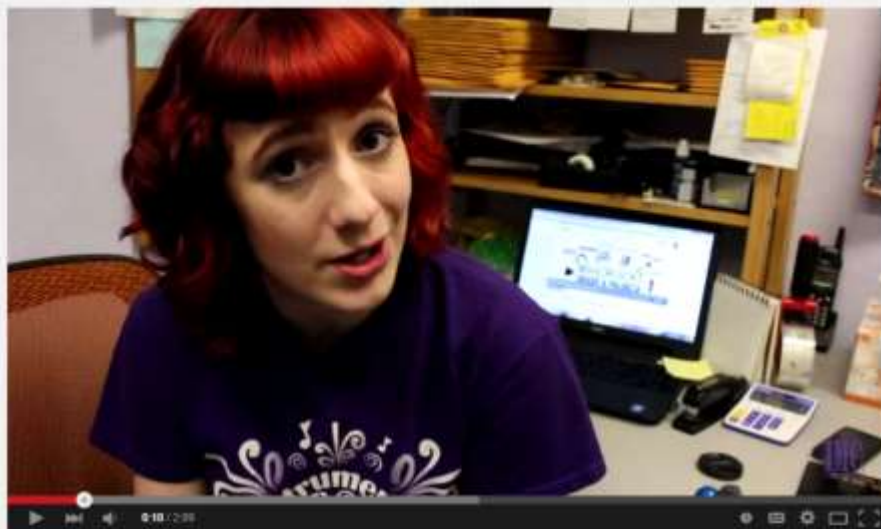
<https://epoll.me/v/ACdF3b6Y658> — with Jennifer Carson.



Like · Comment · Share

26 people like this.

1 share



BRASS-A-PALOOZA Giveaway - Over \$13,000 in Prizes!



Instrumental Music Center



67 views

+ Add to < Share *** More



Published on Mar 18, 2015

We're hosting an insanely cool giveaway on our Facebook page until April 1st! VOTE NOW!

Like IMC on Facebook? <https://www.facebook.com/instrumental...>

SHOW MORE

ALL COMMENTS (2)



State your thoughts



Instrumental Music Center

1m ago



#IMCROCKS Brass-a-plooza can make a difference in these girls' lives!



Like



Share

5 Loops

Say something nice



Instrumental Music Center, Tucson

Posted by Leslie Fallin · April 1 at 10:01am · 🌐

Instrumental Music Center thanks all the people who participated in the #IMCROCKS Brass-a-Palooza! I wish there were more winners!!

We are excited to award the grand prize package to Alice Vail Middle School! Thanks to all the parents and friends who helped make this happen!! I'd like to plan to deliver this prize to the winning school on Tuesday April 7th, some of our vendors will be in town to assist in awarding the prize.

Due to the overwhelming outpouring of suppo... See More

11,620 people reached

Boost Post

Unlike · Comment · Share

Instrumental Music Center, Tucson, Jeanna Lowe Hammes, Mark Pepe, Skye van Duuren and 277 others like this.

Most Relevant

97 shares

Write a comment...

Marisol Guillen Coa'timundi school deserves that 2nd prize. We Vail parents and them had a good race. Both schools were very close in this competition. It was exciting and nerve wrecking! 🤩🤩🤩

Like · Reply · 8 · April 1 at 11:08am · Edited

1 Reply

Nicole Itule-Busboom Thank you so much from Rio Rico for the 2nd place prize.

Like · Reply · 7 · April 1 at 10:57am

Carl McCurry Awesome! You guys are great!

Like · Reply · 2 · April 1 at 11:02am

Marty-Diana West Acuna Aimee Wallace! Indiana, HERE WE COME!!

Like · Reply · 5 · April 1 at 10:31am

Marty-Diana West Acuna THANK YOU TO EVERYONE WHO HELPED MAKE THIS POSSIBLE!! GREAT JOB TO COATIMUNDI WHO MADE THIS RACE SO MUCH FUN! THANKS TO Instrumental Music Center, Tucson FOR THE CONTEST AND FOR MAKING SECOND PRIZE BIGGER... THEY SOOO DESERVE IT! 🤩

Like · Reply · 15 · April 1 at 10:30am



Marty-Diana West Acuna

23 hrs · 🧑🏻🧑🏻

Instrumental Music Center, Tucson, YOU ARE AWESOME!!! "Due to the overwhelming outpouring of support for Coa'timundi Middle School, IMC has rethought our second place prize! Instead of just getting a \$300 IMC Credit... IMC has created a second prize worth \$10,000. Instrumental Music has decided to give this school a Trombone, Double Fhorn, Euphonium and Tuba! Thanks to Conn-Selmer, the winning director will also attend the Conn-Selmer Institute!"

Unlike · Comment · Share

You, Jeff Marchant, Carl McCurry, Brian Wolfe and 42 others like this.



Julie A. Bell That's why we love and support IMC! #IMCROCKS!

23 hrs · Like · 4



Ed Thomas That is freaking awesome!!

23 hrs · Like · 3



Carl Cherry Very cool!

14 hrs · Like · 1



Write a comment...



Arizona Daily Star



From left: Elise Kohagura, AVMS PTSA Vice President; Mary Palacio-Hum, AVMS PTSA President; Dr. Joan Ashcraft, TUSD Director of Fine and Performing Arts; Theresa Leal-Holmes, AVMS Principal; Diana L. West Acuna, AVMS Director of Bands; Leslie Faltin, owner, Instrumental Music Center; Mike Faltin, owner, Instrumental Music Center; and Craig Denny, Vice President, Band and Orchestra Division of St. Louis Music.

INSTRUMENTAL MUSIC CENTER | PHILANTHROPY

Instrumental Music Center Hosts 'Brass-a-Palooza' Giveaway Contest

Instrumental Music Center of Tucson, Arizona, partnered with its suppliers to host "Brass-a-Palooza" — a month-long Facebook poll, in which residents voted for one eligible public middle school in the region to receive a first-prize package valued at over \$13,000.

The first-prize package included: a tuba donated by Eastman Music, a Zonda double F-horn and baritone, an intermediate trombone donated by Yamaha, a Jupiter silver-plated trumpet and a trombone from Antigua Winds. Additionally, the band director of the winning school received an all-expenses paid trip to the Conn-Selmer Institute in Indiana to attend an educational seminar.

The poll closed on April 1. Altogether, 6,687 people voted, and the first-place

winner, Alice Vail Middle School (Tucson), received 1,719 votes. The award was presented to Theresa Leal-Holmes, AVMS Principal, and Diana L. West Acuna, AVMS Director of Bands, on April 7, with an in-school performance by the Alice Vail Middle School Jazz Band.

Originally, second- and third-place winners were to receive \$300 and \$100 IMC gift certificates, respectively. But due to "an overwhelming outpouring of support" for Coatimundi Middle School in Rio Rico, Arizona — which received 1,674 votes — IMC created a second-place prize worth \$10,000, consisting of a trombone, double F-horn, euphonium and tuba, plus a trip to Conn-Selmer for Coatimundi's band director, as well.

Alice Vail named winner of musical instrument giveaway

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Respond: [Write a letter to the editor](#) | [Write a guest opinion](#)

April 02, 2015 3:15 pm • By Alexis Huicochea

4

Alice Vail Middle School has been named the winner of more than \$13,000 in brass instruments from Instrumental Music Center.

The Tucson Unified School District campus garnered the most Facebook votes in a month-long contest open to schools across Southern Arizona. It will receive a tuba, a double F horn, a baritone, two trombones and a trumpet, all of which were donated by vendors.

The band director will also receive an all-expenses paid trip to the Conn-Selmer Institute where they will attend an educational seminar.

Taking second place was Coatimundi Middle School in Rio Rico. Originally the second-place winner was to receive a \$300 Instrumental Music Center credit, but that was upped to \$10,000 in equipment.

Taking third was Safford Middle School, also in TUSD, receiving a \$300 credit.

Sunnyside's Challenger Middle School took fourth place for a \$100 credit.

In all, the Brass-A-Palooza contest, put on by the locally-owned and operated Instrumental Music Center, awarded more than \$23,000 in prizes.



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Grow

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AscendSportsWear.com
(800)894-7105
design@ascendsportswear.com

CYCLING

JERSEY

ELEVATE



FRONT



BACK

This proof is provided to give you a visual representation of your custom products. Due to variances in individual user's monitor settings, calibrations, lighting, etc., colors will vary from monitor to monitor. If specific colors are required for your product, ASCEND requires you provide a PANTONE (PMS) color to be matched from the Pantone Book (not the screen) or a physical sample of the color(s) to be used. They will be matched as closely as possible on our calibration printing system. If the fabric color(s) requested do not meet these requirements, colors will be matched according to colors shown on ASCEND's colorized monitors.

Ascend
SPORTSWEAR

Lead Designer
BLAIR MCDANIEL

What does your local market like?

What events are big?

NAMM® U



Grow Your Business

Join **IMC**
at the

BOOTH #

TBA

Tucson
Festival
of Books

MARCH
12th-13th

At the University of Arizona Mall



NAMM[®] U



Grow Your Business

INC
FOOD
&
TOY
Drive

Donate **10** Non-perishable
Foods or a **\$30** value in Toys and
IMC will give you **10% OFF** your
next purchase up to **\$100!**

Oct. 10th - Nov. 20th



Community Food Bank
of Southern Arizona



JULIAN BLISS

January
29th

TWO
FREE

Master Classes

Univ of Arizona
Holsclaw Hall
at 12 noon
AND
Instrumental
Music
Speedway &
Kolb
at 5PM

LEBLANC
D'Addario

IMC
TUCSON ARIZONA

our Business

D'Addario Reserve

Micah
Wright

FREE
Clarinet Clinic
& Masterclass

Tuesday May 24th
1pm-3pm

Fundamentals Clinic - 1pm
Clarinet Masterclass - 2pm



INSTRUMENTAL MUSIC CENTER
7063 E Speedway Blvd Tucson, AZ 85710
www.imc-az.com 520-733-7334

SQUEAK
SLAP
HUD

Developing the
GOLDEN
Saxophone
Tone



Feb. 14th
4pm

YAMAHA are pleased to bring JASON LACZKOSKI to Tucson for a
FREE MASTERCLASS

Getting the optimum tone from your saxophone, at Instrumental Music Center. Using his
advanced techniques, Jason will demonstrate how to improve your embouchure, and
how to achieve a better sound from your instrument. He will also illustrate the vital role
of mouthpiece and ligature play in creating an amazing voice. Open to all skill
levels, arrive early to get a seat!

7063 E Speedway Blvd | 520-733-7334



NAMM | U



Grow Your Business



Instrument Play Date
Free Event!
Sunday Aug 2
12 to 5PM

**Come try instruments at IMC and
discover a new world of music!**

Leslie Faltin, owner
Instrumental Music Center
(520) 733-7334
leslie@imc-az.com

FOR IMMEDIATE RELEASE: 7/21/2015

Instrumental Music Center to Host an Instrument Play Date

Free event let's aspiring musicians try out instruments prior to the start of school

TUCSON, AZ – Instrumental Music Center (IMC), a Tucson-owned and operated musical instrument retail store, is excited to offer this free event. On Sunday, August 2 from 12 noon to 5 pm... people are welcome to attend the first ever “Instrument Play Date” at 7063 E. Speedway Blvd (at Kolb).

All of the musical instruments that are common to school band and orchestras will be available to try. IMC will be bringing in local musicians to assist people in making a ‘representative sound’ on whichever instruments they find interesting. In addition to common instruments such as Flute, Violin, Clarinet, Guitar, Saxophone... IMC will allow people to try out some of the more uncommon instruments such as Upright Bass, Oboe, Bassoon, Baritone Saxophone and more.

This event is open to the whole family and IMC hopes to introduce people to an instrument that makes them happy.

“Many beginning band and orchestra students are asked to pick which instrument they will play in school, without trying it first” said Leslie Faltin, owner of Instrumental Music Center. “This is an amazing opportunity for aspiring musicians to find the instrument that best fits them”.

Instrumental Music Center will have staff on hand to help with instrument rentals or purchases. IMC will offer a free music stand, free lesson and free music folder with any instrument rental that day.

About IMC:

Instrumental Music Center (IMC) is a locally-owned and operated music store chain based in Tucson, Ariz. that opened in 1999. IMC sells band and orchestra instruments, guitars, basses, drums, print music, music gifts and a myriad other musical items. IMC provides flexible



The Rummage Sale

“Nothing should have a birthday in your store”

Alan
Friedman FKC O
Accounting



RUMMAGE SALE

BLACK FRIDAY WEEKEND

**WEIRD STUFF. CHEAP STUFF. BROKEN STUFF.
OLD STUFF. NEW STUFF. FOOD TRUCKS.
LIVE MUSIC. SWEET DEALS. CRAZY PRICES.
LOCAL MUSICIANS. LIFE CHANGING MOMENTS.
MASS HYSTERIA. FIRST COME FIRST SERVE.
THE MOST FUN YOU'VE EVER HAD IN YOUR LIFE.**

NOV. 27-29

**INSTRUMENTAL MUSIC CENTER 7063 E Speedway Blvd
520-733-7334 Tucson, AZ www.imc-az.com**

reply

prohibited

Posted: about a month ago

☆ The giant IMC discount instrument list - \$100 (Tucson)



Every year, Instrumental Music Center clears out our inventory to buy cool new exciting instruments... this year is no exception! Here is a SNEAK Peak at our amazing Rummage Sale discounts on instruments.

You can come try or buy any of these instruments TODAY... they are on sale till December 4th or while supplies last. These prices are the lowest they will be all year... and many even qualify for factory rebates!

The fine print... while supplies last only, prices good only on these select serial numbers, no additional in-store discounts, no holds, no lay-aways.

These prices are valid from now until 12-4-15. The file is a PDF... just follow this link to get the list.

<http://files.ctctcdn.com/51c5da70101055e02a9abe1-4814-9be1-379716ba39f8.pdf>

Some instruments are at each store...check the list for locations.

Keep in touch thru our Facebook event!

<https://www.facebook.com/events/534992873317166/>



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7063 E. speedy

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IMC VALUE MENU

VALID ONLY AT IMC'S BLACK FRIDAY RUMMAGE SALE NOV. 27-29, 2015

\$5
Each



15' Microphone Cable
SMM15



15' Instrument Cable
SEG15



Red IMC
Clip On Tuner
IMC36RD



Blue IMC
Clip On Tuner
IMC36BL



Black IMC
Clip On Tuner
IMC36BK



Planet Waves Lite
NS Guitar Capo
PW-CP-0725



Planet Waves
Guitar Humidifier
GH



On Stage Guitar Stand
XCG4



On Stage Music Stand
SM7022BB



On Stage 7A Hickory
Drumstick Pair
11116



Mahalo Black
Soprano Ukulele
MRTWT



Mahalo White
Soprano Ukulele
MRTWT

USE THIS MENU AS YOUR
INSTANT HOLIDAY GIFT LIST.
PRINT OUT AND CIRCLE YOUR
PICKS, AND BRING INTO IMC'S
SPEEDWAY AND KOLB
LOCATION DURING OUR
BLACK FRIDAY RUMMAGE SALE
WEEKEND!

WHILE SUPPLIES LAST!
NOVEMBER 27-29, 2015
WWW.IMC-AZ.COM

ess

\$10 OFF ANY PURCHASE at IMC

Aw yeah! Bring in this fine coupon... or show it to us on your device... during IMC's Rummage Sale weekend and enjoy a \$10 discount on your purchase. This coupon is good at either IMC location. Rummage Sale event only happening at the Speedway location.

Offer Good: November 27-29th 2015 only. One coupon per customer, no cash value, no shenanigans.
IMC staff: \$10 paid by coupon Ref# Rummage







- Black Friday 2015 was best year yet (5th year)
- \$8,000 in the first 90 minutes
- 200+ coupons redeemed
- All performer slots filled



1. Think up an idea
2. Put it on the calendar
3. Tell the world
4. Do the thing

I'm rooting for
you...

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Grow Your Business



Instrumental Music
Center, Tucson
Leslie Faltin
leslie@imc-az.com