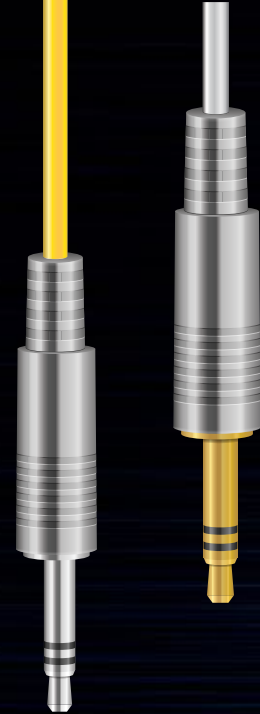
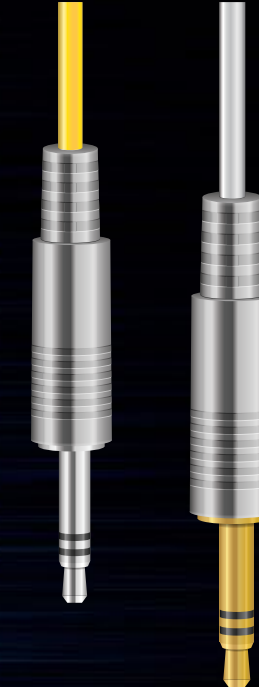




SWEETWATER 420 FESTIVAL + HAPPY ENDING PRODUCTIONS
PERFORMING ARTIST SET.FM RECORDING PROPOSAL
FEB 2015

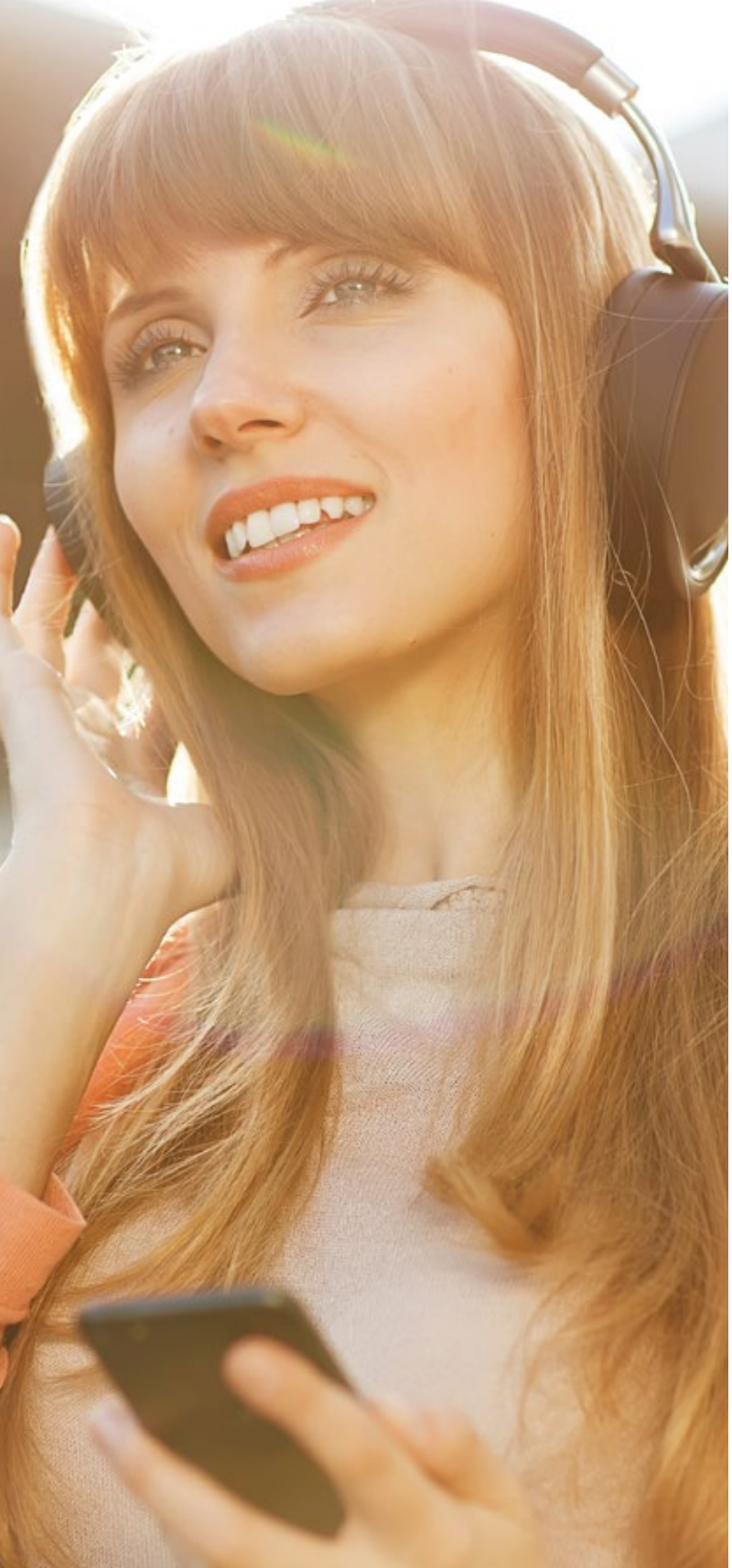


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- › ENGAGE YOUR FANS
- › EXPAND YOUR AUDIENCE REACH
- › INCREASE YOUR REVENUE
- › GENERATE PASSIVE INCOME





THE MUSIC INDUSTRY CONTINUES TO CHALLENGE AND CHANGE

More than ever, fans want to connect with you and relive the memorable moments your live shows create

- › **SET.FM** enables fans to relive those moments, and helps you **earn more money for the shows you're already playing.**



SWEETWATER 420 FESTIVAL + HAPPY ENDING PRODUCTIONS
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SET.FM WILL BE THERE TO CAPTURE & SELL A HIGH QUALITY RECORDING OF YOUR SHOW TO 50,000+ ATTENDEES AND THEIR MILLIONS OF SOCIAL MEDIA FRIENDS

Our team of on-site audio engineers make this possible with **SET.FM's** proprietary recording & distribution platform.

CLICK **HERE** TO SAMPLE OUR HIGH-QUALITY RECORDINGS



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FEB 2015





FANS LOVE TO SHARE THEIR LIVE EXPERIENCE ON SOCIAL MEDIA

That's why **SET.FM** invented a way for your fans to share a professionally-mixed, 60-second live clip of your performance in real time

HEAR THE DIFFERENCE:

› *iPhone SHARE* vs. **SET.FM LIVE CLIP SHARE**



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AS YOU TAKE YOUR BOWS, FANS CAN INSTANTLY BUY AND DOWNLOAD A HIGH-QUALITY RECORDING OF YOUR SET

SET.FM & Sweetwater 420 Fest will promote your live set downloads via booths, Jumbotron, mobile alerts, signage, social media, and print materials.

› *We'll even have our **SET.FM** Street Team, helping fans buy your set throughout the festival grounds.*



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MOST SETS SELL FOR \$10, BUT YOU CAN CHARGE WHATEVER YOU WANT

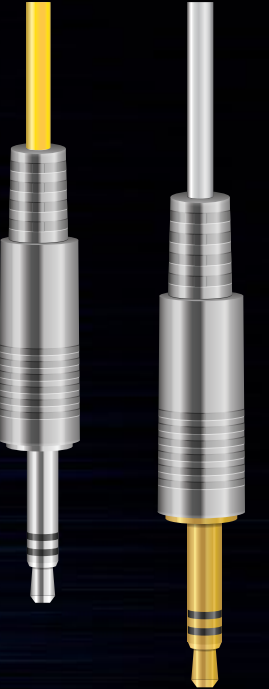
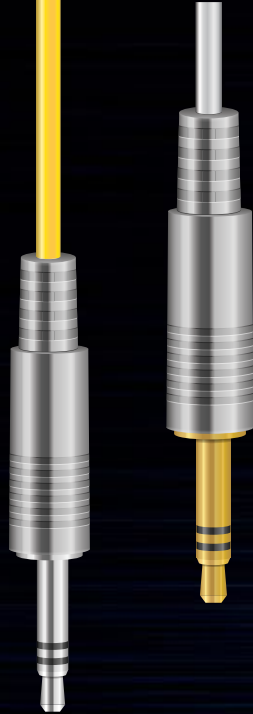
You get **70% of net revenue** and retain full ownership of your live recordings

› *We've seen over 20% of live audiences purchase sets... with a crowd of 50,000+ AND their social networks, that can really add up!*



SWEETWATER 420 FESTIVAL + HAPPY ENDING PRODUCTIONS
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ALL YOU HAVE TO DO IS...
APPROVE THE HAPPY ENDING PRODUCTIONS
SWEETWATER 420 FEST/SET.FM ADDENDUM

ANDREW FEIGENBAUM
ANDREW@SET.FM

