

## **The Song and Image Project Proposal**

from Letters, Arts and Music: Brian Gore and Bill Russell

### **Offerings:**

- compose original music that's reflective of place
- create paintings, drawings, etc. depicting the peoples and/or places
- provide a variety of web technologies to deliver music and art, i.e. digital delivery of music, CD package with postcards, eBook for sale on iTunes Bookstore, web site as hub for marketing, etc.
- provide marketing expertise
- provide quality branded merchandise and packaging adapting custom artwork for sale online or in your store
- performance of songs and projection of images in theater setting
- live drawing
- a web site functions as the hub for the enterprise
- create professional video for YouTube for use primarily as a marketing tool
- T-shirts

### **Scenarios:**

1. Winery launches new wine, promotes event with original music and labeling and other material with illustrations.
2. Restaurant features and promotes ten new recipes with a recipe box with a CD of 10 songs and ten postcards reflecting the dishes and wine pairings.
3. Town Chamber of Commerce revitalizes downtown retail area as a destination with concert of original music including a give-away map with illustrations of features, all promoting tourism.
4. A group of wineries use an eBook or mobile app with guided digital map to locations and other information.
5. A virtual hub customized to feature and integrate local businesses.

### **Intention:**

- to provide and promote a community or industry with a unique showcase of their assets and offerings using music and art
- interface with the branding of that community or industry
- project manage the creation of all materials and events
- on-site research and creation of music and art

### **Costs:**

- based on a la carte or lump sum
- for full license or limited usage, creators retain copyright
- royalties from CD or postcard/print sales negotiable
- full pricing details available
- estimates range from \$20K to \$60K+

### **Funding Partners:**

- seeking winery, restaurant groups and hospitality industries
- seeking cities, towns, regions
- seeking underwriters, sponsors, venues, local business, etc.
- cross promotion, i.e. food, culture, community, tourism

### **Cross Promotion:**

- promote your product, activity through full marketing strategies
- local and national print and online exposure guaranteed
- advertising

### **The Song and Image Model in 'Santa Cruz in Song and Image':**

Brian Gore and Bill Russell applied their music and art collaboration to the town of Santa Cruz and its natural environs. It is an example of how this model works. Local landmarks like Natural Bridges State Beach, the Felton Covered Bridge and the Lexington Reservoir on Highway 17 kindled Gore's emotive compositions. The narrative paintings by Russell visualize the story of each song. They created a web site with links to allow users to purchase the songs, the enhanced eBook and the CD package, that includes 7 illustrated postcards.

-additional details here: <http://scenicsantacruz.com/>

-songs: <http://guitarpoet.bandcamp.com/album/santa-cruz-in-song-and-image>

-images: [http://scenicsantacruz.com/show/SC\\_Slideshow1/index.html](http://scenicsantacruz.com/show/SC_Slideshow1/index.html)

-videos: <http://www.youtube.com/user/thesingstrings>

-eBook: <http://itunes.apple.com/au/book/santa-cruz-in-song-and-image/id555075241?mt=11>

-newspaper article: [http://www.santacruzsentinel.com/localnews/ci\\_21379965](http://www.santacruzsentinel.com/localnews/ci_21379965)

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