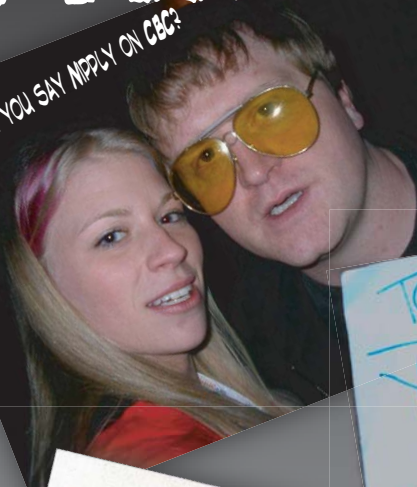


PRINCE EDWARD ISLAND

STREET TEAM

CAN YOU SAY APPLY ON CBC?



TODD
YOU
RULE!
ECUA06



PRINCE EDWARD ISLAND
STREET TEAM

Todd, Roland + the PEIMAA 2.28.2006
On behalf of both The Knot and "music at the Marketplace" I would like to express my gratitude for all of your generous assistance to help promote our musical endeavours during the ECMA-weekend in Charlottetown. The initiatives of the PEIMAA to support Island musicians are a welcome and positive force in the musical community with far-reaching implications, and I commend you on your commitment to excellence and professionalism. Keep up the amazing work!
Sincerely, Jacqueline Sorensen

Attention PEI Street Team:
Just wanted to say thanks for all your help during a rather hectic ECMA weekend. Your efforts were much appreciated. Hopefully, the PEIMAA can find a way to keep things going and together because you folks can be a very valuable asset for bands on PEI
Regards
Hayden
Sandbar Music

WHAT IS A STREET TEAM?

THE PRINCE EDWARD ISLAND STREET TEAM IS A GROUP OF VOLUNTEERS WHO DEDICATE THEIR SPARE TIME TOWARDS THE PROMOTION OF ISLAND ARTISTS AND EVENTS.

IF YOUR TARGET DEMOGRAPHIC IS MEDIA SAvEY., OR EVEN SCEPTICLE, STREET TEAMERS CAN HELP.

STREET TEAMERS ARE ACTIVE MEMBERS OF THE LOCAL MUSIC SCENE. THEY CARRY WITH THEM, CREDIBILITY THAT CAN NOT BE ACHIEVED THROUGH TRADITIONAL MARKETING. BY EMPLOYING THE PRINCE EDWARD ISLAND STREET TEAM, YOU ASSURE THAT YOUR MESSEGE IS DELIVERED IN A MANNER CREDIBLE TO YOUR TARGET.

WHAT KIND OF SERVICES DOES THE STREET TEAM PROVIDE?

POSTERING

DO YOU HAVE POSTERS BUT NO WAY TIME TO GET THEM POSTED? STREET TEAM MEMBERS CAN ASSIST IN GETTING YOUR MARKETING MATERIALS UP BEFORE IT'S TOO LATE.

HAND BILL DISTRIBUTION

ARE YOU PROMOTING YOUR SHOWS WITH HAND BILLS? IF SO, YOU CAN USE AND MANY HANDS DISTRIBUTING THEM AS POSSIBLE. PEI STREET TEAM MEMBERS CAN ASSIST WITH THIS AND MORE.

MERCHADISE SALES

IF YOU HAVE PRODUCT FOR SALE AT YOUR SHOWS, DON'T JUST SELL THEM AT THE END OF THE NIIGHT OUT OF A KIT BAG, CONTACT A STREET TEAM MEMBER AND HAVE THEM SELL PRODUCT DURING THE SHOW.

E-PROMOTION

MANY OF OUR STREET TEAM MEMBERS ARE ALSO REGULAR POSTERS ON LOCAL MUSIC RELATED BULLETIN BOARDS. THEY KNOW WHERE YOUR POTENTIAL FANS CAN BE FOUND ONLINE, AND THEY KNOW HOW TO PROMOTE YOUR EVENT. AS MEMBERS OF THE LOCAL MUSIC COMMUNITY, STREET TEAMERS BRING YOUR MESSEGE TO THE SCENE WITH CREDABILITY.



HOW TO MOBILIZE THE STREET TEAM FOR YOUR EVENT.

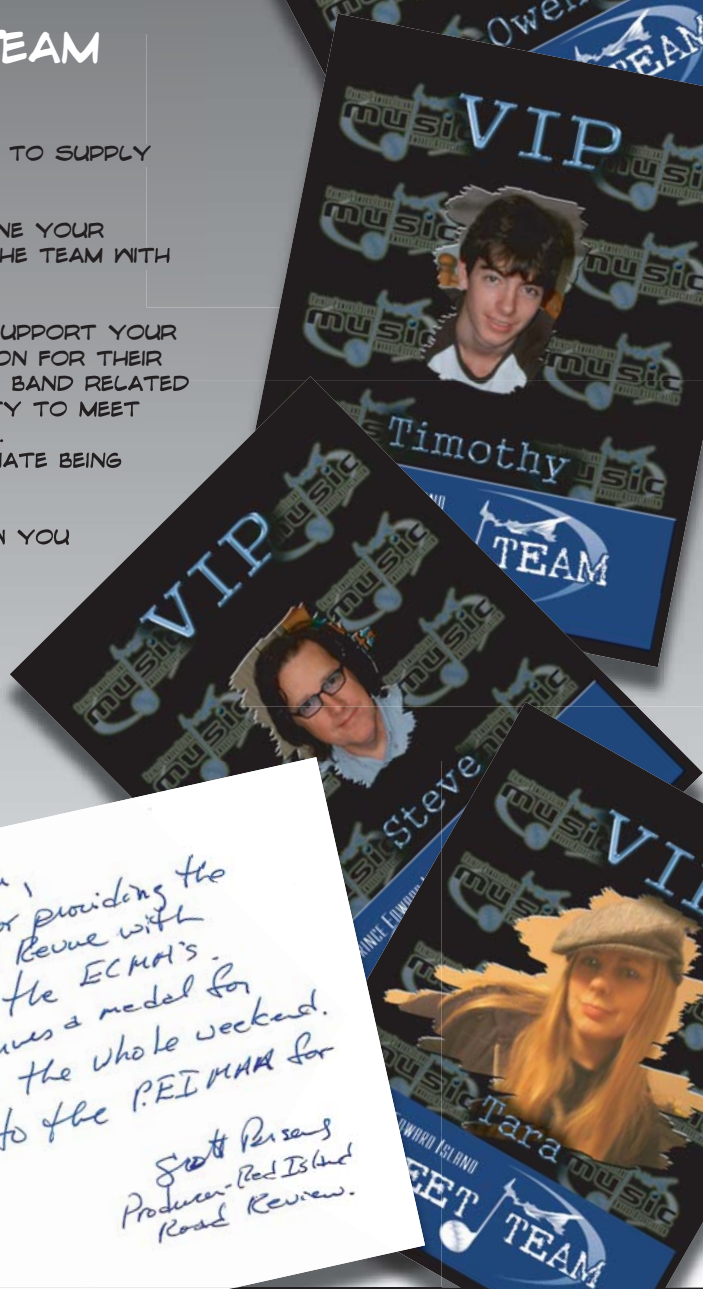
IN ORDER TO ASSURE A SUCCESSFUL MOBILIZATION, YOU WILL NEED TO SUPPLY THEM WITH INFORMATION, MATERIALS, AND MOTIVATION.

IDENTIFY WHO YOU WANT TO REACH WITH YOUR MESSAGE AND DEFINE YOUR OBJECTIVES. PREPARE YOUR MARKETING MATERIALS AND PROVIDE THE TEAM WITH DEADLINES AND GOALS.

STREET TEAM MEMBERS ARE VOLUNTEERS. MOTIVATING THEM TO SUPPORT YOUR EVENT THEM IS A MATTER OF PROVIDING INCENTIVES AND RECOGNITION FOR THEIR EFFORTS. INCENTIVES INCLUDE EVENT TICKETS, T-SHIRTS OR OTHER BAND RELATED MERCHADISE. RECOGNITION MAY BE IN THE FORM OF AN OPPORTUNITY TO MEET BAND MEMBERS AND BE INCLUDED IN ANY AFTERSHOW CELEBRATIONS.

WHILE STREET TEAM MEMBERS ARE VOLUNTEERS, THEY WILL APPRECIATE BEING TREATED AS PART OF YOUR TEAM.

ONCE YOU HAVE IDENTIFIED YOUR OBJECTIVES, AND DETERMINED HOW YOU WILL REMARD THE STREET TEAM FOR THEIR EFFORTS, CONTACT THE PEI MUSIC AWARDS OFFICE STAFF AT 566-5304, OR E-MAIL MUSIC@PEI.AWARDS.COM AND OUR STAFF WILL ARRANGE TO HAVE YOUR EVENT PROMOTED.



To: The Street Team,
 Thanks very much for providing the Red Island Road Review with volunteers during the ECMAs. Steve Bate deserves a medal for sticking with us the whole weekend. Again, thanks to the PEI MAA for all the help.
 Scott Persing
 Producer - Red Island Road Review.