

Dear Applicant,

Thank you for your interest in Vic Firth Company.

There is a good chance that you've downloaded this application because you are interested in an endorsement with Vic Firth. Before you get into the business of completing the application, we thought it might be a good idea to explain why we do or do not sign an artist into our family.

By its basic definition, an "endorsement" means an artist fully commits to and swears by a particular company/product. In other words, that company's product is the best and only product that the artist wants to play or use. The artist endorses the company, not the other way around.

From a business stand point; a manufacturer (like Vic Firth) acknowledges the endorsement because that artist is popular enough to influence many consumers. The manufacturer makes the relationship official by signing the artist, so that the buying public is made aware of that connection. The idea being that when that relationship is made known to the artist's fans it will influence them to buy more of the same products the artist chooses to play.

In such a relationship each party benefits from something:

- The artist receives professional equipment that he/she believes is the best in supporting or representing his/her musical voice. In addition, they receive the support needed in all relative circumstances.
- The manufacturer sees an increase in sales due to the additional exposure the artist gives the brand and the consumers he/she influences.

Here are some of the considerations for most endorsements:

- Excessive amount of hits on a Social Websites i.e. Facebook, YouTube, MySpace etc
- CD/Record Sales approaching decent amounts for a particular genre
- Television, studio, movie and video credits
- Participation in high visibility tours
- Other Endorsements (such as drum set, cymbals, heads etc)
- Teaching credentials from major university or education systems
- Major influence on drummers in a specific genre of music

## So, how does one get an endorsement from Vic Firth?

In addition to the points previously listed, we look a little more into each artist. Receiving a Vic Firth endorsement is basically being accepted into our family. We take great pride in our roster and are very selective about who we allow in.

- 1) **Personality.** Each and every Vic Firth artist has their own personality, but we are truly a family. It's important that each artist signed knows that it is about the relationship. VF offers the best artist service in the business. This is because we understand the importance of an artist getting the best tools to make his/her music. In return we only ask that the artist understand that we exist for not just one artist, but many. We work as a family. Yes it is business, but it's also very personal. It is impossible for it not to be, when you are dealing with any art, but especially music. Looking at the current roster you can see that the longevity in which most artists have been with Vic and this is a testament to that personal touch.
- 2) **Exposure.** As listed earlier a drummer's popularity is essential. How much will that particular drummer influence the buying public?
- 3) **Loyalty.** Does the drummer already play Vic Sticks? We love signing people who truly believe in our sticks/mallets and have already chosen Vic to represent the tools to make their music. There is nothing more respected than to hear that a drummer turned down another endorsement offer because they would rather play and/or wait for an opening with the Vic Firth family.
- 4) **Talent.** We believe in the quality of the many talents we have on our roster. We stand behind our roster and their abilities. We have both legends and future legends on our roster because of just that.

Now that you have a little more of an idea of how we see things regarding endorsements, you can better determine whether you fit into that description. Maybe you do or maybe you will someday. Timing is everything in this world we call drumming. Be honest with yourself and if now is not the time - then consider waiting to apply when it is. In the meantime be true to your convictions and keep playing Vic for all the reasons you are seeking an endorsement.

I'm Ready !

If you feel you do meet the criteria of what we are looking for, please print out and complete the below VF application. It is not a contract or agreement and serves only to begin a potential artist relationship with VF. Please keep in mind that incomplete applications will not be considered. **E-mail package are not accepted.**

Please include a press kit that contains a bio/photo, articles from major publications (i.e. Billboard, R&R etc), a recording (CD/DVD) and/or video/DVD that best represents your playing. Please MAIL (**no e-packs please**) all information to the following address:

Vic Firth Company  
**Attn: Artist Relations Dept. - APPLICATION**  
22 Longwater Drive  
Norwell, MA  
02061

Thanks for spending the time to read this letter and complete this application. Maybe we will be working together someday.

Best wishes to you and your drumming career,



Joe Testa  
Director of Artist Relations  
Vic Firth Company

**Please Type When at all Possible**

**OVERVIEW**

**Personal**

Name (first): \_\_\_\_\_ (last): \_\_\_\_\_

Address (street/apt#/city/state/zip): \_\_\_\_\_

\_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

**Musical Affiliations**

Current Group or Affiliation: \_\_\_\_\_

How long have you been with this group?: \_\_\_\_\_

Status within the group: Touring Member? **Y N** Recording Member? **Y N**

Former Groups: \_\_\_\_\_

Educational background: \_\_\_\_\_

**Type of Player**

Do you consider yourself a drum set player or percussionist? \_\_\_\_\_

Do you consider yourself more of a performer or educator? \_\_\_\_\_

Please use percentages (100% being the total) to describe your total time as a musician:

**Performer:** \_\_\_\_\_% + **Educator:** \_\_\_\_\_% = **100%**



**IMPRESSIONS & IMPACTS**

**Social Media**

Please provide your following Social Media information. If you are in various groups please use your primary group's information:

Facebook address: \_\_\_\_\_

Total Facebook Likes: \_\_\_\_\_

Total Facebook Friends: \_\_\_\_\_

YouTube Channel address: \_\_\_\_\_

Total YouTube Channel Views: \_\_\_\_\_

Other Social Media (i.e. BandCamp, SoundCloud etc):

\_\_\_\_\_

**Recording History**

Please list three recordings you have performed on that best represents your playing:  
List Title, Artist, Year Released and how many Units Sold year to date:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Touring History**

Please list the three most recent tours you played on:  
*Specify Headliner or Opening Status?, Size of Venues, Size of Average Crowd:*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**CONTACTS**

**Current Management Contacts**

Management Company Name : \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address (street/apt#/city/state/zip): \_\_\_\_\_

Web: \_\_\_\_\_

**Current Record Label Contacts**

Label Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address (street/apt#/city/state/zip): \_\_\_\_\_

Web: \_\_\_\_\_

**Drum Equipment Manager Contact**

Name (first): \_\_\_\_\_ (last): \_\_\_\_\_

Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_





ARTIST RELATIONS DEPARTMENT

**ENDORSEMENT QUESTIONS**

**Endorsements**

Please list all companies you have a current and official endorsement with:  
*Include the Company name, Type of Endorsement and Contact Person for each.*

Cymbals: \_\_\_\_\_

Drums: \_\_\_\_\_

Heads: \_\_\_\_\_

Percussion: \_\_\_\_\_

Microphones: \_\_\_\_\_

**Are you currently seeking an endorsement with any other stick company? Y N**

If so, who? \_\_\_\_\_

Why? \_\_\_\_\_

**Do you currently play VF and if so which model? \_\_\_\_\_**

**If an endorsement with VF did not work out at this time would you continue to play VF sticks? Y N**

**Please explain why you would like to become a Vic Firth artist:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**NOTE: Your materials will not be returned. We will respond to you via e-mail or post**

