

## Miami Beach Bandshell: Marketing Rider

**Thank you for your partnership!**

Please see below the assets we request you provide, in order to help us promote your show through our channels in the smoothest manner possible. On the next page, please find the list of marketing support we provide to all shows, with timing guidelines & asset requirements.

For questions & to share assets, contact Christina Collins: [Christina@rhythmfoundation.com](mailto:Christina@rhythmfoundation.com)

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**Full Event Description & Artist Bio(s):** 150 words or less

**Event Blurb:** 30 words or less (a short summary of your event description)

**RF MEMBER DISCOUNT:** are you willing to provide a discount to our ~250 Rhythm Foundation members to help boost sales? If so, please let us know what %

**Event Image for Website:** 768 x 768 (jpg), 72 dpi - photograph with NO text

**High resolution approved artist photograph(s)**

**Event Flyer - Square (1:1)** - 1080 x 1080

**Event Flyer - IG Portrait (4:5)** - 1080 x 1350

**Event Flyer - Story/Mobile (9:16)** - 1080 x 1920

**Event Flyer - Banner (16:9)** - 1920 x 1080

**Event Flyer - Small Poster (11"x17")** - For print, promoter to print & deliver to Miami Beach Bandshell

**Event Flyer - Large Poster (24"x36")** - For print, promoter to print & deliver to Miami Beach Bandshell

**Performance Video, Music Video, or Social-formatted video,** if available

**Instrumental Track** in mp3 format, if available

**All relevant social media handles, by platform** (artists, producers, photographers, etc.)

**FACEBOOK EVENTS:** Please let us know what account(s) you would like invited as a co-host for the event, or if you prefer to create your own.

## **Marketing Support for Rental Events (no additional cost):**

- **Calendar Inclusion as applicable**
  - **Calendar Posters in venue**
    - Confirmation deadline - 60 days prior to the 1st of the month in which the event takes place
  - **Calendar Rack Cards** - Inclusion pending timeline. Show confirmation recommended 90 days ahead of the event or more.
  - **Miami Beach Magazine**
    - Fall Issue (Oct - Dec) - 8/1 confirmation deadline for inclusion
    - Winter Issue (Jan - Mar) - 11/1 confirmation deadline for inclusion
    - Spring Issue (Apr - Jun) - 2/1 confirmation deadline for inclusion
    - Summer Issue (Jul - Sept) - 5/1 confirmation deadline for inclusion
  - **Pure Honey Magazine**
    - Confirmation deadline - 60 days prior to the 1st of the month in which the event takes place
  - **Season Guides** - deadlines dictated as applicable.
- **Social Media**
  - **“Coming up this Month” Story on IG:** Posted at the end of the month prior to event and saved as highlight
    - Story size (1080x1920) flyer graphic required, due by the 25th of the month prior to event
  - **Dedicated stories & post amplification,** at MBB discretion - please tag @miamibeachbandshell account on IG for amplification request
  - **Feed posts at MBB discretion**
- **Weekly Email Newsletter** (delivered on Tuesdays)
  - 1x inclusion for show announcement in “Just Announced” section
  - Inclusion in “Coming Up” section for 1-2 weeks prior to event
- **In Venue Promotion**
  - **Posters**
    - Poster placement available inside the venue in lead up to event
    - Promoter responsible for artwork, printing & delivery of posters for placement in venue
    - Poster Sizes: 11” x 17” & 24” x 36”