



Dear Applicant,

Thank you for your interest in TECHRA Carbon Drumsticks.

You have downloaded this application because you are interested in an endorsement with TECHRA. Before you get into the process 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.

"Endorsement" means that an artist fully commits to a particular company/product, and when the 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.

During the Endorsement the artist receives professional equipment meanwhile the manufacturer sees an increase in sales due to the additional exposure the artist gives the brand.

Following, some of the considerations and qualification that can help you for the endorsements:

- High amount of activity on Social Websites (Facebook, YouTube, Instagram, etc.)
- Number of CD/Record Sales
- 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

If you feel you do meet the criteria of what we are looking for, you can start completing the application. It is not a contract or agreement and serves only to begin a potential artist relationship with TECHRA. Please keep in mind that incomplete applications **will not be considered**.

You can send the compiled form to [info@techra.it](mailto:info@techra.it) putting in the Objective:

*"Endorsement Request \*your name\*"*

After completing the following questions **below**, please attach to the email a press kit that contains bio/photo, articles from major publications/newspaper/magazine and links to the video that best represents your playing.

Thank you for your time,

TECHRA



ENDORSEMENT FORM TECHRA

Personal

- 1. First Name
- 2. Last Name
- 3. Address (street/apt#/city/state/zip)
- 4. Country
- 5. Phone
- 6. Mobile
- 7. E-mail
- 8. Date of Birth

Musical Affiliations

- 9. Current Group or Affiliation
- 10. Former Groups

Social Media

- 11. Facebook address
- 12. Total Facebook page Likes
- 13. Total Facebook Friends
- 14. YouTube Channel address
- 15. Total YouTube Channel Views
- 16. Other Social Media (i.e. Instagram, BandCamp, SoundCloud etc)

Recording History

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

Touring History

- 19. Please list the three most recent tours you played on:

Endorsements

Please list all companies you have a current and official endorsement with: Include the Company name and Type of Endorsement.

Cymbals:
Drums:
Heads:

- 20. Are you currently seeking an endorsement with any other stick company? If yes, who?
- 21. Do you currently play TECHRA and if so, which model?
- 22. If an endorsement with TECHRA did not work out at this time would you continue to play TECHRA sticks?