

# Holden Arboretum Summer Garden Concert Series

## Call for Bands

### Overview

The Holden Arboretum is happy to announce its third annual summer concert series planned for the summer of 2012. This outdoor concert series will start Tuesday, July 10 and continue every Tuesday through Aug. 14. All concerts will start at 6:30pm. These concerts are designed to promote awareness of The Holden Arboretum while providing local bands with an opportunity to showcase their musical talent in a beautiful outdoor setting. All concerts are free and open to the public. Bands are responsible for their own sound and public address equipment. Holden will provide electrical services. In the event of rain, these concerts will be held in the Corning Visitor Center.

### Commission

If your band is selected, \$400 will be paid upon completion of your performance. All musical genres are welcome.

### Contract

If your band is selected, you will be required to complete a one page contract. The Holden Arboretum staff would be happy to assist you with completion of this contract should you have any questions.

### Key Dates for Bands

March 30, 2012 application postmark date

April 10, selected bands notified

June 1, promotion of series begins

July 10, first concert in series

Aug. 14, last concert in series

### Application Process

Visit [holdenarb.org](http://holdenarb.org) to download an application. Bands must complete the one-page application and include a compact disc with samples of their music. E-mail [d-desimone@holdenarb.org](mailto:d-desimone@holdenarb.org) for additional information.

# Summer Concert Series Band Application

Band Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

Musical Genre \_\_\_\_\_

Please check preferred dates

- July 10     July 17     July 24     Aug 1     Aug 7     Aug 14

## Application Checklist

- Completed application     Compact disc with samples of band's music     Marketing Assistance Form

**Applications must be postmarked by March 30, 2012 and mailed to:**

Dave Desimone,  
Director of Guest Relations and Communications  
The Holden Arboretum  
9500 Sperry Road  
Kirtland, OH 44094

By signing this Application, I agree to all the terms and conditions of this Application. I certify that all declarations made in this Application are true to the best of my knowledge. I acknowledge that The Holden Arboretum project is not liable for the loss or damage of materials submitted.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Date \_\_\_\_\_

9500 Sperry Road • Kirtland, OH 44094 • 440.946.4400 • holdenarb.org

## Marketing Assistance Form

Holden's marketing department has \$1,000 to promote and market these concerts to the general public. In addition, each selected band is expected to help promote these concerts to the best of their ability. Holden's marketing department can provide jpg. images, promotional materials and other marketing support.

**Listed below are various methods for grass roots marketing. Please check all that apply.**

- Promote via band Facebook page  
 Promote via band blog  
 Promote via band personal web site  
 Promote via Twitter  
 Willing to assist with the distribution of promotional post cards  
 Willing to be available for radio and television appearances  
 Willing to be available for print media interviews