

## Press Kits

### What is a Press Kit?

A Press Kit, often referred to as a media kit or a promo package, is a collection of music or corporate marketing tools that will help to increase overall media exposure for you band or your business. Our Press Kits work for any business model. For artists they will help to increase future bookings, radio airplay and draw attention to your project from music industry representatives or other reps in your target market. For businesses, these press kits will draw attention to your company and give out the best possible first impression.

### Why Do You Need A Press Kit?

Marketing and promoting your project effectively in today's industry requires a few staples including a website, recorded music (when applicable), live performance experience among others. Equally important is a promotional media kit designed to effectively market your band or company to record labels, booking agents, venue promoters, radio directors and other music reps or in other cases to the corporate world. Press Kits are an Industry standard and are required on many levels for making industry contacts.

### Ultra Entertainment Press Kits

At Ultra Entertainment, we understand the importance of the 'first impression' and understand the critical importance of an effective promotional package. Our focus is to produce a Press Kit package that will incite curiosity and heighten interest in your band at first glance. We will facilitate the creation of a complete and progressive Press Kit. We will walk you through each process to ensure your package will rival that of the most professional and established Industry artists. Your Press Kits will include your band's information on an impressive color printed, all-inclusive folder accentuated by an EPK (Electronic Press Kit) with a complete and dynamic presentation of your project. A benefit to this layout is that there will be no loose papers to potentially be lost or thrown away. The recipient of your promotional package will find an easy-to-access and very informative presentation of your entire project. For a visual representation, see the pictures located below.

### Press Kit Contents

As a band or business you have the option of what you wish to include in your press kit. The amount of information may vary from artist to artist or company to company. Well established acts may have more to present in their Press Kit than artists who are just starting out. Whether you have a little, or a lot, a custom Press Kit is an extremely valuable marketing tool. Content options may include, but are not limited to, the following:

- |  |                                       |
|--|---------------------------------------|
| ✓ <b>Promotional Photo(s)</b>            | ✓ <b>Quotes</b>                       |
| ✓ <b>Project Logo</b>                    | ✓ <b>Newspaper/Article Clippings</b>  |
| ✓ <b>Contact information/Website URL</b> | ✓ <b>News Release</b>                 |
| ✓ <b>CD Sampler</b>                      | ✓ <b>Lyrics</b>                       |
| ✓ <b>Band Facts/Member(s) ID</b>         | ✓ <b>Gigs/Past Performance Record</b> |
| ✓ <b>Bio</b>                             |                                       |

Your color print folder will be custom designed and include a photo of the band, band logo, contact information and snippets of information from your Press Kit content. Your information, in its entirety, will be loaded onto a CD in an EPK (Electronic Press Kit) format. In addition to your features songs, the CD will contain and slide show presentation with links to your Bio, Press Clippings, Lyrics, etc... The recipient of your custom Press Kit will have easy electronic access to your music and all pertinent information needed to make an informed decision to move forward on your project.

### Content Medium:

- **Color Print Folder** - Photo, Logo, Contact Information, Interesting Quotes, Basic Bio, Interesting Facts, etc...
- **EPK** - News Release, Full Bio, Fact Sheet, Quotes Sheet, Photo Gallery, Lyrics, Past/Future Performances, etc...



## Press Kit Pricing Options

### Press Kit Design/Set Up

Includes:

- Press Kit Design
- Layout Design
- Flash EPK (CD Format)

### Additional Fees May Include

- Shipping & Handling
- Press Kit Assembly - \$0.10 per kit

### Small Run Specials:

5 1/2 x 8 1/2 - One Fold

**50 Press Kits - \$425.00!! (Cost per kit on reorder - \$3.50 per kit)**

**75 Press Kits - \$475.00!! (Cost per kit on reorder - \$3.00 per kit)**

**100 Press Kits - \$499.00!! (Cost per kit on reorder - \$2.50 per kit)**

**250 Press Kits - \$799.00!! (Cost per kit on reorder - \$2.25 per kit)**

**\*\* Custom quotes available**

### Large Run Specials:

5 1/2 x 8 1/2 - One Fold

**1,000 Press Kits - \$1499.00 (Cost per kit on reorder - \$1.50 per kit)**

**2,500 Press Kits - \$2750.00 (Cost per kit on reorder - \$1.00 per kit)**

**\*\* Custom quotes available**

**5.5" x 5.5" Folders (One-Fold)  
\$0.25 less per kit**

**5.5" x 11" Folders (Tri-Fold)  
\$0.75 more per kit**

### Media Creation

If you need assistance producing the written text for your Press Kit, Ultra Entertainment can help! We can draft all, or a portion, of the documents provided in your custom Press Kit. A basic breakdown of each option is listed below with a pricing table for reference. A more detailed breakdown of each option is available upon request.

- ✓ **Cover Letter** – This professional and concise cover letter, customized with your logo, will be the first document that your Press Kit recipient will receive. A template copy will be provided for easy customization for each Press Kit recipient.
- ✓ **Fact Sheet** – This sheet will organize and present all pertinent band information according to industry standards.
- ✓ **Bio Redraft** – We will work to redraft and touch up your current bio for presentation in your custom Press Kit.
- ✓ **Custom Bio** – We will draft a professional and informative band biography that will be designed to engage and incite curiosity, drawing attention to your project.
- ✓ **Quote Sheet** – This sheet will provide a professional organization of industry quotes. If you do not have quotes, we can help direct you where to receive them.
- ✓ **New Article/Clippings** – We will help you to gather and organize your article and newspaper clippings for presentation in your Press Kit.
- ✓ **News Release** – This sheet will list all important and relevant news releases organized for presentation in your custom Press Kit.
- ✓ **Lyrics Sheet** – Presentation of lyrics to songs featured in your custom Press Kit
- ✓ **Gig Sheet** – This sheet will feature important live performances from the past as well as future dates of relevance to your Press Kit recipient.

### Piece Pricing

<b>Cover Letter</b>	\$ 30.00	<b>News Clippings</b>	\$ 15.00
<b>Fact Sheet</b>	\$ 15.00	<b>News Release</b>	\$ 30.00
<b>Bio Redraft</b>	\$ 35.00	<b>Lyrics Sheet</b>	\$ 25.00
<b>Quote Sheet</b>	\$ 25.00	<b>Gig Sheet</b>	\$ 25.00
<b>Custom Bio</b>	\$100.00		

**For more information on  
creating a Press Kit for your  
project contact Laura at  
[Laura@UltraEntertainment.com](mailto:Laura@UltraEntertainment.com)**

## Additional Press Kit Examples

Below are a few press kit examples. Press Kits will be custom designed to match your project's expression. Your CD w/EPK will be inserted in a clear CD holder that will be affixed within your press kit folder.

**CD Affixed Here** →



**GENUINE ARTICLE**

**Audio**  
 Set Up  
 Show Me Real  
 Your Steps

**Media**  
 Lyrics  
 Full Bio  
 Promo Photos  
 Quotes  
 Fact Sheet

Individual Items Available in AZ, CA, IL, IN, MD, MI, MN, NY, OH, PA, VA, WI, WI, WI

Offers Good Only While Supplies Last  
 Item Code: 00111111  
 Item Code: 00111111  
 Item Code: 00111111

**Biography**

**Quotes**

**CD Affixed Here** →



**De'Anna**

**Hypnosis show is a modern infusion of laughter and imagination."**

**De'Anna J. Nunez**

**CD Affixed Here** →

**CD Affixed Here** →



**Hypnotist De'Anna**

**Biography**  
 Show Introductions  
 Photos  
 Video  
 Audio  
 Quotes  
 Facts  
 Stage & Sound Specs

De'Anna show excites on crowds and was consistently entertaining. A definite one of the Best HYPNOTIST acts we've ever seen."

De'Anna is a 20-year-old singer, actor, writer and performer. Drawing inspiration from his hometown of New Orleans, LA, Daniel has been performing since he was 10 years old and is currently a senior at college at the Savannah College of Art and Design in Savannah, GA.

**DANIEL GRAY**

**CD Affixed Here** →

**CD Affixed Here** →



**DANIEL GRAY**

**CD Affixed Here** →

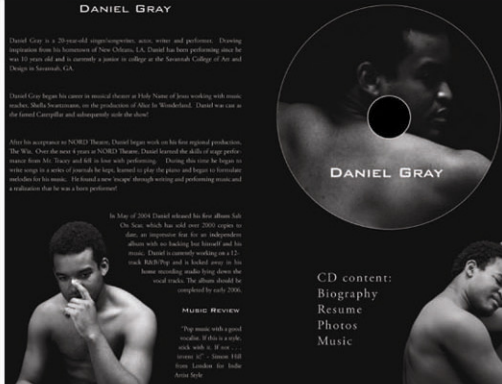
**CD Affixed Here** →



**DANIEL GRAY**

**CD Affixed Here** →

**CD Affixed Here** →



**DANIEL GRAY**

**CD content:**  
 Biography  
 Resume  
 Photos  
 Music

**CD Affixed Here** →