



**MUSIC  
MATTERS**

*Bringing  
Live music to  
You*



# SUMMER FEST - SEASON 2

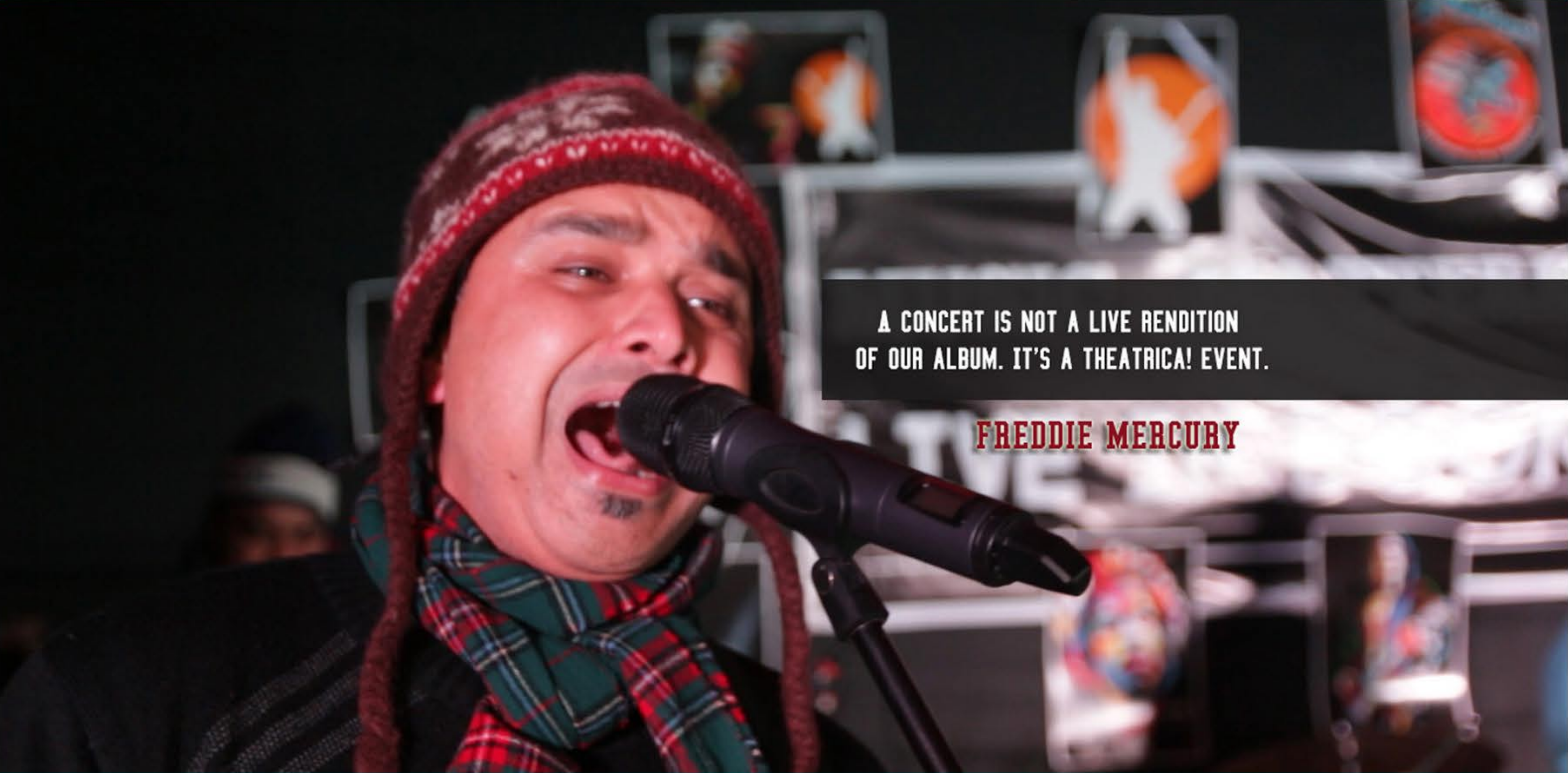


"WE ARE THE MUSIC MAKERS,  
AND WE ARE THE DREAMERS OF DREAMS."

ARTHUR O'SHAUGHNESSY

[WWW.LIVEINDOON.COM](http://WWW.LIVEINDOON.COM)

# WHAT IS MUSIC MATTERS ?



A CONCERT IS NOT A LIVE RENDITION  
OF OUR ALBUM. IT'S A THEATRICAL EVENT.

**FREDDIE MERCURY**

Music, like nothing else, enriches our lives and touches the heart. Young or old, it has the power to make us happier and healthier.

With this in mind, MUSIC MATTERS, a group of music enthusiasts have taken the initiative to revive the declining live music scene in Dehradun. Music Matter focuses to provide a platform to local musicians of all genres from Uttarakhand, to perform on one common stage and share their music with a wider audience.

## MISSION & VISION

Music Matters aims to bring a range of different genres of music to the public. We aim to organise a fest every quarter, to create a following and a bigger platform for artists.

We aim at being consistent and turning this fest into a cultural activity which the music lovers of Uttarakhand can look up to. Music Matter will not just provide a platform but will also help the young musicians build a professional career.

Our next challenge is to take this initiative to the next level and get over 1000 people to the venue.

We are looking for sponsors who can partner with us for our next live event.

We plan to promote local musicians and artists, with an objective to promote live music events in various categories. With regular shows and by building our own audience we endeavor to grow along with our sponsors and partnering artists.

# HOW YOU WILL BENEFIT

Circulars & pamphlet to over 50,000 local homes and businesses.

(High turnover areas such as Rajpur Road, Chakrata Road, Dalanwala, Canal Road, Jakhan, Rajpur, Purkul, Old and New Mussoorie Road)

In house shop at the main event venue.

Prominent display options at the main event.

Option of standees display in the stage area

5 Vip Tickets with complimentary services.

Print ads in local newspaper and Online Promotion with a dedicated team of digital marketers.

Music Matter: Live in Doon

Date: 20th January 2018

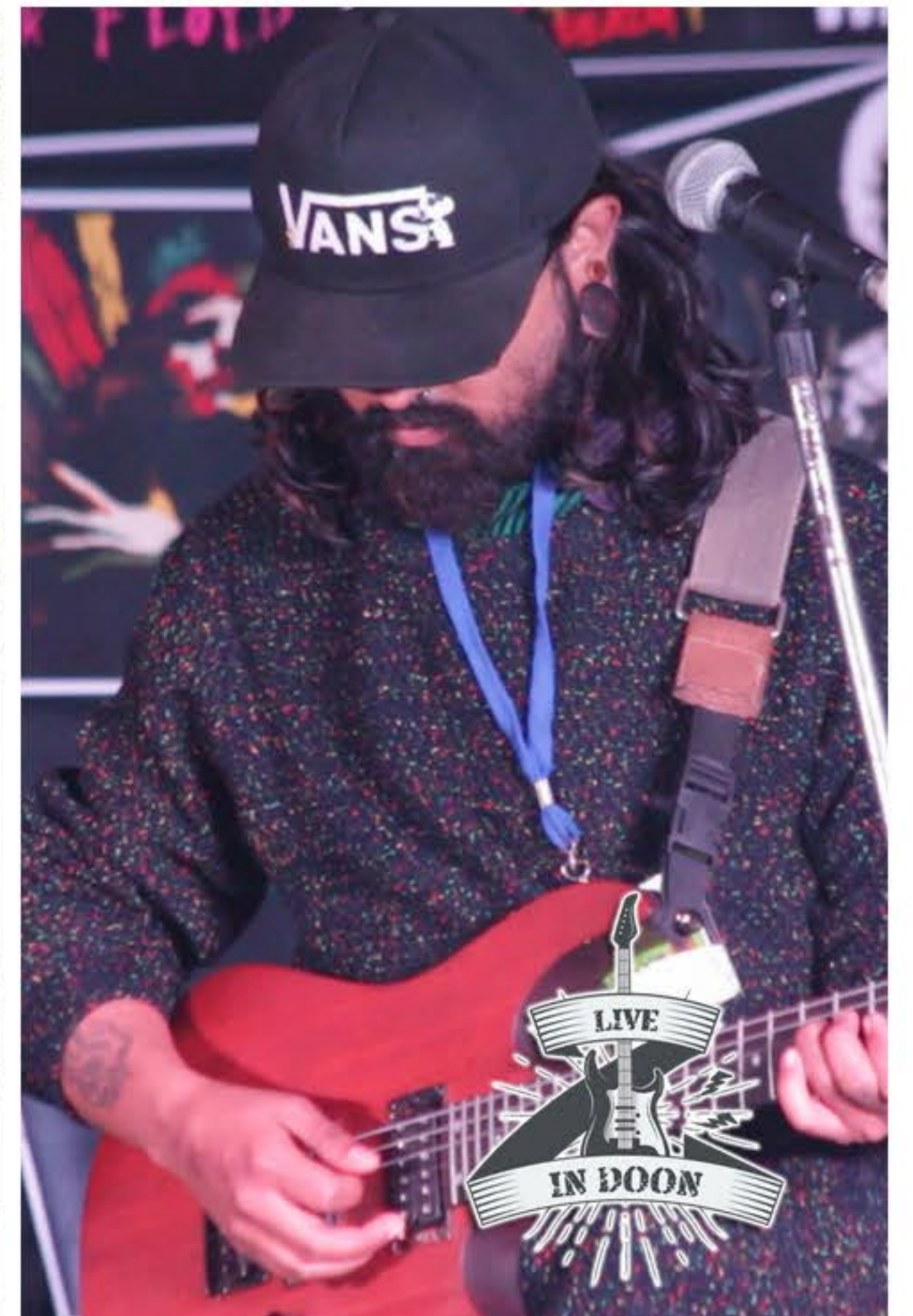
Venue: Bhagwantpur, Purkul

## HIGHLIGHTS OF THE DEBUT EVENT

MUSIC MATTERS brought their vision into reality on 20th Jan'18. Organising a live event and convincing people to show up for the live gig was a challenge,

With planned approach they took the plunge and brought together 5 bands.

The bands, BHAIKAVAS, EUNOIA, CARDAMOM & SHARVANASHAM performed that evening and a crowd of more than 450 music lovers of Dehradun went back fully contented, pleased and wanting more.



# HOW CAN YOU PARTNER WITH US

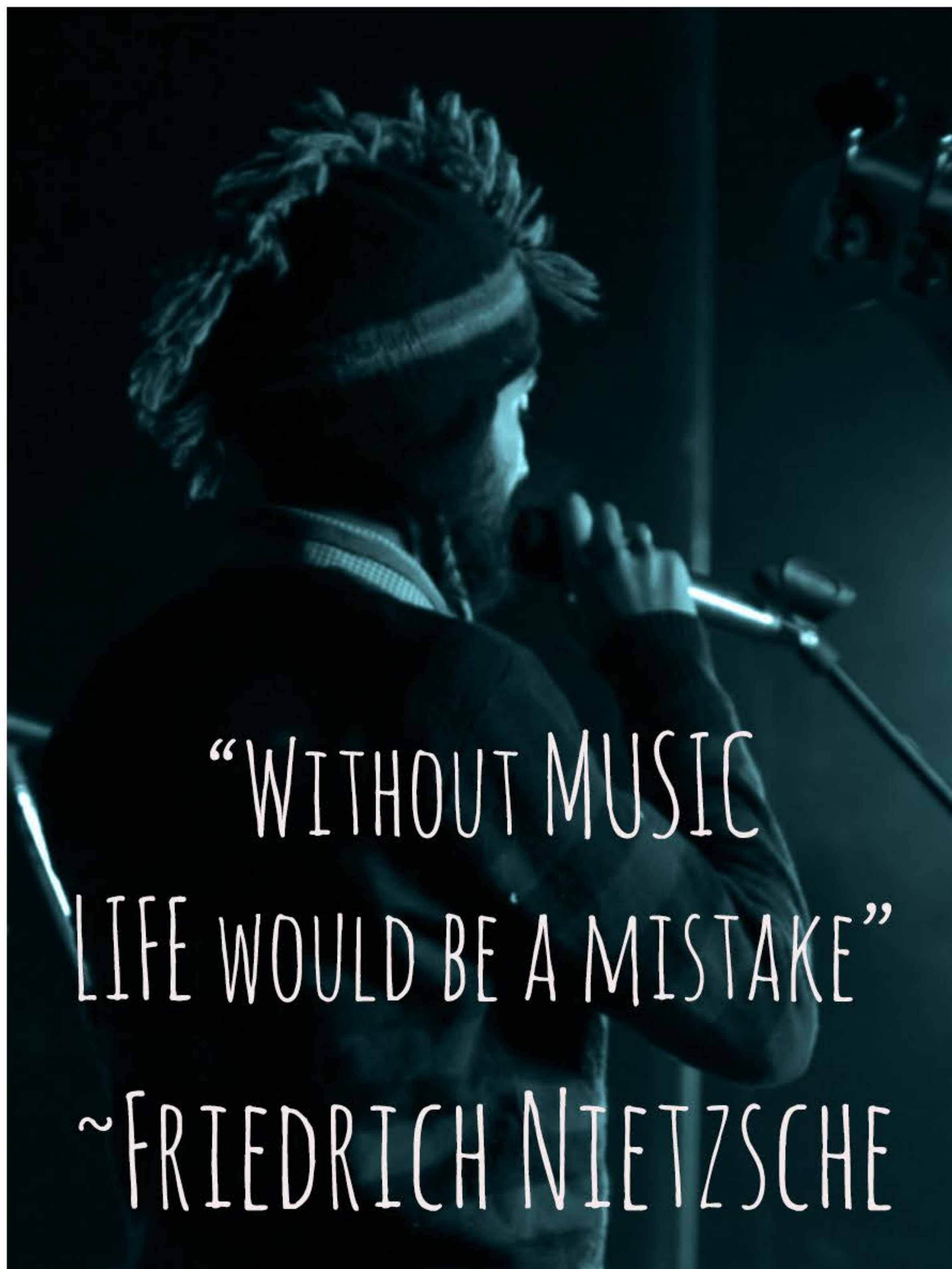
## Gold: (50,000)

- ~ Circulars & pamphlet to over 50,000 homes and businesses.
- ~ In house shop at the main event venue.
- ~ Various display options at the main event.
- ~ Option of standees display in the stage area.
- ~ 5 Vip Tickets with complimentary services.
- ~ Print ads in local newspaper and Online Promotion with a dedicated team of digital marketers.

## Silver: 30,000

- ~ In house shop at the main event venue.
- ~ Various display options at the main event.
- ~ 5 Vip Tickets with complimentary services.
- ~ Print ads in local newspaper.

## GET IN TOUCH



“WITHOUT MUSIC  
LIFE WOULD BE A MISTAKE”  
~ FRIEDRICH NIETZSCHE

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LIVE IN DOON