



JOIN THE WORLDWIDE CELEBRATION OF MUSIC!

MAKE
MUSIC
JUNE 21

MAKEMUSICDAY.ORG | #MAKEMUSIC

nammfoundation.org | @nammfoundation

Presented by

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Foundation

MAKE MUSIC

JUNE 21



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Section 1 What is Make Music Day?

Make Music Day is an annual celebration that occurs each June 21, when people in more than 700 cities around the world make music together on the summer solstice.

In 1982, Jack Lang and the staff of France's Ministry of Culture created a new kind of musical holiday they called *Fête de la Musique*, which means both "festival of music" and "make music!" They imagined a day where free, live music would be everywhere: street corners, parks, rooftops, gardens, storefronts, and mountaintops. Everyone was invited to join and play music, or to host performances, wherever they were. The *Fête* has turned into a national music—making holiday in France every June 21, on the summer solstice. According to surveys, almost 8% of the country—five million people—have played an instrument or sung in public for the *Fête de la Musique*.

Today Make Music Day has become an international phenomenon, with millions of musicians of all styles, all ages, and all skill levels reimagining their cities as stages, and using music to spread joy to their communities. And Make Music Day is spreading quickly in the United States. Last year, 22 U.S. cities organized massive Make Music celebrations, encompassing 2,714 free outdoor concerts, all on June 21. Over 35 U.S. cities are participating in 2016, along with anyone, anywhere who wants to sign up to participate in free outdoor music event of their own.

Why join Make Music Day?

Make Music Day brings joy, inspires creativity, and transforms communities. It celebrates and promotes the natural music maker in all of us, regardless of ability. Make Music Day events turn sidewalks and streets into impromptu stages; let amateur musicians share their passion and gain confidence; and they give established artists in all genres a chance to perform for new audiences. Special Make Music Day initiatives, like free instrument lessons and "Mass Appeal" events, invite everyone to join, even if they've never picked up an instrument before in their lives.

And for those whose life's work (teachers, music retailers and manufacturers) is to create more music makers, it's the perfect opportunity to spread the message of musical participation. Last year, Make Music Day earned over 525 million media impressions, including coverage in the *Associated Press*, *Late Night with Seth Meyers* (4 nights), *Rolling Stone*, *Wall Street Journal*, *New York Times*, *NPR*, *New Yorker*, and many more. By hosting Make Music Day events, music instrument retailers and manufacturers can capitalize on this opportunity to get everyone talking about the power of music, and the joy of making it yourself.

Who Participates?

Currently, plans are underway by local organizers in 700 cities in 120 countries to hold official, citywide celebrations of music on June 21 with free, openly accessible concerts, music lessons, and participatory performances. Many others in smaller communities—including music stores—are planning their own events on June 21 and organizing music events for their neighborhood, for their block, or for their parking lot.

If you want to start up or connect with a citywide celebration, the Make Music Alliance has resources to help you get started! You can find links to participating cities listed below and ways to get started at makemusicday.org.

2016 Make Music Day Cities

1. Boston, MA	10. Fort Lauderdale, FL	19. Minneapolis/St. Paul, MN	26. Portland, ME
2. Buffalo, NY	11. Fort Wayne, IN	18. Montclair, NJ	27. Portland, OR
3. Cedar Rapids, IA	12. Fullerton, CA	19. Nashville, TN	28. Rapid City, SD
4. Chattanooga, TN	13. Honolulu, HI	20. New York, NY	29. Salem, OR
5. Chicago, IL	14. Issaquah, WA	21. Niagara Falls, NY	30. San Diego, CA
6. Cleveland, OH	15. Liberty, MO	22. Ossining, NY	31. Seattle, WA
7. Columbia, SC	16. Los Angeles, CA	23. Philadelphia, PA	32. St Louis, MO
8. Denver, CO	17. Madison, WI	24. Pittsburgh, PA	33. Vermont (statewide)
9. Detroit, MI	18. Mentor, OH	25. Platteville, WI	34. Washington, D.C.

Section 2 How to Get Involved

Does Your City Have a Local Music Day Chapter?

[Click Here for List of Official Make Music Day Cities](#)

If your answer is...

YES

Connect Locally

1. Introduce yourself to your local Make Music Day organizer.

They are there to help promote your event, coordinate it with others nearby, and secure permits (if required). Find their website and contact info at makemusicday.org.

Aside from hosting a Make Music Day event of your own, consider:

- Offering to serve on the local Make Music organizing committee, and host meetings in your store.
- Providing materials or equipment for Make Music Day events.
- Reviewing options for your company logo to be visible as part of your service and support.

2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. If you have a sidewalk in front of your store, or a parking lot, or a front porch, or a nearby park, these can all be great options.

3. Register your location on the local Make Music Day website.

Make Music Day cities use an online registration platform where you can easily sign up and provide the details of your event. Once you register, if a permit is required for what you want to do, the local organizer will secure it for you, or tell you what to do next. If you want to use a large public space (such as a park or town square), check in with the organizer first to see what's available.

If your answer is...

NO

Connect Nationally

1. Introduce yourself to the national Make Music Day organization.

If your community does not have a local Make Music Day branch, you can still be included in relevant national promotions. Email Aaron Friedman at the Make Music Alliance (aaron@makemusicday.org) with a few sentences about what you're interested in doing for Make Music Day.

2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. We suggest choosing a location on private property where permits are not a concern. Each city is different, but for the most part if you're doing an event on a space that you control (such as your front porch, backyard, parking lot, or rooftop) then you don't need to worry about permits. You can also think about partnering with a local school, community center, library, park, or church and using their space.

3. Register your location on the national Make Music Day website.

Visit makemusicday.org/cities, select "Other Cities" at the bottom of the page, create an account, and fill in your event information. Don't worry if you don't have all the details confirmed yet – you can always log back in and make changes.

You are now ready to plan your event!

Continued on page 5

Plan Your Event

Invite your customers or a specific community group to participate in a public, hands-on, music-making event at your business or at a local park.

- Host a drum circle
- Teach first-time musicians how to play the ukulele or harmonica
- Host a guitar strum-along for customers and community members
- See makemusicday.org for more hands-on “Mass Appeal” ideas
- If you’re in an area with a local Make Music Day organizer, reach out to them for help promoting your event to musicians all over the city

Host a day of outdoor concerts for the lesson-taking students in your community.

- Unite all of your flute players for a flute troop play-along
- Host a trumpet brigade fanfare
- Create an outdoor String Suzuki Slam recital

Create an instrument-making percussion event for young children.

- Ask children to bring a coffee can and provide construction paper for decoration
- Partner with a local hardware store for a hands-on percussion fun day
- Create frame drums easily with packing tape and picture frames

Host a jam session. Invite customers, their friends, your employees, and the community as a whole to bring their musical instruments to your business for a Make Music Day jam session.

Host a concert or a battle of the bands. Invite a school chorus, church group or other community band to perform at your business. If you register with your local Make Music Day city website, you can find local musicians on the “matchmaking” site and invite them to perform at your location.

For advice and more information on getting involved, contact Aaron Friedman at aaron@makemusicday.org.



Section 3 Public Relations Timeline & Tips

Hosting a **Make Music Day** event is a wonderful way to make music in your community and to raise awareness that music-making is for everyone.

Sample Make Music Day Project Timelines—Jump in Anytime!

90 Days Out

Plan Your Event

- a) Create a “Save the Date” message and start thinking about the type of event you’ll hold (see Section 2) and who will manage it.
- b) Decide on the resources needed to have a successful event. Most Make Music Day events have a homegrown, grassroots feeling – don’t feel that you need to rent a huge stage in order to have a successful event.
- c) Make contact with a nearby Make Music Day city organizer, if available in your area.
- d) Download Make Music Day logos available on makemusicday.org/media to promote June 21 activities.

30 Days Out

Publicize Your Event

- a) Create marketing collateral to promote your event (see Section 4). Post fliers in your business windows and promote the event(s) on your website. If you are registered on a local Make Music Day city website, download the customized PDF posters for your event.
- b) Customize the press release template on page 8 for your event and email it to local TV, radio, blogs, newspapers, entertainment weeklies, local business and trade publications. Follow up with the key publications/writers by telephone in order to make sure it was received, and to answer any questions.
- c) Begin using social media channels to publicize your event to your customers, clients and social media followers. See suggested posts on page 10.

One Week Out

Continue Publicity Efforts

- a) Customize the media advisory on page 9 for your store or event and send it to your local newspaper, radio and TV stations editor or photo editor by email.
- b) Call local media to make sure they received your media advisory and invite them to come to your business or event on June 21st to take a photo of your customers making music. Emphasize that the event is part of an international celebration of music making for both amateur and professional musicians, and how playing music benefits people of all ages.
- c) Agree on a specific time that the photographer or reporter will come to your store or event on June 21st to cover your event. Ensure the editor is aware of all the event details (date, time, location).



Day of Event

Coordinate a Photo Shoot and Find out Who's Attending

- a) Take lots of pictures of your customers/community participating in your Make Music Day event and encourage everyone present to do the same.
- b) Have parents of participants under 18 sign the attached photo release form on page 14 if the photos will be used for media (social or traditional).
- c) Ensure a designated spokesperson is well-prepared to answer questions from the media. Pass around a sign-in sheet to capture names and email addresses of participants.

After The Event

Conduct Follow-Up Publicity

- a) Send a few of your best event photos via email to the local media from your pre-event efforts. Include the name of your business and the event, the date and occasion, a short description of the action in the photos, and any identifying information for those featured in the photos.
- b) Share media coverage and photo galleries from the event via newsletters, website and social media.
- c) Also share images and press coverage with the participants who gave their email addresses. Thank them for coming, and invite them to come back again next year!



Section 4 Templates: Press Release



Media Contact: <Insert Contact Name>

<Insert Name of Company>

<Insert Phone Number>

<Insert E-mail Address>

<Insert Name of Company> Celebrates Make Music Day with <Event>

*<Town/community name> participates in global celebration
of making music on the longest day of the year*

<CITY>, <State> (<Date>) — <Name of Company> joins the Make Music Day <If there is a local Make Music City event in your area, mention it here as well> celebration with a <Insert brief event description> on Tuesday, June 21, 2016. Make Music Day is a one-day event where free, live musical performances, opportunities to make music and other musical events take place around the world on the longest day of the year. Musical festivities in <city/town> are part of a global celebration of music making in over 700 cities inspired by France's *Fête de la Musique*.

<Name of Company> invites everyone from professional musicians to people who have never picked up an instrument to join in the global music celebration by attending <event.> <Insert details about event, place, time it begins and ends, and what participants can expect to see/hear/do.>

<Insert "QUOTE" from company spokesperson about Company's participation in Make Music Day and how making music positively affects community.>

Music has been shown to strengthen social connectivity, reduce stress, lower blood pressure, stimulate memory, and is integral to a well-rounded, enjoyable life. By participating in Make Music Day, <Company> and <Town/Community> encourage every form of music making.

National Association of Music Merchants (NAMM) members and partners from coast to coast, including <Company>, will open their doors, joining in their communities' celebrations of Make Music Day. June 21 is the perfect day to stop in to a local music store for some gear or to go out and play—whether it's for the first time or the thousandth.

###

About <Company>

About Make Music Day:

Held annually on June 21, Make Music Day is part of the international *Fête de la Musique*, taking place in 700 cities across 120 countries. The daylong, musical free-for-all celebrates music in all its forms, encouraging people to band together and play in free public concerts. This year, more than 35 U.S. cities are organizing Make Music celebrations, encompassing thousands of concerts nationwide. Make Music Day is presented by the NAMM Foundation, and coordinated by the Make Music Alliance. For more information, please visit makemusicday.org.

Section 4 Templates: Media Advisory



<Company> Celebrates Make Music Day with <Event>
<Free Event> brings global day of music to <town/community name>

What: <Company> opens its doors for <event> in celebration of Make Music Day, a global event taking place in over 700 cities around the world. <Insert detail sentence about event (mention performers, music-making opportunities, etc).> Make Music Day is a day of music open to all in the streets, businesses, parks, and wherever people feel like playing or listening. <Company's event> joins other events worldwide as communities come together in celebration of music and the countless benefits that making music brings.

Who: <Company, Company tagline if needed, any involved community partners (for example, local performers, band, children's group)>

When: Make Music Day, Tuesday, June 21, <TIME span>

Where: <Location, address, city>

Why: <Company> celebrates Make Music Day, giving community members of all ages, creeds, and musical persuasions the chance to experience the joy of making music together. <Insert simple sentence about Company's commitment to music, the benefits of music, and service to the community>

By establishing one specific day each year, June 21, to celebrate music, <company> encourages both amateur and professional music making, and empowers individuals to seek out ways to celebrate music in their community.

What Else: For more information about <Company Event>, please contact <Phone, web address, etc.>

###

About <Company>

About Make Music Day:

Held annually on June 21, Make Music Day is part of the international *Fête de la Musique*, taking place in 700 cities across 120 countries. The daylong, musical free-for-all celebrates music in all its forms, encouraging people to band together and play in free public concerts. This year, more than 35 U.S. cities are organizing Make Music celebrations, encompassing thousands of concerts nationwide. Make Music Day is presented by the NAMM Foundation, and coordinated by the Make Music Alliance. For more information, please visit makemusicday.org.

Section 4 Templates: Recommended Social Media Posts



For Facebook:

Join us on 6/21 for Make Music Day when we'll [insert event description](#).
Music unites. Join the movement!

**For image, share your Make Music Day event flyer*

Rejoice, connect and inspire through the power of music! Join us on Tuesday, 6/21 to celebrate Make Music Day [<link to your event>](#)

**For image, share inspirational music image*

Save this date! Make Music Day is Tuesday, June 21st... Tune your instruments and get ready to make a joyful noise with us! [<link to your event>](#)

Get ready to make some noise! Tuesday, 6/21 is Make Music Day. Join the movement:
<http://bit.ly/MakeMusicDay>

**Use image representative of your event or company*

(On June 21st) It's Make Music Day! What will you play today?

[<link to your event>](#)

**Use Make Music Day logo*



For Twitter:

Make Music Day is June 21st—join us & 700 cities around the world to #MakeMusic
[<link to your event>](#)

Music unites us. Join the movement #MakeMusic <http://bit.ly/MakeMusicDay>

Come out & play at [<your event>](#) on the longest day of the year! #MakeMusic
[<link to your event>](#)

Rejoice, connect & inspire through the power of music! Tuesday, 6/21 at
[<@your business/event>](#) #MakeMusic

Don't get left out! Celebrate Make Music Day w/us at [<@your business/event>](#) #MakeMusic
<http://bit.ly/MakeMusicDay>

"Music is an essential part of everything we do." –Legendary puppeteer Jim Henson.
Join us on Make Music Day, June 21! #MakeMusic [<link to your event>](#)

On Tuesday 6/21, the world is your stage. Celebrate Make Music Day! #MakeMusic
<http://bit.ly/MakeMusicDay>

(On June 21st) It's Make Music Day! Get out and play at [<your event>](#)! #MakeMusic
<http://bit.ly/MakeMusicDay>

Websites

NAMM Foundation - nammfoundation.org/projects/make-music-day

Make Music Day - makemusicday.org/media

NAMM - www.namm.org/membership/member-programs



Download any of the following logos and web banners to use in your promotion for Make Music Day events. in print advertising, web banners, social media postings and postcard promotions to share the great news about Make Music Day events on June 21.

Make Music Day Logo and Social Media Banner Samples:



File Name: 16_MMD_Logos

Banner 1170x500



Twitter 1500x500



Instagram 1080x1080



Facebook 851x315



File Name: MMD_01_Performance

Banner 1170x500



Twitter 1500x500



Instagram 1080x1080



Facebook 851x315



File Name: MMD_02_Performance

Banner 1170x500



Twitter 1500x500



Facebook 851x315



Instagram 1080x1080



File Name: MMD_03_Horns

Blank Banner 1170x500



Facebook 851x315



Instagram 1080x1080



Banner 1170x500



Twitter 1500x500



File Name: MMD_04_Guitars

Blank Banner 1170x500



Facebook 851x315



Instagram 1080x1080



Banner 1170x500



Twitter 1500x500



File Name: MMD_05_Harmonicas

Blank Banner 1170x500



Twitter 1500x500



Facebook 851x315



Instagram 1080x1080



File Name: MMD_06_Ukeleles

Section 5 Websites, Resources & Logos

Download Marketing Collateral

Blank Banner 1170x500



Facebook 851x315



Instagram 1080x1080



Banner 1170x500



Twitter 1500x500

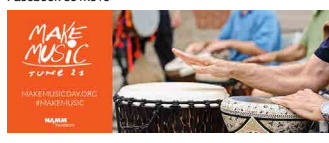


File Name: MMD_08_DrumKits

Blank Banner 1170x500



Facebook 851x315



Instagram 1080x1080



Banner 1170x500

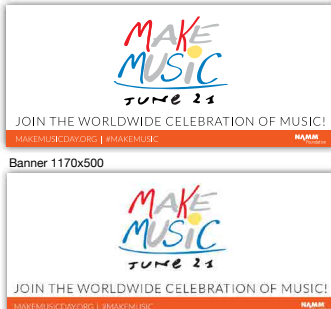


Twitter 1500x500



File Name: MMD_08_Percussion

Blank Banner 1170x500



Facebook 851x315



Instagram 1080x1080



Banner 1170x500



Twitter 1500x500



File Name: MMD_09_Generic



Photo Release Form

By signing this release form, I authorize the <Company Name> to use the following personal information:

- (1) My picture including photographic, motion picture, and electronic audio and video images.
- (2) My voice and music included in this sound and/or video recording.

I hereby grant to <Company Name>, its subsidiaries, licensees, successors and assigns, the right to use, publish, and reproduce, for all purposes, my name, pictures of me in film or electronic form, sound and video recordings of my voice, and printed and electronic copy of the information described in sections (1) and (2) above in any and all media including, without limitation, cable and broadcast television and the Internet, and for exhibition, distribution, promotion, advertising, sale, press conferences, meetings, hearings, educational conferences and in brochures and other print media. This permission extends to all languages, media, formats and markets now known or hereafter devised. This permission shall continue forever unless I revoke the permission in writing.

I further grant <Company Name> all right, title, and interest that I may have in all finished pictures, negatives, reproductions, and copies of the original print, and further grant <Company Name> the right to give, sell, transfer, and exhibit the print in copies or facsimiles thereof, for marketing, communications, or advertising purposes, as it deems fit.

I hereby waive the right to receive any payment for signing this release and waive the right to receive any payment for <Company Name> of any of the material described above for any of the purposes authorized by this release. I also waive any right to inspect or approve finished photographs, audio, video, multimedia, or advertising recordings and copy or printed matter or computer generated scanned image and other electronic media that may be used in conjunction therewith or to approve the eventual use that it might be applied.

I acknowledge that I have read the foregoing and I fully understand the contents.

Sign here: _____

IN WITNESS WHEREOF, I have executed this release on this ____ day of _____, 201____.

Print Name: _____

Telephone Number: _____

Address: _____

Signature: _____

City/State/Zip: _____

(If release is provided on behalf of a minor:)

I hereby certify that I am the parent or guardian of _____, who is under the age of 18 years, to whom this release applies and that I have the legal authority to execute this release.

Parent/Guardian: _____