



MULTI-MEDIA PARTNERSHIP

For Country Artists





Welcome!

Sue Bonzell is the host of Up N Country and a radio personality with New Country 93.7 The Bull in Santa Rosa, CA. In addition, she is the owner of Bonzell Media and co-owner of vLiveCast. The businesses execute marketing, promotions, video production and live streaming services.

The Up N Country show is seeking Country Artist Partners to be featured on the show. The goal is to help new artists gain additional reach and exposure to their target audience.



UP N COUNTRY OVERVIEW

Up N Country with Sue Bonzell is a YouTube video show focusing on new, up-and-coming country musicians from across the US and Canada.

The show is interview-style and typically features a performance from the artist during the show. The artists share their journey to stardom, where they came from, their influences and style, and there's some fun to be had as well.

The goal is to help new artists gain additional reach and exposure to their target audience.



PAST SHOW GUESTS

Alex Hall

Avery Anna

Breland

Brett Kissel

Callista Clark

Christie Huff

Craig Campbell

Dani Taylor

Dustin Saylor

Eric Van Houten

George Birge

Haley Mae Campbell

Jackson Capps

Josh Melton

Kaleb Austin

Levi Hummon

Maddie Rean

Mae Estes

Nate Smith

Nicole Marden

Restless Road

Roman Alexander

Ryan Griffin

Sam Grow

Smithfield

Spencer Crandall

Tuten Brothers

Walker Montgomery



WHO IS OUR TARGET MARKET?



MEET MELANIE!

- 40 year old female
- Has a pre-teen daughter (12-13) in 8th grade
- She is trying to retain her youth and relevance in the world
- She will do the newest Tik Tok dance and convince her daughter to do it with her
- Attends country concerts and festivals
- Drinks wine and cocktails
- Has at least one tattoo
- Is fairly social with a close group of girlfriends
- Her image is important
- She wears brand name clothes/accessories
- She doesn't have to work, but helps part time at the school
- She goes to all of her kid's sports/activities
- Republican/conservative
- Family oriented
- Listens to country music on the radio
- Has a listening device in the house
- Has an Apple watch
- Works out 3x per week, but isn't a fanatic
- She gets her hair dyed and nails done regularly



VIDEO EXPOSURE

1200%

Did you know videos are shared 1,200% more than text and links combined? Trends over recent years have shown that well-crafted, compelling video content is among the most powerful online advertising tools. People remember videos for longer and share them more frequently than they do other media.

(Forbes)



WHY IS VIDEO SEO IMPORTANT?

80%

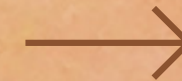
People spend 2.6x more time on web pages that include video, and convert 80% more often if a landing page includes video – but none of those statistics matter unless they're able to find your video in the first place. Video SEO makes it possible for consumers to find your video content online.

(wyzowl.com)



MULTI-MEDIA ARTIST PARTNERSHIP

Working strategically together, will help us both meet multiple marketing goals at once .



3 REASONS TO PARTNER WITH UP N COUNTRY



1

We do the heavy lifting and make it easy for you to reach listeners across many digital platforms by providing content.

2

Video has become the most commonly used format in content marketing, overtaking blogs and infographics, with audio podcasts not far behind. Are you harnessing their power?

3

Get your song played on country radio and add multiple media appearances to your Electronic Media Kit.

PARTNER BENEFITS OVERVIEW (P.1)

SOCIAL MEDIA & ONLINE EXPOSURE

- Featured interview on Up N Country video show
 - UpNCountry.com website
 - Up N Country [YouTube](#) Channel
 - TheBull937.com website
- Blog post on UpNCountry.com
- Facebook Posts on Bonzell Media, vLivecast and 93.7 The Bull's pages
- Instagram Posts on Sue Bonzell, vLivecast and 93.7 The Bull's pages
- TikTok Posts on Sue Bonzell's page
- Link to your artist website on UpNCountry.com

SOCIAL MEDIA & ONLINE EXPOSURE

Content provided for you to post to **YOUR** accounts and media outlets:

- Facebook
- Instagram
- TikTok
- YouTube
- Website
- Audio podcast



PARTNER BENEFITS OVERVIEW (P.2)

AUDIO PODCAST

- **Appearing on:**
 - Spotify
 - Apple
 - Google
 - Overcast
 - Breaker
 - Castbox
 - Pocket Casts
 - Radio Public
 - Stitcher
 - Anchor.fm

OTHER AUDIO EXPOSURE

- Your song featured on the [Up N Country Spotify Playlist](#)
- [Your song played on 93.7 The Bull](#)





FUTURE PLANS

UP N COUNTRY MULTI-MEDIA SYNDICATE COUNTRY RADIO PARTNERSHIPS

- Multi-media packages including social graphics, the Up N Country video show and more, will be custom branded with each radio stations logo and colors.
- This bridges the gap between radio and online media for small market country radio stations.
- As an artist, this means even greater reach for you in country radio play.

FUTURE PLANS

THE UP N COUNTRY FOUNDATION

- The Up N Country Foundation will fund country music camps for kids.
- Camps will be held on a ranch in Tennessee.
- Students will learn songwriting, about the business of country music, instruments, stage presence and interviews, all from up-and-coming country artists from Nashville.
- Students will also learn confidence and self-esteem training from professional practitioners.
- Some students may receive free instruments to keep.
- The camp culminates in a Showcase Performance for the students and their country artist mentors + a big name country artist performance.
- The Showcase event will be a limited ticket VIP experience with a sit down dinner and Meet & Greet access.





ON AIR



FUTURE PLANS

THE UP N COUNTRY SYNDICATED RADIO SHOW

- 1 hour weekly syndicated radio show highlighting new up and coming artists' music and audio clips from the week's Up N Country video interview.
- The syndicated show will be part of the branded multi-media package.

QUICK LINKS

[Up N Country Website](#)

[YouTube Channel](#)

[Audio Podcast](#)

[Facebook Group](#)

[Spotify Playlist](#)



READY TO GET STARTED?

Let's get your interview scheduled! Click the link below to get all the info and schedule a time.

UpNCountry.com





***LET'S
DO THIS!***

Phone Number

707-481-9102

Email Address

sue@bonzellmedia.com

Website

UpNCountry.com