



**Dear Applicant,**

Thank you for your interest in the Meinl Endorsement Program.

We receive several endorsement requests everyday and we find that in most cases the applicants do not really understand why we endorse an artist. Before you complete the application, we would like to help you to understand the philosophy behind our endorsement program.

Endorsement means that an artist fully commits to Meinl cymbals. In other words, Meinl cymbals are the best and only ones that the artist want to play or use.

From a business standpoint, we endorse an artist because he/she is popular enough to influence many consumers. Basically, so that the buying public will be influenced to buy more of our instruments.

**In such a deal each party will benefit from something:**

- The artist receives professional equipment that he/she believes is the best in supporting or representing his/her musical voice.
- The manufacturer receives more sales due to the amount of exposure and drum fans the artist influences.

**Here are some of the considerations for most endorsements:**

- Significant number of CD sales
- Television, Studio, Movie and Video credits
- Participation in high visibility tours
- Significant teaching credentials
- Excessive amount of hits on Social Media Websites
- Other endorsements
- Major influence on drummers in a specific genre of music

In addition to these points, we look a little bit more into each artist:

**Popularity:** An artist's popularity is essential. How much will that particular artist influence the buying public?

**Meinl player:** Does the applicant already play Meinl cymbals? We prefer signing artists who have already chosen Meinl cymbals to represent the tools to make their music.

**Personality:** Each and every artist has their own personality. We work extremely hard and professional and expect that attitude from our artists as well.

**Talent:** We believe in the quality of the many talents we have on our roster. We stand behind our artists and their abilities



**How does one get an endorsement from Meinl cymbals?**

Now you have a little more of an idea what we are looking for and you can better determine whether you fit into that description. If you feel you do meet the criteria, please print out and complete the below application for a Meinl cymbal endorsement. Be honest with yourself and if now is not the time then consider waiting to apply when it is.

This application is not a contract or agreement. It serves only to begin a potential endorsement. Keep in mind that incomplete applications will not be considered for endorsement.

**Please include a press kit that includes the following material:**

- Personal biography
- Recent photograph (jpeg or tiff in 300dpi). Make sure to get the approval from the owner of the copyright so that it could be used for promotional purpose)
- Examples of your work (CD or DVD of studio quality) that represents your playing
- Band press kit / Weblinks

*\* All packages become the property of Meinl \**

Please send all information to the following address:

**FOR USA AND CANADA:**

Meinl USA L.C.  
Artist Relations Manager  
3300 Ambrose Ave.  
Nashville, TN 37207  
USA

**FOR THE REST OF THE WORLD:**

Meinl Cymbals  
Artist Relations Manager  
Am Bahnhof 2  
91468 Gutenstetten  
Germany

*E-Packs or e-mail packages are not accepted.*

*Thanks for spending the time to read this letter and complete this application.  
Maybe we will be working together someday.*

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**DO NOT CALL OR EMAIL TO INQUIRE ABOUT THE STATUS OF YOUR APPLICATION.  
WE WILL RESPOND TO YOU AS SOON AS POSSIBLE.**

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**Personal Information**

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Cell \_\_\_\_\_

E-mail \_\_\_\_\_

Personal Website \_\_\_\_\_

Personal Facebook Id \_\_\_\_\_

Personal Twitter Id \_\_\_\_\_

**Musical Information**

Current Group(s) or Affiliation \_\_\_\_\_

\_\_\_\_\_

How long have you been with this group? \_\_\_\_\_

Status within the group:      Touring Member?   **Y / N**      Recording Member?   **Y / N**

Former Groups: \_\_\_\_\_

Educational background: \_\_\_\_\_

**Discography**

Please list all recordings on which you have performed and have been released

<b>Artist</b>	<b>CD</b>	<b>Year</b>	<b>Released in countries</b>	<b>Copies sold</b>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____



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**Current Record Label Information**

Name \_\_\_\_\_  
Contact name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_  
Website \_\_\_\_\_  
Label Facebook Id \_\_\_\_\_  
Label Twitter Id \_\_\_\_\_

**Current Management Information**

Name \_\_\_\_\_  
Contact name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_  
Website \_\_\_\_\_  
Management Facebook Id \_\_\_\_\_  
Management Twitter Id \_\_\_\_\_

**Touring History**

Please list all tours you have been on

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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**Drum Equipment Manager (Drumtech or Cartage Company)**

Name \_\_\_\_\_  
Contact name \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Phone \_\_\_\_\_  
Cell \_\_\_\_\_  
E-mail \_\_\_\_\_  
Facebook Id \_\_\_\_\_  
Twitter Id \_\_\_\_\_

**Current Equipment Information**

Drum Set brand & series \_\_\_\_\_  
Cymbals brand & models \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Drumsticks brand & model \_\_\_\_\_  
Drumheads brand & model \_\_\_\_\_  
Percussion brand & models \_\_\_\_\_

*How many cymbal replacements you estimate that you generally need per year?* \_\_\_\_\_

**Current Endorsements**

Please list companies that you currently endorse. Include level of the endorsement and contact person for each. *(Be specific and truthful about these information).*

Company	Level of Endorsement	Contact Person
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**MEINL CYMBALS  
ARTIST RELATIONS DEPARTMENT**



Are you a teacher ?                      Yes / No

Name of School                            \_\_\_\_\_

Address                                      \_\_\_\_\_

Number of students                      \_\_\_\_\_

Are you currently seeking an endorsement with any other *cymbal* company?    Yes / No

If so, who?                                 \_\_\_\_\_

Why?                                         \_\_\_\_\_

Are you currently seeking an endorsement with any other company?                Yes / No

If so, who?                                 \_\_\_\_\_

If a Meinl cymbal endorsement does not work out at this time, would you continue to play  
Meinl cymbals regardless?              Yes / No

If not, why?                                \_\_\_\_\_

Please explain why you would like to become a Meinl cymbal artist, what your expectations are and  
what you are looking for to get out of your relationship with Meinl cymbals?

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