



The Rye Manifesto

Business Overview

To develop and negotiate partnerships with music related businesses, ensuring artists and bands for these businesses or services, and in return, providing Rye artists with discounted services to help broaden and build their musical careers.

For Rye to be successful in securing Artists, the success relies on the deals. To give Artists incentive to join the Rye team, Rye needs incentives. These will include discounts with studio time, manufacturing, distribution and merchandising. Also, included will be web services, developing a web presence, promotion and advertising packages, and eventually touring.

Rye will secure partnerships with studios, etc. beginning locally first, regionally next, then nationally and internationally with logical growth and clout.

In return, businesses that contract through Rye will receive a steady flow of clients in which to offer their services to. For this to succeed, this client flow must be substantial and profitable for all parties.

Ultimately, Rye's future goal will be to expand, forming its own service branches for all avenues, enabling Rye greater cost control and in return greater savings for Rye Artists.

The Rye Philosophy

In short, Rye's philosophy is to help its artists in every aspect in bettering their career. Be it recording, manufacturing, booking, distribution or promotions. Rye will assist its' artists with the utmost attention and support in helping spread the art of music into the world.

While doing this Rye Records will develop relationships not only with musicians but also with independent businesses related to music and the cause creating a strong, interdependent community built with honesty and a rightful attitude in the process. Taking nothing away from the artist: what belongs to the artist stays with the artist. Rye does not want what rightfully belongs to the artist. No copyright negotiations here. In fact, the founders of Rye Records, LLC are all musicians. They understand the importance in keeping their creations.

Independents helping each other – helping us help you.

When written, even said, it sounds too simplistic, generic maybe even clichéd - bringing to mind an advertising slogan for some large retail rack job. But, essentially, this is the concept behind Rye Records. When a band takes the initiative to help themselves, Rye is there to back them up equally. We want success for the artist who wants success.

In working together closely and nurturing these relationships with the artists and businesses, Rye will give in return with delivering its artists' music, freeing the world from the boring, corporate, cookie-cutter drag.

Rye is an acronym for Render Your Escape. Perhaps defining it will clarify:

Render – to give in return; to deliver up; to supply, to present; to interpret music

Your – belonging to you (the artist)

Escape – to gain freedom

Date: Tue Oct 21, 2003 10:32 am

Subject: I think I've got it...

"Rye Records. (**Render Your Escape**),

Render – to give in return; to deliver up; to supply, to present; to interpret music.

Your – belonging to you.

Escape – to gain freedom." - Jason Stricklin

Rye's Revenue

Rye Records will procure a 30% profit for each product (*included but not limited to: album, EP, MP3, video, DVD or merchandise) sold, as well as, any deal or performance Rye personally negotiates for its artist(s). Not unlike a booking agent or manager in this case, except the artist(s) redeems the freedom to book on their own, where as Rye will not share profits in these. Rye will share in only the deals Rye obtains. Rye does not hold the artist to exclusivity for "bookings", as does a booking or talent agent.

Rye will procure 30% of a flat rate of sale price minus distribution cost per unit. It is then the Artist's decision to sell its album or EP at whatever cost reasonable. MP3 prices are non-changeable. Rye's flat rate scale is the following:

- \$10.00 per CD (album)
- \$5.00 per CD (EP)
- .99 cents per MP3 download
- Merchandise (priced accordingly)
- DVD's (priced accordingly)

Rye's profit will be calculated in the following manner.

(Flat rate – distribution cost) x .30 = Rye's Profit

An example of this can be shown with a MP3 download

\$.99 flat rate
-.45 distribution cost

\$.54 net profit
x.30

\$.16 Rye Profit

\$.38 Artist Profit – Over double that of the label

* Pricing is subject to change based on advances in technology, introduction of new media formats, and current market conditions.

A Word on Download Subscriptions

Once Rye reaches a substantial number of artists and fans or customers, it is Rye's intention to offer monthly subscriptions for \$9.99 (subject to change) for unlimited downloads at the website. This revenue will be pooled, Rye will deduct its 30%, and the remainder will be distributed among Rye's Artists.

Downloads

Subscription will pay for:

- Special downloads (live, demos, video)
- Discount on downloads
- Early tickets for shows

Non-Subscription:

- \$.99 per song per download

Distribute money evenly in the following way:

- 1 download for 1 user = 1 credit
- Artist % of total monthly credits = % of subscription fees pool
- Subscription fees pool = total monthly subscription fees – 30%

Rye Point System (RPS)

Rye will use a point system in order to determine an Artist's success level. A tier system of 5 levels, 1 through 5, one being the entry level position and five being the highest position, will define the amount of services rendered. Each level will be based on units sold and registered fans.

Units sold will determine the Artist's particular level:

- A single unit is defined as a single CD (album or EP), DVD or merchandise item* sold
* Does not include stickers or posters
- Additionally, 10 MP3 downloads equal a single unit
- Furthermore, a single unit can also be earned with 10 registered fans to the Artist's web page on ryerecords.com

Rye's tier system is the following: (We'll have to discuss these figures; I only made them for example)

- 0- 500 units for level 1
- 500- 1500 units for level 2
- 1500- 2500 units for level 3
- 2500- 3500 units for level 4
- 3500- 5000 units for level 5

The purpose of having a point system helps Rye determine which Artists deserve more attention for their motivation, drive and willingness to succeed. Furthermore, it aids and protects Rye from rendering its services and efforts on unmotivated Artists or deadbeat bands.

rye karma

One very important facet of Rye is the philosophy in giving back to communities and others. Called, *rye karma*, *Karma* literally means *actions*, is Rye's pledge to take *actions* in bettering the community, be it, providing benefit concerts for those in need, fund raisers, or simply giving to worthy causes like arts in education. Rye believes to be successful one must genuinely give back in order to be truly appreciative for what one receives.

"All of our actions bring responses that leave an impression in the unconscious mind. These impressions become our deep impressions of habit, or *Samskaras*, and then control our lives. Thus, a cycling process continues, day after day, life after life, and this process is known as *Karma*." - Swami Jnaneshvara Bharati

- Rye Artists will be subject to perform, participate or volunteer in various community causes or events. (May or may not include performing for free in one *rye karma* charity concert/event per year)

Artists

Rye's focus in the early developing stages will be devoted to a select few artists, to help Rye build up a stronger foundation. Rye's future outlook though, will include many artists, of any music genre, with future endeavors to include authors (books on CD), comedy, and eventually independent filmmakers.

Benefits of being a Rye Artist:

- Saving money on Rye's Discounted Services and Incentives Package (see, Services, for detail)
- Rye Artists earn more money on music sales (70%), as opposed to major labels
- "Keep Your Own Copyright" Policy
- The freedom to create the music the Artist wants and to direct and control his/her own path
- The Rye Community
- Street Teams

Services

The avenues for these services will include:

- Recording
- Manufacturing
- Web Services
- Distribution
- Marketing and Promotions
- Advertising
- Merchandise
- Touring
- Healthcare
- Legal/Business Administration

"At the very least, I think the industry is bleeding for something like this.... I feel like there's room in the industry for an idea like this to be profitable.... if not mega-profitable. I really believe it's a deed worth being done. And I'm fully behind it."

- Ben Killen

Date: Sun Sep 28, 2003 6:23 pm

Recording

Rye will secure deals with studios, beginning locally first, regionally next, then nationally and internationally with logical growth and clout. Rye will create a working environment, where they will supply studios with Artists to record and in return for the clients (or Artists); the studios will give Rye Artist(s) discounted studio time.

Mastering

Rye will secure deals with engineers, and mastering houses that will provide discounted audio mastering services Rye Artist(s).

Manufacturing

Rye will offer discounted services on all aspects of the manufacturing process. The services recommended by Rye Records will meet the highest quality standards, created in a retail ready fashion, and completed in a timely professional manner.

Rye Artist's will be required to use the following services provided by Rye, and will not be able to use their own companies.

- Glass Mastering
- Single-Speed Glass Mastering for better Audio Quality
- CD Replication – Glass Master Professional CD's (preferred)
- CD Duplication – Non-Glass Master CD-R (short demo runs)
- DVD Replication – Glass Master Professional DVD's (preferred)
- DVD Duplication – Non-Glass Master DVD-R (short demo runs)
- CD\DVD Packaging (jewel cases\inserts\digi-paks\environmental friendly)
- Vinyl Production
- CD\DVD Silk screening
- CD Business Card production (for demo and marketing use only)

Rye Artist's will be more than welcome to use our recommended service providers, or will be able to use their own companies for these services.

- Photography
- Artwork
- Liner Notes
- Other creative services

Web Services

Every Rye artist will be given web space on ryerecords.com. Rye will also host and sell artist's MP3's from its website, include search engine registration, and professional website design. If an artist desires their own web site Rye's partners will provide design, programming, and hosting cost at a discount.

Distribution

Rye will distribute through major online outlets as well as smaller independent online outlets. Saving Rye Artists from expensive fees associated with selling through larger online retail outlets. Rye will also target local retail outlets for space.

*All sales will be reported to Nielsen SoundScan.

Target local outlets for retail space selling on consignment

- Record Stores
- Music Stores
- Coffee Shops
- Bars, Clubs, etc.
- Book Stores
- Others (target marketing, genre specific markets, matching music with particular demographics, interests, etc.)

Examples:

- Upbeat instrumental or rock music placed in Gyms, Health Clubs
- Acoustical, Ambient music placed in Massage Salons, Hair or Beauty Shops

Marketing and Promotions

Rye will help develop their Artists' name recognition through web promotion, as well as local, regional and national promotions. This service will also include press kit or electronic press kit composition, including photo, biography, demo, sound recording (electronic only), band interview (electronic only), live video (electronic only) and press clippings.

Tools of Promotion:

- Satellite radio
- r y e f i r a d i o (program or broadcast)
- College and internet radio
- Rye Concert Series
- POLAR – Preservation of Local Artist Reach, creating "canned" video for local cable television, or APT programming showcasing Rye Artists. (future)

"I love music. I love working with artists, not business people. I love creating something new. I love the revolution. I love causing the revolution."

- Jeremy Smith

Date:
Wed Dec 24, 2003
12:36 am

A Word on Guerilla Marketing

Rye will implement creative "gorilla marketing" tasks to explore various demographics for Rye Artists.

Examples:

- Restaurant CD with advertising
- Sidewalk Chalk, Flyers
- Banner behind bands at shows
- Mailing List (fans sign up at shows)
- 2-3 song demo CD's placed on windshields (similar to flyers) on college campuses, parking lots, etc., to promote gigs

Advertising

Particularly in the early stages of development, most of the advertising campaigns Rye will endorse will be to expose "Rye Records", in order to extend name branding recognition. Future endeavors designed for specific artists will follow accordingly.

- Show or concert ads placed in local and city entertainment print media, usually placed free in the bar and club listings, but more substantial ad space will cost.
- Developing brand name association with Rye Artists and Rye Community – developing a sense of belonging (examples: ipod, Volkswagen, Saturn)

Merchandise

Rye will negotiate partnerships with merchandise or textile companies (local most likely) supplying Rye Artists with quality t-shirts, caps, etc. to sell online and at live shows.

Touring

Rye will execute a touring strategy for higher-level artists and secure partnerships with booking agents/ services.

- Montgomery Concert Society (not really touring but promotion)
- Rally street teams, offering coupons for free downloads or club entrees to shows, for exchange of passing out downloadable, printable flyers before shows.

Healthcare

Rye hopes to eventually offer discounted healthcare insurance for its Artists.

Legal/Business Administration

Rye will assist in administering legal counsel for Rye Artists and business administration processing as well.

Additional Thoughts on Services

Rye may have more success securing partnerships with newer, upcoming businesses, rather than established businesses. Newer companies may lack the stability of older companies but with that lack of experience also comes eagerness and high desires to succeed. Plus, it could be comforting and meaningful, developing and building alliances and friendships alongside with newer companies.

Rye's future goal will be to expand; forming its own service branches for all avenues, enabling Rye greater cost control and in return greater savings for Rye Artists.

Other Aspects of Rye

- Educating Artists on copyrights and the importance in securing legal copyrights
 - Helps protect Rye Artists from infringements and further emphasizes Rye's "keep your own copyrights" policy
 - Artists registration to ASCAP, BMI, or SESAC (the PRO's, or Performing Rights Organizations)
- Rye Songwriting Competition
 - Provides publicity for Rye Records and Rye Artists
 - Brings Rye community and artists together

"I meant what I said last night about my commitment to this project. I have found a renewed spirit to help the team, and I think we have a great team." – John Gaines

Date: Wed Jun 16, 2004 9:41 am

Conclusion

If Rye Records can implement these declared strategies successfully and progressively, the future of Rye will prove unbeaten. By working together, forming alliances, building an artist friendly community and driving toward a sense of well being for all parties involved, Rye will chisel its way into the market an undeniable, admirable force.

"Causing Revolution... A Renewed Spirit... A Deed That Needs To Be Done... Render Your Escape."

...Rye Records