

# Shantala

The Music of  
Heather and Benjy Wertheimer



Dear friend,

We are so happy you will host us! Below is some information that can guide you in your promotions to make this a fulfilling event for all.

The most important ingredient of a successful event is the enthusiasm of you, the promoter. This document is designed to help you promote your upcoming event with Shantala. Since you are hosting this event and are more familiar with your community, you have the primary responsibility for promotion. Relying entirely on the artist to draw a large number of attendees is normally not enough to ensure the success of the event. Depending solely on the artist for promotion can result in a financial loss for you. The tools below will assist you in making this a successful event. Feel free to contact our assistant Parvati LaPoint at [info@shantalamusic.com](mailto:info@shantalamusic.com) if you need help!

Shantala will provide electronic versions of our posters (8.5x11) to be printed at your local printer. We will provide these documents after we have received the venue information and contact details from you. We are happy to provide complimentary promotional CDs for the purposes outlined below. For CDs contact Parvati LaPoint at [info@shantalamusic.com](mailto:info@shantalamusic.com). Digital samples and/or video links can also be made available. Shantala can also be streamed on [Spotify](https://www.spotify.com).

Here is a list of promotional tasks to be completed at least 6-8 weeks prior to event date:

**1. Posters and flyers edited, printed, and distributed to all appropriate locations, including:**

- Multiple postings at your venue/studio
- Postings at other friendly venues/studios in your area
- Bookstores
- Record Stores
- Spiritual centers (churches, temples, synagogues, etc.)
- Lifestyle retailers including health stores, natural foods stores, clothing stores, restaurants, coffee/tea houses, etc.

**2. Contact local publications** (daily newspapers, weekly publications, magazines, or other newsletters) announcing the show. You can forward the electronic promo kit via email to these publications. Be sure to include any additional contact information you'd like the local media to receive.

Follow-up calls and emails should be made to publications to make sure this info has been added to their calendar and that everything is listed correctly.

**3. Post event information** on social media and on local sites such as Craig's List or Meet-up. Many areas also have social event sites that specifically support kirtan events. Use the electronic flyer we provided for imagery, or the images provided below.

Shantala will usually create a Facebook event and make you the co-host. You can invite all your friends to it and share it. If you are on Instagram, Shantala will also usually tag you in their related Instagram posts. You can tag Shantala with #shantalamusic or @shantala\_music.



(download these images at full resolution at [shantalamusic.com/promo](http://shantalamusic.com/promo))

**4. Identify and contact local radio or television** stations that carry World, New Age, or Sacred music programming. The electronic promo kit can be forwarded to them, and Shantala can give you CDs or MP3s to distribute to local radio.

There are three ways to use radio & television for promotion:

- Public Service Announcement in which event information is announced or listed on the air
- Airplay of Shantala recordings on local radio shows
- Interviews with the artist

Should the station be interested in setting up a performance or interview with Shantala, the host should contact the artist to handle those details at (503) 502-3203 and/or (503) 939-7877. Phone interviews can often be arranged even when Shantala is not in your area.

**5. List the event prominently on your website and in your advertising**, including date, time, ticket price, artist photo, artist bio and a link to artist's website.

**6. Send at least 3 email announcements to your email list**, first announcing the event and then making subsequent reminders as the event approaches. We recommend doing email announcements one month prior to the event, two weeks prior, and one week prior.

**7. Word of mouth** is one of the best ways to help promote the event. Making a personal call or email to friends and colleagues is the best way to get people excited about the event. In addition, announcements should be made during every class or workshop for the month leading up to the event. This requires a cooperative effort on the part of ALL teachers teaching in a studio. Also, if there is a kirtan group that meets locally, please make sure they are aware of the event. Ask if they would be willing to send an announcement to their email list. You can offer tickets and/or a promo CD in exchange.

**8. Playing the artist's music** for classes and in other spaces in the studio can generate connection to and interest in the artist. The artist's music catalog is available for streaming on [Spotify](#). It is recommended to introduce chanting into the classes by having students sing with *The Love Window* at the end of class for a few minutes. Playing the artist's music in savasana is very helpful as well. See list of suggestions below in deciding what to play.

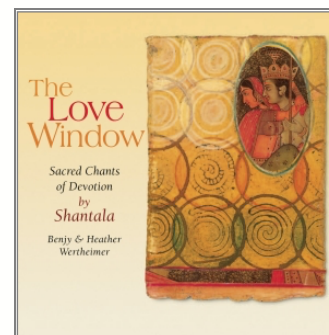
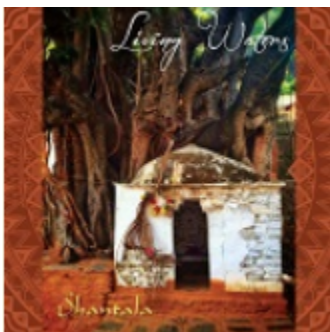
**9. If the event is NOT being held at a yoga studio**, send out complimentary CDs (which we will provide) and a couple of free tickets to area yoga studios, along with a few flyers.

Thank you so much for hosting this event! We look forward to being with you.

#### **Suggested playlist for yoga classes:**

- *Living Waters* is a beautiful blend of gentle mantras with currents of Indian music to carry the listener into the depths of yoga practice, chanting, and relaxation.
- All of *Voice of the Esraj* is recommended for savasana.
- *One River* is a perfect support for a wide variety of sacred movement and healing practices, as well as focused listening.
- *The Love Window* features devotional chanting with beauty, passion, and reverence.

Please visit [shantalamusic.com/store/](http://shantalamusic.com/store/) to sample tracks.



#### **Venue set-up and tickets:**

Create a floor seating area in front of chair seating. Please have an adequate number of chairs to accommodate audience members who can't sit on the floor. If space allows, leave some room in the back for dancing. To estimate capacity of a space usually used for yoga

classes, or any space with a large open floor area, multiply by a factor of 3 the number of yoga mats that completely fill the room. Alternatively, calculate that each seated person will occupy a space of approximately 2 feet x 2 feet.

Frequently, people will make reservations for tickets and then fail to attend the concert, with the result that seating space that has been held goes unused. When taking reservations for tickets in advance, try to obtain payment in advance as well. If advance sales indicate that the house is going to be very full, do not turn away any interested persons or announce that the show has been sold out. Notify people that although the house will be very full, unclaimed tickets will be released 5 minutes prior to the start of the performance, and that those tickets will be awarded on a first-come, first-served basis. Take names, phone numbers and emails for a waiting list. Alternatively, please notify Parvati LaPoint if a show seems to be reaching capacity, as the artist may be available for a second show on a subsequent evening.

We will work with you to price tickets based on your knowledge of the local support. We suggest that tickets be priced between \$15 and \$25. A small discount for advance purchases can be helpful. A typical scenario is \$15 in advance - \$20 at the door, or \$20 in advance - \$25 at the door. Anyone who is unable to pay the full price and asks in advance to attend may be admitted, provided they agree to some form of exchange, such as helping to load in equipment. It is permissible to give discounts to yoga teachers or other people who help with promotion, but please advise Shantala of any discounts you wish to make available well in advance of the event. A limited number of guests are permitted, principally people who have offered considerable help in promotion, publicity, or logistics.

**Musician Contact Info:**

Parvati LaPoint, Production and Creative Director, [info@shantalamusic.com](mailto:info@shantalamusic.com)

**Stay connected with Shantala:**

**Website:** [www.shantalamusic.com](http://www.shantalamusic.com)

**Spotify:** <https://open.spotify.com/artist/6z6YXTlyMCY6fvT79yxDgi?si=7ze9fZRwTG0omWSZiup8FQ>

**Facebook:** <https://www.facebook.com/shantalamusic/>

**Instagram:** [https://www.instagram.com/shantala\\_music/](https://www.instagram.com/shantala_music/)

**YouTube:** <https://www.youtube.com/channel/UCN2zbrVF50EUPelcWvvVEBg>

**Videos:** [Govindam Adi Purusham](#) and [Mahadeva](#)