Information Services & Networking

INFORMATION SERVICES

IBMA maintains a number of databases and resources useful in helping you connect and promote what you are doing!

Everyone's Looking for Someone!

> **Artists are looking for Event Producers...Labels are looking for Broadcasters...Event Producers looking for Sponsors and...*Everyone is looking for Fans*!**

Data is maintained and edited continually as new information is obtained. Lists are also audited every 16-24 months for the integrity of the listing. IBMA also appreciates and needs members to provide updates to keep information as current as possible.

Data can be received electronically, pre-printed on mailing labels or in printed list form. All files requested electronically come in Microsoft Excel format. If ordering this version, you should be familiar with converting to other programs.

Cost for these services will vary according to your member type and how you prefer to receive the data. Data can also be customized to fit your needs.

Call1-888-438-4262 for details and tocustomize the data set your looking for!

> **IBMA Member Directory:** Includes only members that have given permission to share their information. Approx. 1800 contacts. If you have a special offer or message that is particular to actual dues paying members of IBMA, this would be your target list.

> **Bluegrass Artist List:** Includes over 1000 bluegrass artists and groups. If you are looking for artists to play your event or looking to reach out to local pickers in your community, this list may have what you are looking for.

> **Event Producers List:**Lists promoters that book bluegrass talent for festivals and venues.

> **Radio List:** Contains over 400 stations that program bluegrass. Additions to this list are separate files for the reporting stations for Bluegrass Unlimited & Bluegrass Music Profiles and also a separate listing of syndicated programs.

Press List: Contains media outlets and contacts within the music industry or that have regular music features. Includes contacts for on-line and/or print magazines, newspapers, newsletters, and blogs.

Bluegrass Associations List: Includes contact info for more than 200 active bluegrass and bluegrass-related organizations who are hosting regional events, shows and gatherings! Most bluegrass associations have an active regional membership and are the best resource to help promote shows in the area, advertise to thier members or find bluegrass friends in your community.

Record Companies List: A roster of record lables active in producing/issuing bluegrass, old time, and traditional recordings.

General Mail List: Includes current contact information for more than 10,000 folks with a verified interest in bluegrass.

* Note: Lists can be organized according to a member's specific needs. To request these services, contact Joe Lurgio atjoe@ibma.org[1]

SPONSORSHIP DEVELOPMENT GUIDE

This helpful "how-to" guide walks you through the steps to create a personalized sponsorship packet while helping you determine who some of your best sponsor targets may be. Accompanied with copies of available market research on bluegrass listeners and buyers, you will have a sharp and professional marketing tool ready for presentation.

BLUEGRASS DIRECTORY

A resource of contacts for individuals, companies and organizations who are organizational members of IBMA or have participated in the annual World of Bluegrass events. Organized with a "phone book" approach with yellow pages, white pages and featured advertising, the annually printed directory is a useful desk reference throughout the year.

For More information on these or other services, call IBMA at1-888-438-4262

Source URL: http://ibma.org/node/184

Links:
[1] mailto:jill@ibma.org