

BULLETPROOF INSTRUMENTS, LLC - ARTIST RELATIONS

Bulletproof Guitars are unique to the world of guitars and we rely on our Artist as our best asset in promoting our guitars. These artists help bring our guitar's unique look and sound by validating our product's specific qualities through performance and association. These artists inspire many to be musicians and the connection between artist and product is critical. These musicians cross the spectrum of musical genres and their abilities are as unique as the vast and wonderful Bulletproof Guitar product line.

This information will help you to determine your qualification to submit an application for endorsement and whom you specifically should contact regarding the type of support you require.

Here is what you need to know about Bulletproof Guitars Artist Endorsement:

Bulletproof Instruments, LLC Artists belong to a worldwide family of elite musicians that possess talent, which we at Bulletproof Instruments, LLC (Bulletproof) are proud to expose worldwide.

- All Bulletproof performing artists have read and signed an artist agreement and agree to communicate with the Yamaha Artist Relations Department on a regular basis.
- Depending on the Artist level of experience and exposure, Bulletproof Instruments, LLC reserves the rights to determine the level of endorsement of our products. This may include a Custom Bulletproof Guitar, provided to the Artist and no cost. Other Artist may have to cover the production cost of the Guitar.
- They are offered presence on the Bulletproof Website, have their writings published in our publications.
- They are part of a respected nationwide network of Bulletproof staff and artists dedicated to quality in all aspects of our products and music.
- Bulletproof artists have the privilege of getting discounts on Bulletproof Instrument's products.
- There are also opportunities for some artists assist with our guitar design. All instruments are prepared to the Artists specifications with respect to style, hardware, electronics and materials.

Bulletproof Guitar Expectations:

- Bulletproof expects artists to be active performers and / or teachers in the music industry.
- Bulletproof helps our artists obtain their instruments easily and we ask that our artists reciprocate by using our products consistently in the

studio, on tour, and in clinics. Whatever and however a Bulletproof artist performs, they do it with professionalism and are open to sharing with others the qualities of our products.

- They should thank Bulletproof for support and mention what model they play if given an opportunity during a clinic / recording / credits etc.
- Bulletproof expects to receive updates on Artist's careers, such as new teaching appointments, recordings, publications, etc.
- Most of all, we expect them to continue their careers as planned and include Bulletproof Guitars as often as possible.

Bulletproof Instruments, LLC limitations:

- Bulletproof does not pay Artists to play its instruments. We are not a booking agency or management service. It is incumbent on the artists to define and propel his or her own career.
- Bulletproof is not a record company, nor does it finance the recording or writing endeavors of its Artists.
- Bulletproof does not guarantee support, financial or otherwise when a Bulletproof artist travels locally, nationally or internationally.
- Yamaha does not pay artists to play gigs or concerts.

Application Process:

If you have tried or currently play Bulletproof Instruments and know that they are your first choice of musical expression, you may consider applying for a Bulletproof Artist endorsement. It is necessary for a person to have an established career in the music industry if he or she wishes to be considered as a Bulletproof Artist.

A promotional package should include:

- Current CD recordings
- Recent photo
- One-page performance bio
- Resume
- Bio/discography
- Letter of intent including the following information:
 1. Name, address, phone number(s), fax number(s), e-mail address, individual or group name.
 2. Do you currently play Bulletproof Instruments? If yes, what models/series? If no, explain why you seek endorsement.
 3. What kind of music are you currently playing?

4. Are you seeking endorsement from other instrument companies? If yes, what other companies are you contacting?
5. List any other musical instrument endorsements you may currently have. Also, please include your contact for each endorsement along with a number at which they can be reached.
6. List the retail music store and /or personnel with whom you correspond.
7. If you become a Bulletproof Artist at some level, what are your expectations or what is it specifically you are looking for from Bulletproof Instruments, LLC?

Once we receive your materials, we will respond as promptly as possibly. Most packages can take up to 4 weeks to review. Please be patient. These materials will not be returned to you.

Please send all materials to:

**Bulletproof Instruments, LLC
9222 Princeton Street
Highlands Ranch, CO. 80130**