



SRMF

SWEET RELIEF MUSICIANS FUND

PARTNERSHIP CAPABILITIES

Healing Musicians & Music
Industry Workers in Need

www.sweetrelief.org



JACK DANIEL'S
OUR No. 7
PRESENTS
THE SESSIONS
THAT NEVER SLEEP

GO EAST!
AGING MAN

Charity Ride
RAISING MONEY FOR
FELLOW MUSICIANS IN NEED

COVERS
COVERS
Celebrating 20 Years of Under the Radar Magazine

Sweet Relief
MUSICIANS FUND

TABLE OF CONTENTS

1	ABOUT SRMF	11	AUCTION & PRODUCT SUPPORT
2	OUR MISSION	12	CURATED COLLABORATION
3	FEATURED PARTNERS	13	GEAR FOR GOOD
4	PARTNERSHIP OVERVIEW	14	DIRECT YOUR CONTRIBUTION
5	BRANDS & BANDS	15	OUR COMMITMENT
6-10	ARTIST SUPPORT		

ABOUT **SRMF**

In 1994 Sweet Relief Musicians Fund was incorporated as a 501C3 nonprofit charity, and has since been offering vital assistance to professional musical artists in need. Sweet Relief is a resource for music industry professionals, providing emergency financial assistance and other forms of support to career musicians, road crew and anyone who makes the majority of their income in the music business.

[LEARN MORE](#)





OUR MISSION

Sweet Relief Musicians Fund provides financial assistance to all types of career musicians and music industry workers who are struggling to make ends meet while facing physical or mental health issues, disability, or age-related problems.

Music makes our lives, and the events in our lives, special and memorable. While few find fame and fortune, most musicians remain in the field for their love and passion of music. The choice an individual makes to be a professional musician is one of sacrifice. The average income across the various employment options, while accounting for the part-time nature of most opportunities, is less than \$25,000 annually. Over 65% of professional musicians do not have health insurance.

The financial hardship a working musician faces when dealing with illness or disability is a constant, but we now also face a burgeoning elder population of artists with little or no resources available for such emergency situation



FEATURED PARTNERS

Over the years, we've collected so many amazing brand partners & industry friends -- kinda like we do albums! These are just a few of the incredibly hardworking and generous companies that we've been fortunate to work with since 1994.



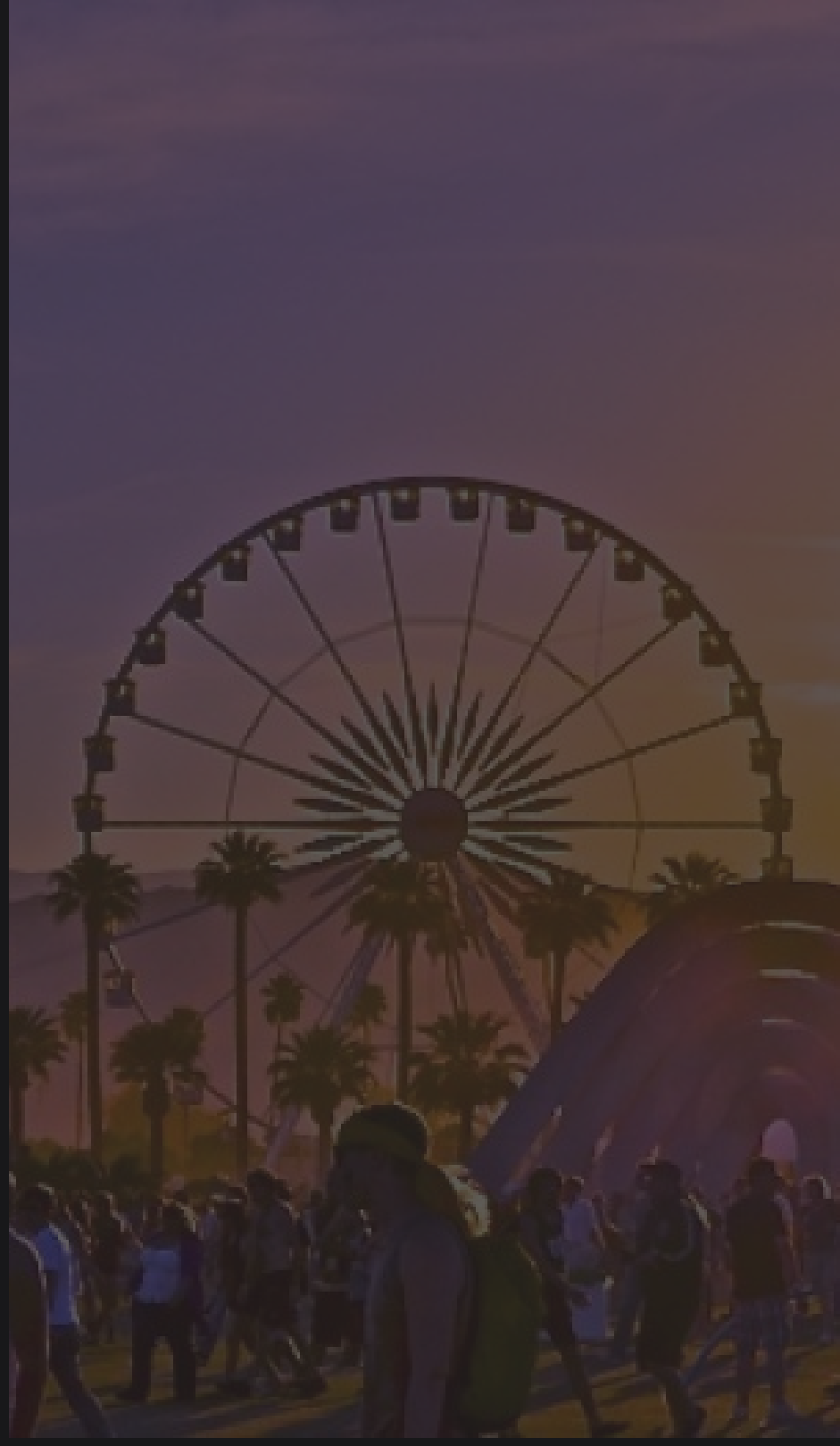


PARTNERSHIP OVERVIEW

Partnerships are like being in a band. The more you work together, the better you become. That's how **SRMF** has treated our incredibly important partner relationships throughout the years.

We love a good collab, show sponsorship, or eccentric idea that will make our supporters say "hell, ya!"

Donate-To-Win campaigns, Add-A-Buck, Benefit Shows, Auction Campaigns, and more. **SRMF** is your charitable partner if you love music... let's rock!

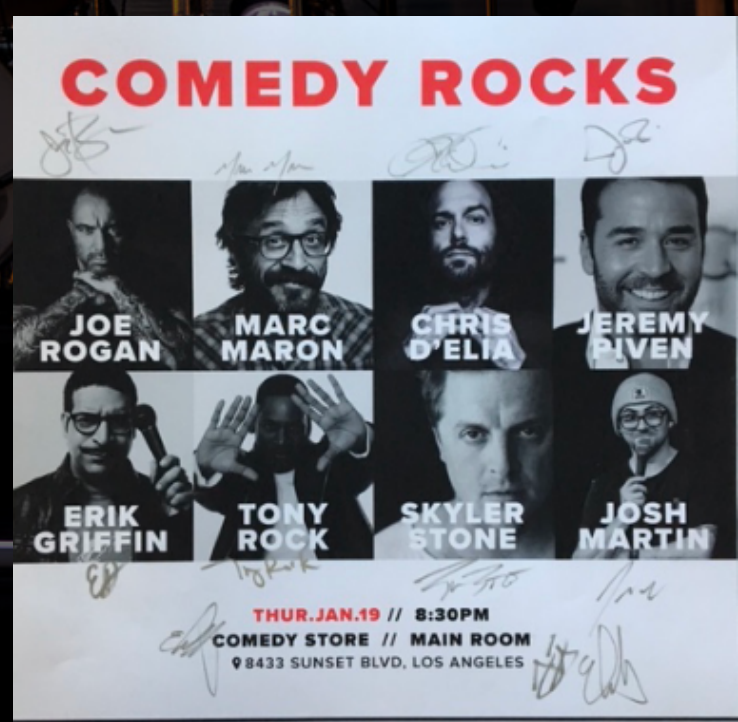




BRANDS & BANDS

Being a partner for one (or many) of our music collaborations is certainly a great way to support our mission! Whether you're a brand or band, **SRMF** takes the lead and creates an amazing experience working as a conduit across all partners, making each collaboration a seamless, unique, and easy experience.

We have a lot of fun with our partners, while never losing sight of the "why" for musicians and crew.



ARTIST SUPPORT ADD-A-BUCK



Kings of Leon



Social Distortion



Sum 41



...And Many More

The **Add-A-Buck** initiative is the most effective way for a touring artist to support **SRMF**. Simply add one dollar to the set ticket price as a designated donation to Sweet Relief.

Why It Works:

- Logistics are simple and easy to execute, without imposing experiential participation on the artist
- Does not siphon from any of the artist's revenue streams
- Extra layer of marketing added to tour through **SRMF** social medias, including FB ad spends & boosts

[DOWNLOAD ADD-A-BUCK
ONE SHEET](#)



DONATE TO  AND

WIN A VIP TRIP TO SEE
ERIC CHURCH LIVE
AND TWO AUTOGRAPHED
VINYLs

DONATE TO  AND

SCORE A SMASHED GUITAR
SIGNED BY **NINE INCH NAILS**
AND VIP PASSES TO
PRIMAVERA SOUND



WIN THE
MAXWELL
MIAMI FLYAWAY VIP EXPERIENCE



DONATIONS SUPPORT

 **fandiem**

DONATE TO  AND

WIN A SIGNED **JASON ISBELL**
SIGNATURE FENDER GUITAR
AND TWO TICKETS
TO A 2022 SHOW



ARTIST SUPPORT

DONATE TO WIN

An unique to show your support to **SRMF** is with a "Donate-To-Win" campaign (or as we like to call 'em) ... **"once-in-a-lifetime-epically-cool-fan-experiences"**

We integrate our partners to elevate the experience for each fan. Who wouldn't want to take a private jet to see their favorite artist VIP, while supporting a good cause?

ARTIST SUPPORT

BENEFIT SHOWS

From the **Foo Fighters** to **Tenacious D**, our benefit shows are always a huge success with top tier musical talent and sponsors. Playing or sponsoring a **SRMF** benefit show is a unique opportunity to collaborate with brands, musicians, and gain exposure while making the event a one-of-a-kind experience!



SWEET RELIEF MUSICIANS FUND PRESENTS...

STRANGE 80s

MAY 14 AT THE FOMIA THEATER ALL AGES, DOORS AT 6:30
HOSTED BY STAR OF NETFLIX ORIGINAL SERIES "STRANGER THINGS" AND HIGHLY ANTICIPATED, "IT" IN NEW LINE CINEMA

FINN WOLFHARD

TENACIOUS D "WOPR" DE "YOUNGBOYS" SARAH SEVENHA

FEATURING A ROTATING CAST OF ROCK STARS AND TV CELEBS COVERING THE ANTHEMS OF THE 80'S. SILENT AUCTION AND MUCH MUCH MORE!

WWW.SWEETRELIEF.ORG | WWW.FINNATHEATER.COM | WWW.AGENTS.COM | WWW.AAC.COM | WWW.LOSROCKCROWD.COM

100% OF PROCEEDS BENEFIT SWEET RELIEF MUSICIANS FUND

CHICANO BATMAN

WED. JUNE 30 6PM PST
STREAMING FROM THE ROXY THEATRE
LOS ANGELES, CA

A BENEFIT FOR SWEET RELIEF

BROUGHT TO YOU BY STRAIGHT UP ROCK-N-ROLL & COORS LIGHT BEERS!

FOO FIGHTERS

\$15.00

5:00 pm
LA TIME

PERFORMING LIVE ON THE WORLD WIDE WEB!

NEVER THOKE SEAN BELLS EYE VIEW!

THE ROXY HOLLYWOOD

SAT. NOV. 14TH

PENNY FEST

OCT. 24 2012

BEST FEST WEBSTER HALL

JAMESON

A NIGHT TO CELEBRATE THE MUSIC OF TOM PETTY

FEATURING THE CABIN DOWN BELOW BAND

***** STARRING *****

KAREN ELSON · JUSTIN TOWNES EARLE · PETER DINKEL · ADAM GREEN
MICHAEL STYBINSKI · JESSE MCELROY · SAMANTHA JAMES JR. OF THE MOONKIE SQUEAKS
CORY CHISSEL & ADRIEL DENAK · STEVE SCHULTZ OF HURRICANE BELLA
RYAN MILLER OF GUYVER · MAR MAR SUPERSTAR · DEVENDRA BANHART
JOHNNY · MATT SWENEY · DANNY CLANCY & THE TANGIERS BEARS BAND
POTTY LOUNG · PETER EMERSON STARK · GUYERMAN · ANDREW W.A. · BELLA SPARTY
JODY PORTER OF FOUNTAINS OF WAYNE · AND MANY MORE SURPRISE GUESTS!

PROXIMITY / BROWNIES & LEMONADE
PRESENT

DIGITAL MIRAGE

ONLINE MUSIC FESTIVAL

12TH PLANET · 3LAU · 4B · A-TRAK · ADVENTURE CLUB · ALISON WONDERLAND · ARTY
CHEE · CHET PORTER · DAB THE SKY (SAY THE SKY B2B DABIN) · DALLASK · DON DIABLO
EKALI · FLOSSTRADAMUS · G JONES · GHOSTLY · GRAVES · GRYFFIN · JARON
JASON ROSS · JYNA · KASKADE · KEYS N KRATES · KILL THE NOISE · LICK
LOUIS THE CHILD (JONAS AND ERIC) · MAKO (AND OTHERS TO BE ANNOUNCED)

MANILA KILLA B2B HOTEL GARUDA · MAT ZO · MEDASIN MUA · MITS · MORTEN
NITTI GRITTI · NURKO · PARTY FAVOR · PERTO · PLUKO · SANDRO CAVAZZA
SHADES (FROM G. ALIX PEREZ) · SLUSHII · SOPI TUKKER · TOKIMONSTA
TOKYO MACHINE (ALICIA BATES) · VALENTINO KHAN · VINCENT · WIN AND WOO · WUKI · YEH-MEZ
SECRET GUEST & MORE TBA

APRIL 3RD - 5TH

100% of proceeds go to Sweet Relief: Musicians Fund to help allocate funds to those currently out of work.

RSVP AT: arep.co/p/digitalmirage

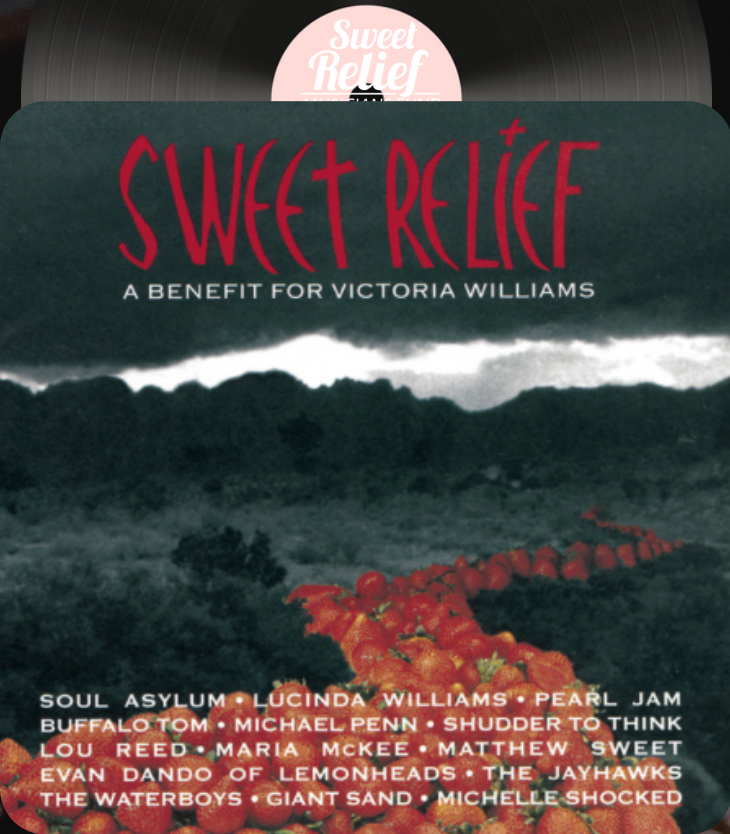
PROXIMITY · BROWNIES & LEMONADE · keel · potters ·

ARTIST SUPPORT

BENEFIT ALBUMS

SRMF benefit albums feature an extraordinary roster of musicians who generously donated their time and energy to create some amazing compilations. We are so proud of these tribute records and the many talented artists who shared the love!

Sweet Relief: A Benefit for Victoria Williams



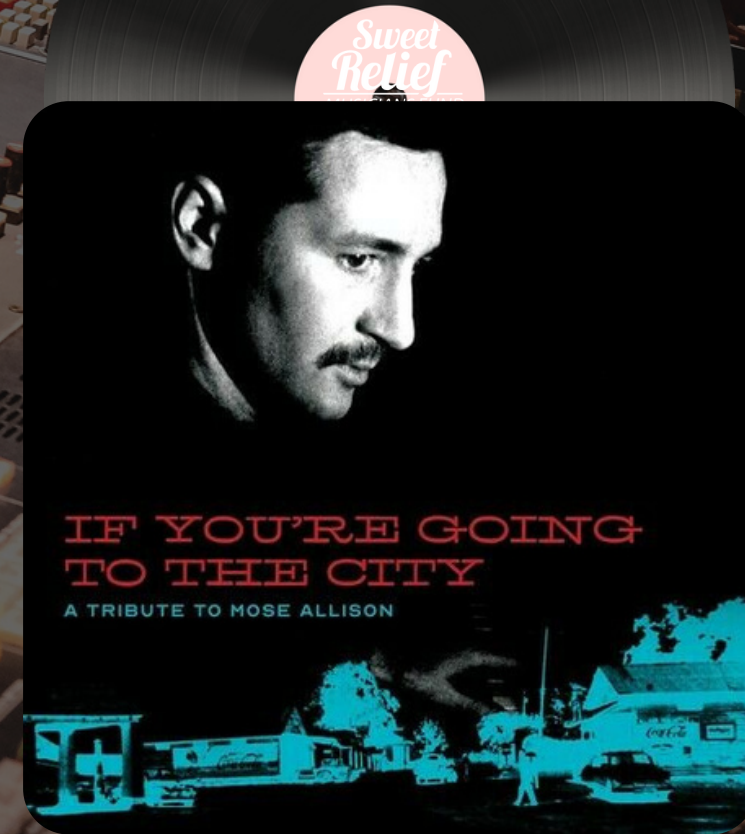
Sweet Relief II: Gravity of the Situation



Sweet Relief III: Pennies From Heaven



If You're Going to the City: Tribute to Mose Allison



Party for Joey: Sweet Relief Tribute to Joey Spampinato





Flogging Molly



Bonnie Raitt



Bad Wolves

ARTIST SUPPORT MERCH COLLAB

We're always down for a new merch collab! It's an easy way for artists to show their support of **SRMF** by collaborating on new merch designs and unique one-of-a-kind items, to benefit **SRMF**

AUCTION & PRODUCT SUPPORT

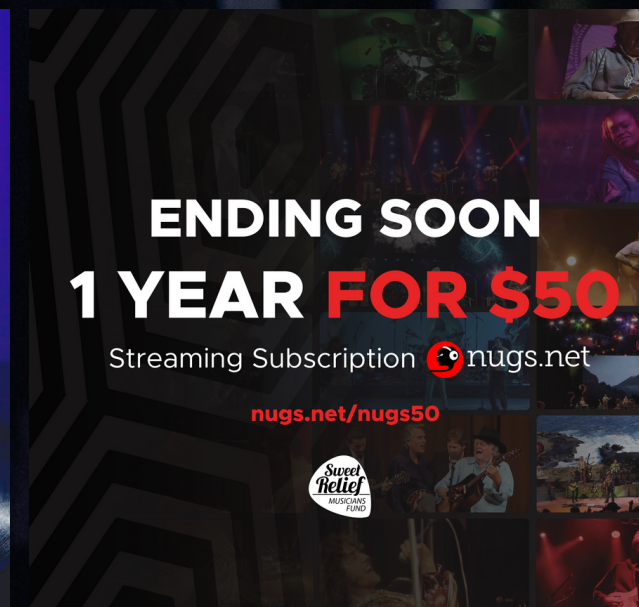
Exclusive merch, curated art, product and album proceeds, unique services and more - our supporters are real big fans!

If you're a **brand** that wants to collab on a product or services ... awesome! We're in!

If you're an **artist** that has a gaggle of groupies clawing to get a ticket to your show or an autograph ... awesome! We're in again! Donating items to our ongoing online auction is an easy way to support **SRMF**

Here are some ideas:

- Ticket & Meet + Greet packages
- Signed Instruments
- Handwritten lyrics
- Exclusive Merchandise
- Backstage experiences
- Side Stage Viewing





CURATED COLLABORATION

If you've got creativity (we know you do!), curating a bespoke collaboration can be fun and most certainly press worthy! From musical featurttes to rockin' beers - all of us here at **SRMF** get real stoked to come up with an out-of-the-box idea with you.



JaM Happy Hour

Monthly #JaMHappyHour performances in which \$1 for every like, comment, and share is donated to **SRMF**



Crosby Hops [Rock On]

A creative beer collaboration to help musicians & crew affected by the pandemic. All proceeds from Crosby Hops sales & a portion of proceeds from each pint sold was directed to our COVID-19 fund



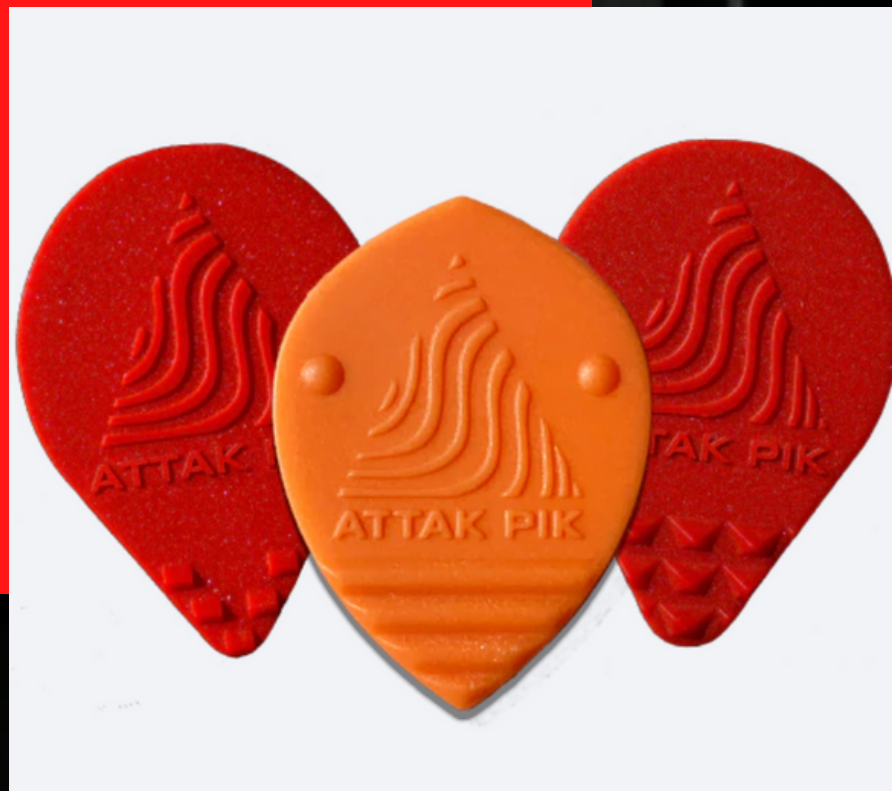
Go West, Aging Man

A charity bike ride from NYC to Los Angeles by Nate Cook of The Yawpers. 8 stops with performances along the way -- and thousands donated to musicians & crew



GEAR FOR GOOD

Let's promote your product together! Whether it's a portion of proceeds from a specific product or a brand-wide campaign, our supporters love to know they're helping musicians when making a purchase.



ACOUSTIK ATTAK

A portion of proceeds from each sale benefits **SRMF**



GRUV GEAR

In-Kind-Donation of music cases and travel accessories for the on-the-go musician



NULIMIT EAR PLUGS

In-Kind-Donation of high quality in-package ear plugs

DIRECT YOUR CONTRIBUTION

As a **SRMF** partner, you can ensure that your support is directed to the areas of need within the industry that mean the most to you. **SRMF** has numerous funds dedicated to specific regions, genres, causes, individual artists and more.



GENERAL FUND



COVID-19 FUND



MENTAL HEALTH FUND



CANCER FUND



REX ROADIE FUND



ARTIST FUNDS



REGIONAL FUNDS



GENRE FUNDS





OUR COMMITMENT TO PARTNERS



*We're a lean, nimble organization and we love to get creative with our partners. We never lose sight of the **mission**, and our partners understand the importance of music in our lives and vulnerability of the community we serve.*”

~ Aric Steinberg

EVP of Development & Artist Relations





MUSIC

HEALS

LET'S PARTNER



Phone : 949-521-9120

Website : www.sweetrelief.org

Email : aric@sweetrelief.org

Address : 2601 E. Chapman Ave., Ste
204 Fullerton, CA 92831