



an Introduction

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# WHO **WE ARE.**

The Music Trust is a full-service talent booking, event production, marketing & music consulting agency.

Our team is built by experienced music and hospitality professionals who all share a common passion for creating and managing unique spaces.



# WHAT WE DO.

**Activate** // Booking DJs, bands, or big-name talent. We can connect you with distinctive entertainment that fits your venue and excites your guests. Plus, we offer weekly music programming for ongoing talent booking needs.

**Experience** // Music playlist curation is also a specialty of ours. We offer a DMCA-compliant solution for your establishment's overhead music system. Our team of curators has a deep knowledge of music that lets us create a custom vibe that works for your space & goals. No algorithms here.

**Awareness** // Our creative arm is also well versed in marketing your venue to the right audience. From digital asset creation to social media marketing- we understand the nuances that arise with promoting your venue.



# WHERE **WE ARE.**

Our main hubs are Chicago, Denver, Portland, Dallas & San Francisco. But you can find us around North America with representatives in most major metros. Los Angeles, New York, Miami, Houston & Milwaukee are second homes for us.

Our network of over two hundred creatives & artists allows us to reach far & wide.

If we aren't in your area, we are just a plane ride away.



# SOME OF OUR PARTNERS.

We work with a diverse portfolio of clients, which helps us stay ahead of the curve with the latest music trends & allows us to understand unique situations that arise. We have shaped the sound for all types of clients and a wide range of events:

- Hotels
- Bars & Nightclubs
- Restaurants
- Private Events
- Corporate Events
- Gyms
- And much more



WHAT IF 2YNDICATE



BOLEO



KIMPTON®  
HOTELS & RESTAURANTS



THOMPSON HOTELS



W  
HOTELS

W  
WALDORF  
ASTORIA®  
CHICAGO

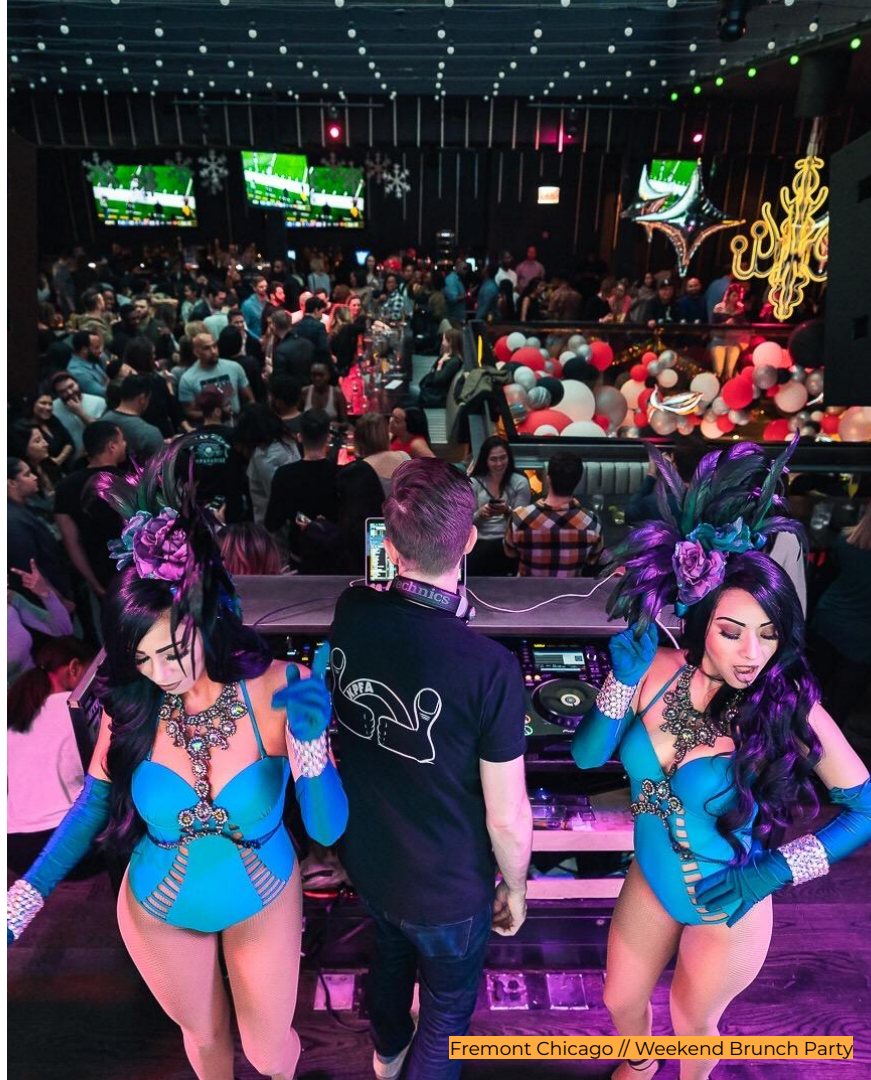




# WHY OUR CLIENTS LOVE US.

Our goal is to make music programming simple & streamlined for our clients. We let you focus on operations while we focus on the intricacies of BPMs, moods, artist bookings, backline, & all that encompasses your sonic identity.

We operate as a one stop shop for all our clients creative needs to help streamline and protect their brand standards.



# OUR **CAPABILITIES.**



## MUSIC PROGRAMMING

Book DJs, local bands, live acts, or big-name talent for your next event. We can connect you with distinctive entertainment that fits your venue and excites your guests. Plus, we offer weekly music programming for ongoing talent booking needs.



## SONIC IDENTITY

What sound defines your brand? Project the ideal image and engage with more clients through smart sonic branding. We offer live and automated options, complete with music listening, music licensing, and DMCA-compliant playlists scheduled around your hours of operation.



## EVENTS

Elevate the live production and entertainment for your next event with The Music Trust. From industry events and private parties to large-scale concerts, brand launches, corporate holiday parties, and more, we will take care of everything to take your event to the next level, so it leaves a lasting impression.

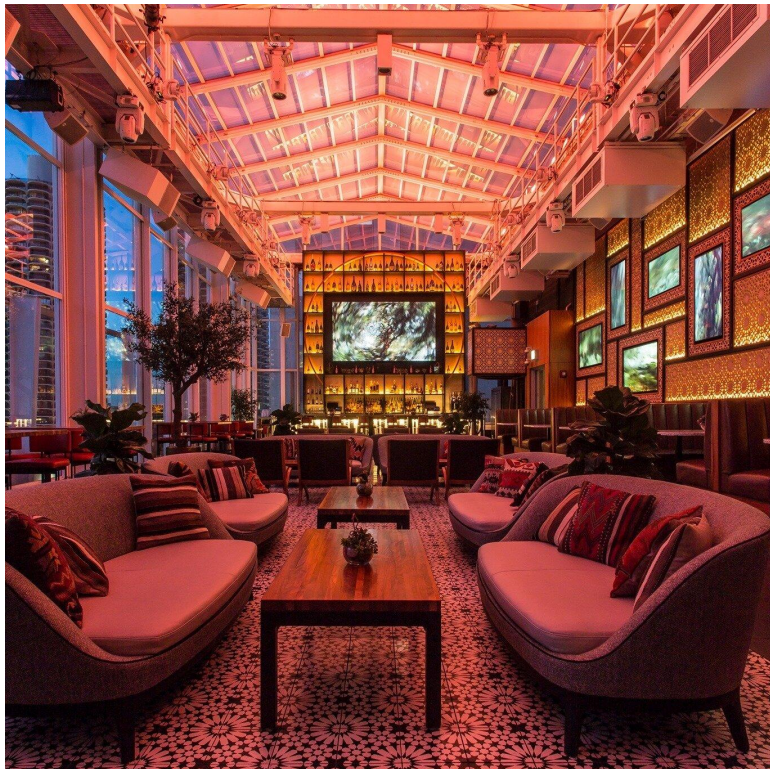


## MARKETING

Activating your space is a complex operation, and having a trusted partner to execute your public facing image is key. From social media management to website development, our team is here to amplify your initiatives to the right audience. Hashtags to KPI's- we have you covered.



# PROOF OF **CONCEPT** // NIGHTCLUB



## ROOF ON THE WIT CHICAGO

For about 13 years, [The Music Trust](#) has been the go-to Entertainment provider for [ROOF on theWit](#) in Chicago, Rated Hotel Bar of the Year by Nightclub & Bar Awards, and one of the Top 3 Rooftop Bars in the World by Travel+Leisure.

Offering the full scope of our services including [Music Programing](#), [Sonic Identity](#), & [Talent Booking](#), & [Event](#) support.

As ROOF on theWit moves into 2023 with a new look & feel, we are excited to continue our partnership with one of the most exciting venues in the nation.

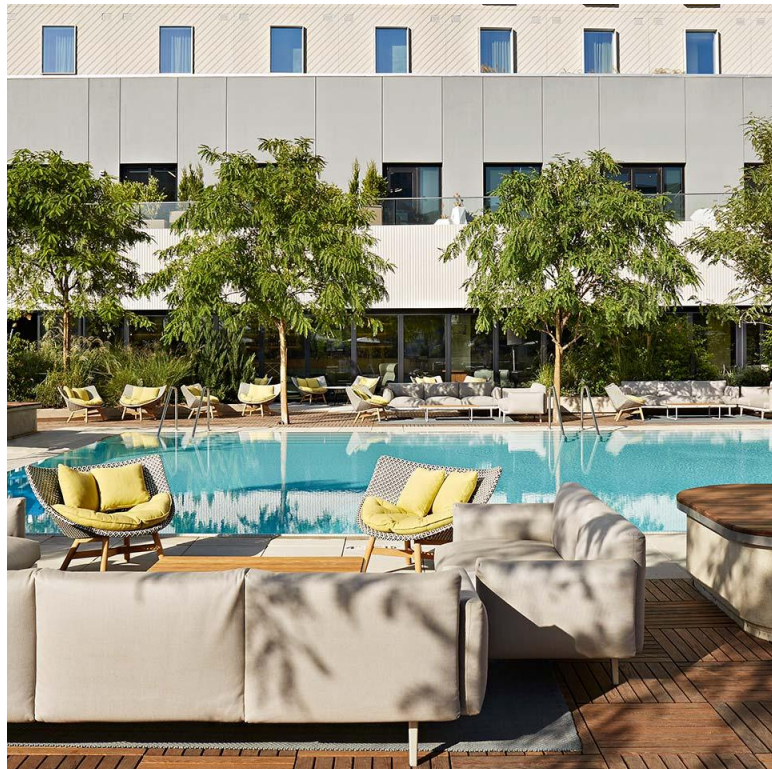
## ROI

With an average yearly entertainment budget around \$350k, ROOF has generated between \$12M and \$24M based on programming goals. The venue is outfitted with a state of the art Sound and lighting system to offer guests the best experience possible.

Programming runs four to six days a week with an emphasis on evening activations that offer something for everyone. We also created a collaborative partnership with the events team to offer one of a kind experiences for clients including photobooths, decor, dancers and other embellishments.

Event Showcase: [ROOF 2023 NYE](#)

# PROOF OF **CONCEPT** // DESTINATION



## THE SAWYER HOTEL & REVIVAL SACRAMENTO

Since 2018, [The Music Trust](#) has been providing entertainment and event support for [The Sawyer Hotel](#) and it's lounge, [Revival](#), a modern resort style destination in Sacramento.

Its proximity to the [Golden 1 Center](#), multiple restaurant and bar destinations within the hotel and a bustling pool scene, our services including [Music Programing](#), & [Talent Booking](#), & [Event](#) support are being utilized on a weekly basis.

### ROI

With an average yearly entertainment budget around \$250k, Revival & The Sawyer enjoys weekly programming for it's local crowd and hotel guests.

Live music in the lobby area during the hosted social hour is also a unique attraction.

As an added benefit, there is an emphasis of programming around the events at the Golden 1 Center, creating a steady and exciting calendar of events to make the property a continued success for savvy locals and out of town guests.

Press: [Top 20 Hotels In Northern California](#) | [Travel + Leisure 500](#) |

# PROOF OF **CONCEPT** // LUXURY



## WALDORF ASTORIA CHICAGO

Set in the bustling Gold Coast neighborhood of Chicago, [The Waldorf Astoria](#) & its outlets are some of the most respected & sought after in Chicago.

Starting in 2021, The Music Trust was tasked with engaging the full scope of our services for the property including [Music Programing](#), [Sonic Identity](#), & [Talent Booking](#), & [Event](#) support.

New for 2022, we are managing [social media marketing](#) for their two outlets, [Bernards](#) & [Brass Tack](#)!

## ROI

With weekly entertainment in the smaller cocktail focused Bernards the venue has seen a steady increase in revenue and guest retention.

Sunday brunch in the main restaurant Brass Tack, with a live jazz band, has made the day part a mainstay for those looking to experience the brand and indulge in the offerings. Both guests and residents are enjoying a refreshed property with new amenities and reasons to stay onsite when they leave their room.

Event Showcase: [Grand Opening Video](#) // [Tree Lighting Video](#)



# PROOF OF **CONCEPT** // LIFESTYLE



## **FORTUNE** PORTLAND

Music Trust partners, Karen and Eric Bowler reconcepted an existing hospitality space into [Fortune](#) - a vibrant bar located in the historic [Sentinel Hotel](#) in downtown Portland. Fortune serves creative cocktails and a satisfying all vegan menu in a beautiful setting.

Fortune transforms into a bustling cocktail bar at night featuring music spun by top DJs from across the country, Live Jazz acts, and even a fortune teller.

## **ROI**

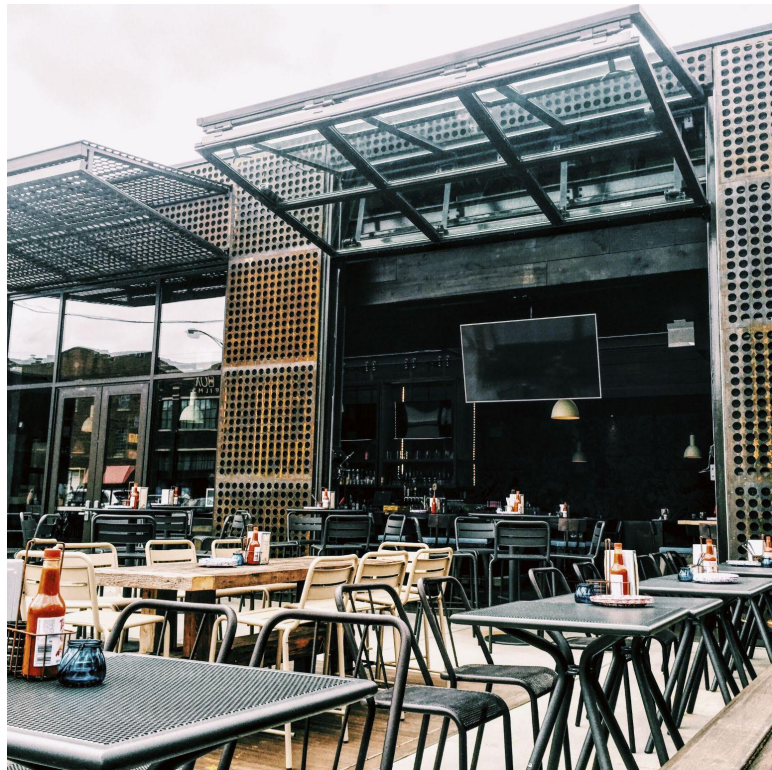
After conducting a full rebrand including [music programming](#), [social media](#), marketing, A/V design, menu refresh and playlisting, the space enjoyed a 32% increase in revenue in 2022 vs the previous establishment.

Fortune is currently a Portland mainstay accumulating positive press from the community and travelers alike.

Social Work: [Fortune Instagram](#)

Press: [Veg Out Mag Feature](#) | [Willamette Week Feature](#)

# PROOF OF **CONCEPT** // NATIONAL



## **FOUR CORNERS GROUP** NORTH AMERICA

[Four Corners](#) is a leading, Chicago-based hospitality group that owns and operates unique establishments, each thoughtfully created to offer an exceptional social experience, creative menus, and superior service. The group started with a neighborhood bar in 2001 and have since grown to 12 venues across Chicago and are now growing nationally.

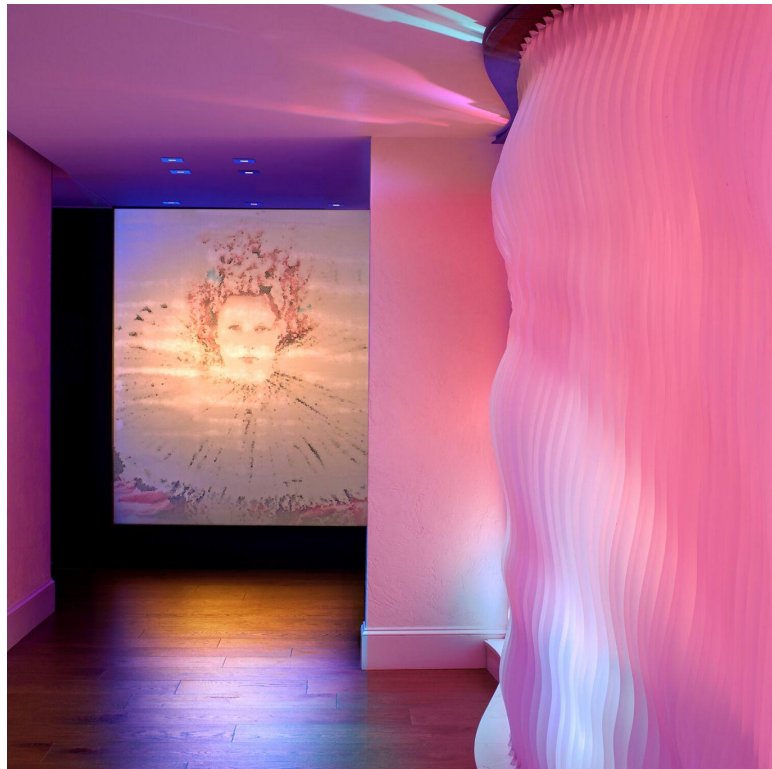
## **ROI**

Music Trust has been the preferred entertainment partner for Four Corners since 2013. Expanding with their growing Chicago, and now national presence with the roll out of their [Federales](#) brand across North America. Music Trust also provides A/V Support in the form of maintenance and oversight on all of the clients DJ booths to ensure they are functioning properly.

Additionally, we program a robust series of DJ focused brunches for many of the venues, with [Fremont](#) being the catalyst and now known as one of the best day parties in Chicago. These brunches produce a high energy atmosphere and fill the seats during an otherwise slower service.



# PROOF OF **CONCEPT** // ICONIC



## LIZZIES SAN FRANCISCO

Set in the iconic Union Square of San Francisco, [Lizzies Starlight Room](#) is a multi-faced venue that [our team](#) helped activate.

Starting with an [AV Installation](#) to build out a one-of-kind [Pioneer Sound system](#) with our AV Partner [Ayre Productions](#), we set the stage for a diverse schedule of [Music Programming](#).

In addition to the weekly public offerings, we work directly with their in-house events team to [produce](#) all of Lizzie's [private events](#).

## ROI

As a centrally located tourist destination, our goal was to attract locals here and help drive revenue up. With programming running from open to close, a yearly Music and Entertainment budget of \$250k ~ the Lizzies saw a 45% increase in revenue at the bar when compared to previous years.

With a collective effort on social media marketing and entertainment, the venue saw a cohesive brand voice to help promote all happenings on site.

Press: [California Home + Design](#) | [Yahoo! News](#)

# NEXT STEPS.

00 SITE VISIT

01 IDENTIFY GOALS

02 BUDGET DEEP DIVE

03 WORK FLOW PLAN

04 PROPOSAL + AGREEMENT

05 ON-BOARDING

06 GAME ON!



# THANK YOU.

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