

UBO Entertainment

Services List

PR & Marketing
That Deliver Results.

www.uboent.com



CONSULTATION

Includes the creation of the following:

Included with Consultation

The initial session will involve an in-depth interview (approximately 30-60 min)
This will help to thoroughly understand your needs, goals and current situation.

Deep Dive

The information gathered during this consultation will be crucial in developing
the content for your *media kit and overall strategy.

You are welcome to use this information to update your own website and social
media platforms or UBO ENT can provide these services for you.

*See “EPK / Media Kit” – Next Page 02

POPULAR

PUBLIC RELATIONS

\$100

30-60 Min Interview

Consultation

Phone or Video



Publicist / Journalist
Aaris Schroeder



EPK / MEDIA KIT

Service includes the creation of the following key materials

Updated Biography

Current bio that highlights your any recent achievements, background and info on any new releases.

Accolade Lists

- Non-Profit Work / Fundraisers / Benefit Events
- Speaking Engagements
- List of Published Works
- Guest Appearances Media Press Accomplishments

Online Links

A curated list of all important website, social media, book and event links.

Press Release

This press release will form the basis of email publicity campaigns.

- One professionally written press release per campaign *typically 3-6 months.*

Minor updates (such as a new single or accomplishment, news) can be added to a press release during a campaign - included

Media Folder

A digital folder containing all necessary media assets:

- Relevant Logos and branding guidelines
- Cover art (high-resolution)
- Pro photographs (high-resolution)
- MP3 audio files / MP4 video files

POPULAR

EPK / MEDIA KIT

\$500

Valid for 1 Month

Electronic Press Kit

NOT MONTHLY

Biography
Accolades Lists
Press Release
Media Folder
Online Links



PR Campaign

Choose the monthly package that best aligns with your goals.

Included In Service

We offer both 3-month and 6-month contract options.

- \$200 per month: Includes securing 3-4 interviews/placements.
-
- \$300 per month: Includes securing 5-6 interviews/placements.
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- \$400 per month: Includes securing 7-8 interviews/placements.

This same rate applies when campaigning for other purposes such as distribution leads, sponsorships, collaborations, partnerships, tours and events. Except when hiring UBO ENT to help book and coordinate your event, a separate discussion will be held regarding a commission (typically 10-20%).

See “Event Services” – Next Page 04

POPULAR

STARTER CAMPAIGN

\$ 200

Every Month

3-4 Placements ea. Month

EACH MONTH

3 Month Campaign
Social Media Sharing
Media Outreach
Interview Coordination
Public Affairs
Monthly Report



Event Services

3 Tiers of Event Services (minimum 3 Month commitment to organize event or series)

Included In Service

We offer both 3-month and 6-month contract options.

- Tier 1: \$200 per event (20% commission)
- Tier 2: \$300 per event (10% commission)
- Tier 3: \$400 per event (0% commission)

All of these tiers include event organizing (venue, (other) performers, sponsors/vendors, pro-flyer, social media marketing, event press release and localized-based campaign). In addition, we invite the press, add events to any media/press calendars, attempt to get write ups, write event itinerary and any contracts (vendor, performers, venue, etc).

The only difference is your budget and what you can afford to pay per month vs. allowances for any *monies made at the event.

**If no monies are to be made, you can only choose Tier 1.*

POPULAR

EVENT STARTER

\$ 300

Every Month

+ 20% Post-Event

Valid for 2 Months

EACH MONTH

Booking & Coordination
Perform, Vendor, Itinerary
Contract Oversight
*PR + Marketing
Press Release + Flyer

...and more



Social Media Setup

\$300 (Initial Setup) / Lower Rate to be Assessed for Monthly Management

Included In Service

- Initial Setup (*New Facebook Business Suite*): Includes ensuring all areas of your Meta Business Suite are complete and optimized. The Facebook Business Suite offers valuable tools for businesses, including scheduled posts and a section to display service rates. In addition, setup service can also be applied to LinkedIn, Instagram, X (Twitter), TikTok and other platforms.

SOCIAL MEDIA SETUP

\$ 300

Valid for 1 Month

Initial Setup

NOT MONTHLY

New Account Only

Facebook Business Suite

Meta Business Optimized

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EARMILK THIS

Social Media Assistance

Try it for one month or sign a 3 or 6-month contract for continual support.

Included In Service

- Design & Sharing 4 major posts per month across relevant online groups and platforms.
- *Updating Facebook Business Suite page (*not creating it*).
- *Online Advertising & Marketing of your services, events, sales and PR materials.
- Posts engagement and community management.
- Messages & Communication Monitoring & Responding – In Facebook Business Suite.

POPULAR

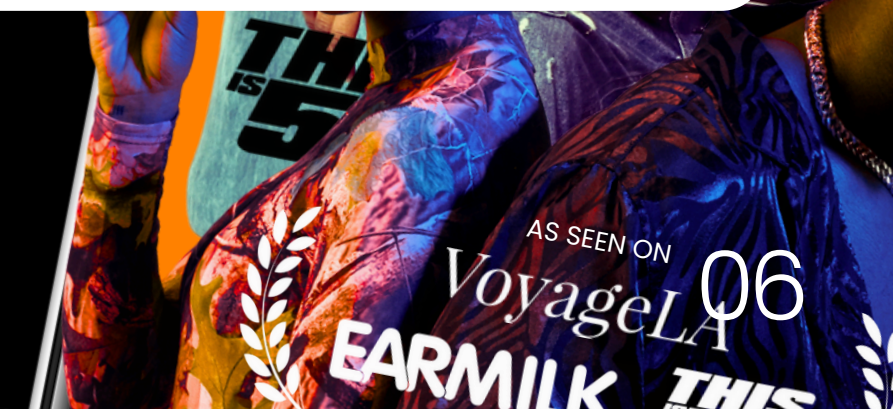
SOCIAL MEDIA MGR

\$ 200

Valid for 1 Month

EACH MONTH

Post Design & Sharing
*Facebook Business Suite
*Advertising & Marketing
Manage Engagement
Facebook Communication



Music Licensing

Utilize this service when needed, this is not a monthly contract service

Acquisition Initiative

Concurrent with the PR campaign, we will leverage your EPK and promotional materials to identify and pursue music licensing opportunities. There is a separate fee from the administrator we use that the artist will need to sign up for.

- Utilizing paid music licensing platforms to research and target potential placements in film, television, advertising and other media.
- Submitting your music for consideration on these platforms.

POPULAR

MUSIC LICENSING

\$ 200

Valid for 1 Month

NOT MONTHLY

Music Submission
Research & Targeting
Film & Television
Advertising Opportunities



Digital Music Playlist

Utilize this service when needed, this is not a monthly contract service

Secure Placements Initiative

Operating alongside the PR campaign, this initiative will focus on securing placements for your music on relevant digital playlists. This includes:

- Identifying and outreach to free music playlist websites.
- Proactively seeking playlist opportunities arising from the exposure generated by the PR campaign (terrestrial radio, podcasts, streaming video, digital radio).
- Utilize this service when needed, this is not a monthly contracted service

MUSIC PLAYLIST

\$ 200

Valid for 1 Month

NOT MONTHLY

Secure Placements
Identify Opportunities
Playlists Outreach



Wikipedia Creation

choose to make 1-3 payments throughout the three month period.

Secure Placements Initiative

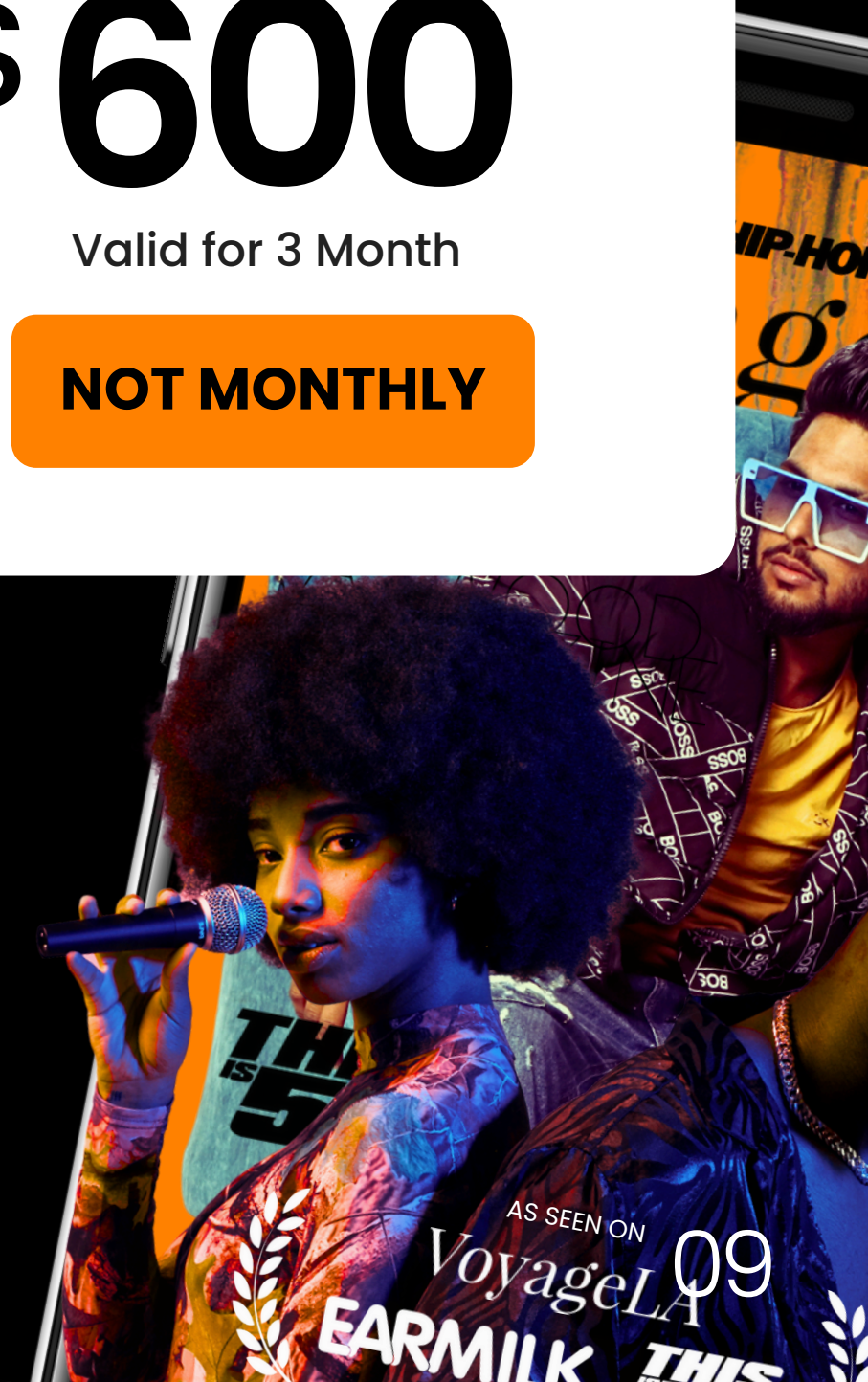
- Thorough research and fact-checking.
- Proper hyperlinking to reliable sources.
- Writing, editing, and publishing the initial Wikipedia page in compliance with Wikipedia's guidelines.
- Note: Updates to existing Wikipedia pages will require an individual assessment to determine a new, lower rate.
- Wiki pages take at least 3 months to complete (editing, fact-checking, guidelines) and clients can choose to make 1-3 payments throughout the three month period.

WIKIPEDIA PAGE

\$ 600

Valid for 3 Month

NOT MONTHLY



Pro Writing & Editing Services

choose to make 1-3 payments throughout the three month period.

Secure Placements Initiative

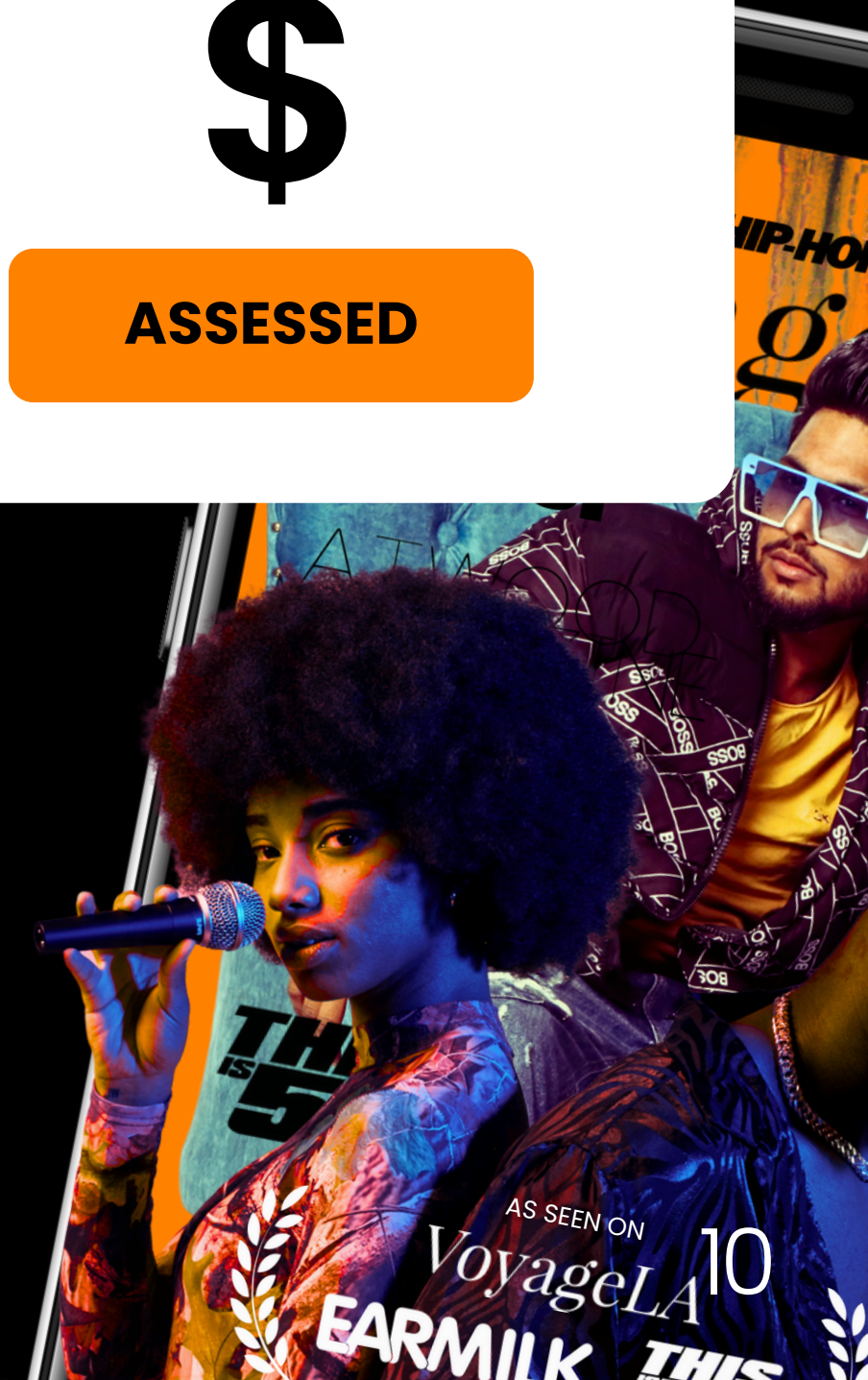
Drawing upon my background in Journalism and Mass Communications (including Rhetoric Writing, Speech Writing/Giving and Media Relations) as well as being an early avid reader being passionate as a youth writing books and poetry, I offer comprehensive writing and editing services, including:

- AP and MLA style formatting
- Developmental Editing: Chapbooks (poetry), manuscripts, recipe books, children's books and more
- Blog writing
- Website content creation
- Book editing and writing assistance
- Consideration of and adherence to personal writing styles
- Book editing and writing assistance
- Poetry editing
- Advertising copy
- Social media content

PRO WRITING



ASSESSED



Compare Our Plans

PR CAMPAIGNS

Get Media + Press Placements and Level Up your music or brand with affordable prices for entrepreneurs of all sizes

STARTER CAMPAIGN

\$ **200**

Every Month

3-4 Placements ea. Month

EACH MONTH

Service Features

- 3 or 6 Month Campaign
- Social Media Share
- Organic Media Outreach
- Interview Coordination
- Public Affairs
- Monthly Reports

POPULAR

POWER CAMPAIGN

\$ **300**

Every Month

5-6 Placements ea. Month

EACH MONTH

Service Features

- 3 or 6 Month Campaign
- Social Media Share
- Organic Media Outreach
- Interview Coordination
- Public Affairs
- Monthly Reports

PRO CAMPAIGN

\$ **400**

Every Month

7-8 Placements ea. Month

EACH MONTH

Service Features

- 3 or 6 Month Campaign
- Social Media Share
- Organic Media Outreach
- Interview Coordination
- Public Affairs
- Monthly Reports



Thank You & Stay In Touch

We hope our Web Design proposal meets your needs and expectations. I'd welcome another conversation to discuss and review.

Aaris Schroeder

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