Dewi Wyn Morgan

‘MOTHER’ SINGLE LAUNCH

Tileyard Education: MA Music Business

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‘MOTHER’ … THE SONG

Mother

Mother - remix

Mother – TIPS remix

The song ‘Mother’, written by Anna, is a tribute to her mother. It focuses in on how being a mother is every part of her and the love she gives to her family and others that she doesn’t always return to herself.

The original edit is just Anna and her guitarist Mem, which allows both the acoustic guitar and Anna’s voice to shine. Felix Milton has done a great job of producing a clean yet vibrant sound.

The remix changes the vibe of the song completely with an urgent trip-hop drum beat and dreamy synths and was produced by Sage Sounds – Joe Palmer.

The TIPS remix is a collaboration with TIPS who is a fellow student at Tileyard. This is an unofficial release which we wanted to use to illustrate how different genres can come together and produce great results.

Mother – lyrics by Anna Aarons

Mother
There's so much of you you give to all
But yourself, Mother
Joni Carole Kate sing all your blues
Now I'm here too

Joy comes to you through your generosity
Giving your love is all you are
But when will you present yourself with the gift we all receive
The one you need the most to get so far

Your life, Your love
Your soul, Your every little thing
You put into me and into her
Your life, Your love
Your soul, And every little thing
About you is being a mother

Mother
There's a gift I want to give you if you'll take
My eyes
So you can finally see yourself and not forsake
My mother anymore

Joy comes to you through the women that we have become
But don't you know it's all because of you
When will you celebrate yourself because it's true
Loving you is the hardest thing you do

Your life, Your love
Your soul, Your every little thing
You put into me and into her
Your life, Your love
Your soul, And every little thing
About you is being a mother

ARTWORK

To emphasis the personal nature of this project, we chose a photograph of Anna as a baby with her mother.

For the remix we used a negative image of the original. For future re-mix releases we would maintain this schema utilising different colour washes for the negative.

THE LAUNCH GIG

LAUNCH GIG FOR ‘MOTHER’

This document describes the efforts taken to organise a promotional concert to launch Anna Aaron’s new single ‘Mother’ at The Water Rats in Kings Cross, London on March 19th 2023.

LAUNCH GIG

OBJECTIVES

To give focus to the single launch of ‘Mother’ by Anna Aarons, we decided to organize a formal launch event. We wanted an intimate venue in central London which was reasonably priced and was as ‘all-inclusive’ as possible.

Rather than have an invite-only audience, we wanted to combine the single launch with a traditional gig so that paying fans could also attend as well as the invited guests (A&R, influencers, journalists).

In keeping with the theme of the song we seek to create a narrative themed around motherhood.

THEME / CHARITY

The song ‘Mother’ is very special to Anna as it deals with the special bonds that exist between mother and daughter. In order to celebrate this relationship, the gig will be held on the evening of Sunday March 19th 2023, Mother’s Day.

As well as celebrating this relationship we wanted to highlight the issues facing many young people in today’s society.

“Since 2011, the Amy Winehouse Foundation has established itself as one of the UK’s leading charities working with young people.

Everything we do is designed to build meaningful connections with the children and young people we work with – to form relationships that foster hope and optimism. We do this in three ways:

- Co-production – we work with our beneficiaries to understand how and what support currently exists and what is needed.
- Collaboration – we work with other charities and organisations to develop new approaches.
- Sharing lived experience – over 90% of our employees and volunteers have had similar challenges to the children and young people we work with. By providing genuine examples of overcoming adversity in their own lives, peer workers can inspire empowerment and self-determination."

We would like to invite representatives from the Amy Winehouse Foundation to attend the gig, in order to publicise the organization, engage with our audience and highlight the issues they deal with, as well as helping with their fundraising. We will also make a £100 donation from ticket sales.

VENUE

The choice of venue is crucial in determining the success of a gig and given the number of venues available to us in London, careful consideration needs to be given to this choice.

As a team we have participated in hundreds of gigs across London, as artists and as attendees, and thus had to put aside our personal preferences and prejudices in making this decision.

We discussed many options and narrowed the choice down to a short-list of three – The Gallery in Tileyard, The Camden Chapel and The Water Rats in King's Cross (see Appendix B). For the reasons outlined below, we chose The Water Rats in King's Cross (https://www.thewaterratsvenue.london).

Location – convenient Central London location of King's Cross with its excellent transport links, including several Tube lines, Overground and mainline station, as well as many bus routes.

Capacity / Flexibility – Fitted out as a pub where people can meet and socialize before going into the separate performance room. Flexible capacity - can be standing (200 people), seated theatre-style (100 people) or table and chair seating (60 people), which means we can arrange in response to ticket sales without compromising on atmosphere.

Cost - £150 for a Sunday evening, which is very reasonable for a venue of this status.

Equipment – Price includes PA system, stage lighting rig, full backline and an experienced in-house sound engineer. For an additional £80 we can have the gig livestreamed.

Reputation – Iconic venue with a prestigious history, having hosted Bob Dylan's first UK gig in 1962, The Pogues first gig in 1982 and Oasis' first London gig in 1994.
Has also hosted gigs by Katy Perry, The Courteeners, Biffy Clyro, Kasabian and Beck.

Protecting grassroots music – with COVID, rising energy costs and the cost of living crisis, it was important to us to choose a venue that is a member of the Music Venues Alliance, which is the UK's association for grassroot music venues. Too many music venues are closing down so supporting independent venues is a given.

TICKETS

Tickets will be priced at £12. We will sell them via the Eventbrite website. We will absorb the Eventbrite fees as adding booking fees onto a ticket price can be off-putting. Eventbrite charge 6.5% + 49p per ticket, therefore if we sell 100 tickets we will pay £65 + £49 = £114 to Eventbrite on takings of £1200.

We also considered MusicGlue but despite repeated attempts, we were not able to make contact with them.

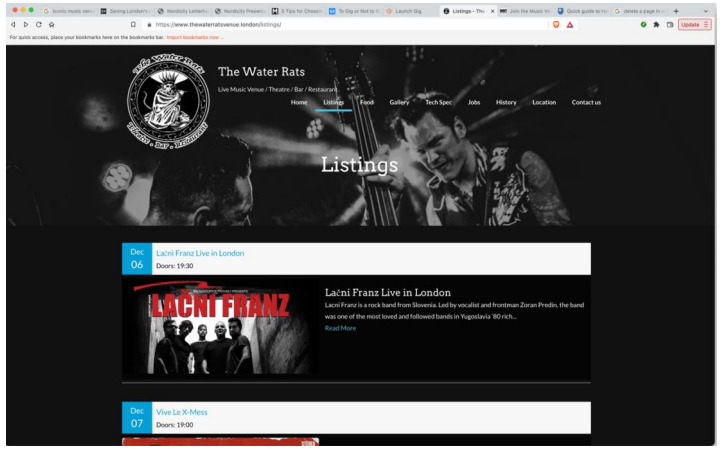
PROMOTION

Publicity for the gig will come from several sources:

The PR company we have retained
Anna's social media platforms
Our own personal social media platforms
We will take advantage of the Tileyard community and hope to attract a number of our contemporaries

The Water Rats will publicise the gig on their events website and on their social media channels provided we supply them with appropriate artwork.

An example listing from their website:



(The Water Rats, 2022)

The House That Soul Built (https://thesoulhouse.net/about-us/) has a listings section which we would use and also invite them to the gig which would result in a review on their website.

Broke Girl in the City (https://brokegirlinthecity.com/) also offers a listings service for cool but reasonably priced entertainment and we would also invite her along and suggest she run a feature on Anna on her website.

GIG POSTER

MOTHER
single
launch
Anna Aarons
& her band
+ support
The Water Rats, King's Cross
Sunday 19th March at 8pm
£12 at the door or via Eventbrite

LINEUP

Headlining will be Anna Aarons and her 3-piece band.

Anna Aarons is a London based singer and writer who specialises in commercial offerings that stray between soul and pop. Anna began her music career busking on the London Underground. She has had multiple sell-out shows at Pizza Express Live performing her tribute to Amy Winehouse and most recently made the Quarter Finals of the Isle of Wight New Blood Competition. Anna's vocal range spans from low jazzy tones to perfect high notes which can be heard in her debut single 'Life'. All Anna's work focusses around familial influences in her life and cover topics such as love, loss, rivalry and verbal abuse and her lyrics are accompanied by perfect musicianship that set the mood for each song.

Mehmet Raif (@aguycalledmem) and Anna have been playing together since 2016 and he is the bassist in the band as well as appearing on the singles. He co-wrote 'Mother' with Anna. Mem also has his own instrumental guitar and sitar tracks on Spotify and has performed at Wembley Arena for the winners of Indian Idol.

Will Jackson (@willjacksonmusician) has been in Anna's band since 2016 and produced all Ann's previous singles and co-wrote 'Words' and 'Since You Went Away' with Anna and Mem. He plays in an acoustic duo at Tottenham Hotspur stadium and is also a talented jazz pianist.

Magnus was introduced into the band in 2019 and as well as being a super talented session musician he also performs in his own originals band, Seven Red Lions.

As a support act we would aim to source a solo artist who would complement Anna's style. In keeping with the theme of the evening, we would aim to offer this slot to an artist who might otherwise struggle to achieve a gig of this status. We will liaise with The Amy Winehouse Foundation in order to select an appropriate act.

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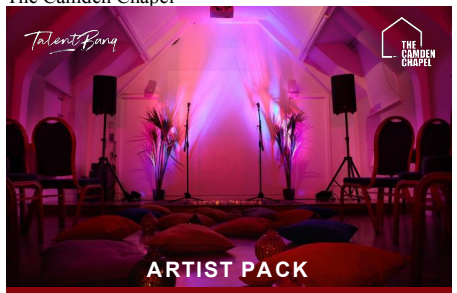
APPENDIX A – COSTS

Venue Hire - £180 (inc VAT)
Eventbrite fees - £114
Band fees - £300 (£100 to each of Anna's band)
Support Act - £100
The Amy Winehouse Foundation donation - £100
Livestreaming costs - £80

APPENDIX B – VENUES CONSIDERED

The Camden Chapel



LIVE at The Camden Chapel offers a unique opportunity to headline an independent 40-cap, intimate listening venue in Camden

BENEFITS

1. The opportunity to headline a recognised London venue
2. The Camden Chapel is a "listening" venue with a capacity of 40, creating both an intimate atmosphere with realistic numbers for rising artists
3. Unique financial structure allows artists to cover costs and make money
4. The artist keeps all proceeds from merchandise sales
5. TALENTBANQ assists with event management, box office and marketing
6. Headline artist is free to invite their own support act
7. All PA, staging and lighting is provided
8. The venue complies with all relevant COVID regulations

DETAILS

The Camden Chapel operates every Thursday and is suitable for acoustic gigs with small setups (no more than 3/4 musicians on stage).

Total Venue & Sound Engineer Hire : £100+VAT

Includes event set-up, box office, marketing support, PA, lighting, sound engineer and event staff, and access to the venue between 18.00 - 22.00.

A venue hire deposit (50%) is payable at the point of confirming your show and is non-refundable (other than in the instance of a national lockdown). Bookings remain unconfirmed until venue hire deposit is paid in full. Any pencilled dates are automatically released after 7 days.

The remaining venue hire balance (50%) will be subtracted from the settlement after the event (full financial breakdown on page two).

MARKETING

The Camden Chapel is primarily an artist-promoted venue.

While TALENTBANQ will provide marketing support, it is the artist's responsibility to sell tickets and therefore ALL ticket proceeds go to the artist.

TALENTBANQ will only accept bookings from artists who can show an ability to fill the room. If you think you are unable to sell 40 tickets, we would kindly ask you to look at headlining the venue at a future date.

THE VENUE

The London Irish Centre, 52 Camden Square, London NW1 9XB

10 min walk from **Camden Town Tube Station** (Northern Line)
5 min walk from **Camden Road Overground Station**
15 mins walk from **Kings Cross** Mainline station or very short cab ride

Bus routes **29, 253, 274**

The Chapel is available to the artist from **18.00 - 22.00.**

We welcome audience members of all ages. The Chapel does not operate an 18+ policy.

A licensed bar is available before and after the show, as well as during the interval.

The venue is on the second floor and requires climbing stairs. Sadly there is no lift or wheelchair access.

FINANCIAL DETAILS (EXAMPLE)

Below is a financial breakdown similar to what you will receive after your headline show at The Camden Chapel, based on three different example ticket prices: £8.00 / £10.00 / £12.00

General Admission	£8.00	£10.00	£12.00
Box Office Revenue			
General Admission (x30)	£240.00	£300.00	£360.00
Guest List (x4)	£0.00	£0.00	£0.00
TOTAL REVENUE	**£240.00**	**£300.00**	**£360.00**
Costs			
Venue & Sound Engineer Hire (inc. VAT) [REMAINING BALANCE] *	£60.00	£60.00	£60.00
Stripe Processing Fee ** (1.4% of box office + £0.20/transaction)	£6.96	£7.80	£8.64
PRS Fee (4.2% of box office) [Minimum of £15.00]	£15.00	£15.00	£15.12
TOTAL COSTS	**£81.96**	**£82.80**	**£83.76**
ARTIST PROFIT	**£158.04**	**£217.20**	**£276.24**

**The Venue & Sound Engineer Fee [DEPOSIT] will already have been paid at this point so is not included in the breakdown above.*

***In this example the transaction charge assumes that tickets have been bought in pairs (i.e. 36 tickets = 18 transactions)*

YOU choose your ticket pricing and YOU receive 100% of ticket proceeds (after costs, as above).

You are also welcome to grant guest-list entry. This will reduce box office income.

Total capacity of paid and guest-list entry must not exceed 40.

TIMINGS (SUGGESTED)

Soundcheck 18.00 - 18.30

Doors 19.00
First set / Support 19.45 - 20.15
Interval 20.15 – 20.30
Second set / Headline 20.30 – 21.30

21.30 Retire to bar / Meet the artist (opportunity to sell Merch)

TECH SPECS

Our focus is on acoustic, stripped back performances that connect with audiences in an intimate listening space. Please note, The Camden Chapel is suitable for acoustic-style acts only.

Spec:
1x 16 Channel Mixer
(Allen & Heath ZED-16FX)
2x Speakers with stands
(Electro-Voice ZLX-12P 12" Active 2-Way Loudspeaker)
2x Vocal mics
1x Instrument mic
4x Mic stands

5x XLR
1x Male XLR to Jack
2x Jack
4x Kettle leads
2x Extension cords
3x D.I box

No backline provided

PA system will be set up prior to your arrival.

Venue Hire includes:
Cushions and/or upright backed chairs, lighting rig + electric t-lights to enhance the room lighting, option for a merch desk, quality PA system (tech spec as above)

Sound Engineer

Host / Compere / Doorperson for the evening

Marketing support from TALENTBANQ

Fully staffed bar area downstairs

BOOKINGS

To book or enquire about available dates please contact:

camdenchapel@talentbanq.com

TalentBanq

THE CAMDEN CHAPEL

The Gallery

Email received from The Gallery at Tileyard (10/11/2022)

Hey Wyn,

Nice to be in touch.

A little info on the venue for you:

The Gallery holds a capacity of 120 with a maximum of 60 seated, it is an acoustically treated event space with a fully licensed long-length bar located in the heart of Europe's largest creative community, Tileyard London, King's Cross.

Virtual tour of The Gallery here.

Popular Event Layout Options:

- Standing/Live Performance
  (up to 80/120 pax)
- Relaxed Bar/Podium Tables
  (up to 80 pax)
- Seating/Theatre
  (up to 50 pax)
- Seating/Focus Table
  (up to 30 pax)

Gallery Tech in House

The Gallery has its own in-house DJ and PA equipment or to its highly sophisticated Devialet sound system and live streaming options, The Gallery is a truly unique venue for its size and its capabilities.

Complete with acoustically treated walls, a designated stage and on-hand tech set-up and support, it is the ideal space for those intimate performances that only deserve the best quality in sound.

Audio:
- Pioneer PA: 2 x XPRS15 tops and 2 x XPRS115 subs Stage Monitors: 4 x XPRS10
- Microphones: 4 x SM58, 4 x SM57, Audix FP7 Drum mic set
- Mixer – Allen and Heath QU24 with multitrack audio interface
- 4 x DI Boxes, XLRs and cables as needed

DJ Equipment:
- 2 x Pioneer CDJ Nexus 2
- 1 x Pioneer DJM 85

AV Equipment & Lighting
1. Projector & Projector Screen
2. HDMI cables and adapter

Streaming equipment:

- Blackmagic Atem mini with 4 HMDI inputs
- 2 x Sony FDR AX-53 cameras

But do let us know if there was something more specific you require.

Gallery Spec & Pricing (We offer 50% off the below rates to residents and students of Tileyard)

Hire Options

Venue Hire (5 hours) £1000
Price includes venue only – no bar.

Minimum Bar Spend £2500

Spend behind bar only, does not inc. catering

Light, Sound with Technician £750
Price inc. set-up of lights, sound, PA, DJ deck and on-hand technician

*T&C
1. You can choose between Venue Hire and Minimum Bar Spend type for your booking.
2. A £500 deposit is required to secure your bookings
3. Credit card details will be required in advance for all Minimum Bar Spend type bookings

I have attached our event catering options and the floor plan of the gallery with the dimensions.

Let me know if you need any more information or have any questions.

Best,

Emily Hillier

Events Manager

The Water Rats

Email received from The Water Rats (8/11/2022)

No problem Wyn.

Sponsors are fine so long as they are not drink ones - as we have our own stockists.

The hire rates for the venue are as follows:
Fri/Sat: £250 +VAT
Wed/Thu: £200 +VAT
Sun/Mon/Tue: £150 +VAT

Payment of the hire fee is required in advance to confirm the booking please.

This price includes a fantastic PA system, proper stage lighting rig, full backline (if required), security and experienced in-house sound engineer.
Standard Capacity: Standing 200. Or seated tiered 100.
Full Tech Spec attached.

You take 100% of the door revenue and arrange your own ticketing.
We will joint-market the gig with you on our social media and website and in the venue if you provide us with the promotional material.
The only other thing you have to supply is a door person to do the box office for you.

The venue has an incredible history including Bob Dylan's first UK gig in 1962, The Pogues first gig in 1982 and Oasis' first London gig in 1994, along with a roll call of other household names throughout the years including The Zombies, Marc Almond, Kasabian, Beck, James Blunt, Katy Perry, Mumford and Sons, MGMT, Biffy Clyro and Yungblud!

The Water Rats is superbly located in what is now a very vibey King's Cross with unmatched transport links for London and beyond.

The venue also now offers great food from its brand new kitchen with special offers available on live music nights.

We are an 18+ venue and ID may be requested.

If you would like to check on the availability of dates or have any further queries then please let me know.

Yours sincerely,

Nicholas

The Water Rats
328 Gray's Inn Road
King's Cross, London
WC1X 8BZ

07930 399 830

APPENDIX C – TECHNICAL SPECIFICATION

THE WATER RATS – AUDIO, BACKLINE AND LIGHTING SPEC

THE WATER RATS, 328 Gray's Inn Rd., Kings Cross, London, UK, WC1X 8BZ
Venue: 020 7833 3312

www.facebook.com/TheWaterRatsVenue

Queries: Nicholas / thewaterrats@btinternet.com

Front of House
4 x d&b Q10 flown two per side of stage
4 x d&b Q Subs stacked two per side of stage
2 x d&b D12 amplifiers

Monitors
4 x EAW SM500 Wedge Monitors configured on four separate mixes.
2 x QSC PLX3102 Power Amplifiers

Desk
- Yamaha QL5 32 Channel Digital Mixing Console
- Downloadable Console Patch

Microphones and Di's
6 x Shure SM58
6 x Shure SM57
4 x Sennheisser E604
3 x AKG C451
1 x Shure Beta 52
1 x Shure Beta 91A
6 x BSS AR133 DI (mono)
6 x Short Boom Stands
7 x Tall Boom Stands
5 x Straight Mic Stands
36 x XLR cables (varying lengths)

Stage / Satellite Boxes
1 x 32/8 Proel EBN 3208;
1x Van Damme 20in/4out upstage
1x van Damme 8in downstage
1 x 8 way f-m XLR loom

Backline (if required)

1 x Pearl Export Drum kit
– kick drum (22”), floor tom (16”), 2 rack toms (13”+12”), 3 cymbal stands (2 crash, 1 ride), hi-hat stand, snare stand, stool. Drum carpet provided. **Minus breakables**: drummers must supply their snare drum, cymbals, kick pedal and clutch.
1 x Fender Blues Deluxe Combo
1 x Orange PPC112 Guitar Cabinet
1 x Orange TH30H Guitar Head
1 x Hartke LH500 Bass Head
1 x Hartke VX410 Bass Cabinet
2x keyboard stand (short and tall) + 3 x music stands *Please note that the backline spec can be subject to last minute change*

Lighting

Desk:
Showcad Artist with M-audio midi controller Oxygen 25

FOH 4x LED pars 1x 100w warm white LED Fresnel 1x 40w daylight LED Fresnel
6x LED pars + 1x backdrop wash par
1x Star Cluster Laser
Club lights: 3x Solar 250s
Mirrorball with 3x LED pinspots
Mid bar 4x Lanta Neptune tumblers
Back bar 6x Lanta Fireball quad 56 LED pars
Hazer
Merchandise light

Projectors
2500 lumen video projector. VGA RCA and standard HDMI connectivity
Kodak Sav 2050 slide projector

Screen
8 x 6 foot (width x drop).

Stage dimensions
6.5m x 3.5m x 0.5m
Minus 1sq m corners cutaway at front left and front right sides creating a pronounced front of stage effect.

APPENDIX D – THE CONTRACT WITH THE WATER RATS

THE WATER RATS - PROMOTER'S AGREEMENT
THE WATER RATS, 328 Gray's Inn Rd., King's Cross, London, UK, WC1X 8BZ
www.facebook.com/TheWaterRatsVenue

Please can you read this Agreement and reply by sending it back via email with your details typed in at the bottom of the page asap:

IMPORTANT: Please forward this Agreement or any applicable parts to your acts that are performing and production crew that are attending.

If you are doing future events with us then these terms and conditions applies to those dates too.

PROMOTER:
Name:
Tel:
Email:

NAME OF ACTS PERFORMING:

DATE OF EVENT:

FEE: The full fee as per the Invoice must be received by the venue in advance otherwise the show is not considered as confirmed and will not go ahead.

Live Room open: 5.00pm - 12.00am
LIVE MUSIC CURFEW: 11.00pm

Bar Room open: 8.00am.
Bar Room close: Sunday to Thursday 12am; Friday and Saturday 1am.

Capacity: 200
Or Tiered Seated: 100
Or Table & Chair (Cabaret Style): 60

Sound engineer:
A very experienced house sound engineer is provided. Acts may bring their own but they must work alongside the house sound engineer who has the ultimate say and control over the use of the venue's equipment and volume levels.

Our sound engineer will also provide a standard light show.
If you require extra lighting, special effects, projections, etc. then we have a freelance lighting technician available. Please contact us to discuss.

Load in / Performance / Soundchecks:
- Load-in: anytime during Bar Room opening hours!
- HOWEVER: although gear can be left in the Live Room at any time, we cannot have musicians, crew or promoters congregating there until the sound engineer arrives at 5pm and all personnel will be politely requested to wait in the Front Bar Room until that time.
- NOTE: No gear can be left in the Front Bar Room either during Load-in or Load-Out. Gear must be kept in the Live Room or backstage at all times. If for any reason the Live Room is occupied then please seek advice from the manager on duty.

- Soundchecks commence at 5.00pm. Earlier soundchecks cost £20 per hour to cover the extra cost of the sound engineer. Notice and payment must be given at least 1 week in advance.

Production:
- Please send us your own Production Sheet: Name of Acts performing / Set and Soundcheck times / Line up and Instrumentation (ie. how many people in the band, what instruments they are playing and how many vocals). At least 2 weeks in advance please. This will be forwarded to the house sound engineer and will make for a smoother running show for you.
- Also, please let us know at the same time whether you require the use of our backline.

Recording:
- If you require an audio recording from our sound desk we have to employ our audio recording engineer, for which there is an additional fee. Please notify us immediately if you haven't done so already.

Parking:
Please double check the signs as these conditions and rates do change!
There is free parking outside the venue all day Sunday and all days AFTER 7pm.
Mon – Sat: There are loading bays outside the venue which are available from 10am – 4pm but only for a maximum of 20 minutes.
There is metered parking available on Britannia Street which is free on Sundays, after 6.30pm Monday to Friday and after 1.30pm on Saturdays.
There is a Euro Car Park on Britannia Street. Charges apply 24 hours a day, 7 days a week.
Tariff: Monday to Friday:
upto 2 hours £7; upto 4 hours £10; upto 6 hours £12; upto 8 hours £14; upto 10 hours £16.
Weekend Flat Rate: 24 hours £6; 24 hours for a Van £23.
Acts are strongly advised to take advantage of the backline provided by us where possible and use the unmatched public transport connections serving the venue.

Security:
Provided by the venue.

Door/Box Office person and Float:
Promoters are required to provide their own door person.
Float: change can be provided as a swap for notes. Ask the bar manager. £100 max at one time.

Cashless: you will need to bring your own contactless device to take card payments. We cannot provide one.

Promotion:
Please provide us with the following information as early as possible:
- ticket price
- door opening time
- facebook event link
- poster (jpeg portrait style)

Important Points: please pass these details onto your acts and crew!

NB1. 18+ Policy:
By law, the venue cannot allow anyone inside under 18 years of age. If anyone in the band is under 18 please contact The Water Rats immediately.

It is strongly recommended that Promoters and Bands advise fans well in advance who are recently 18+ (or who look young!) to carry ID with them as if it is not produced on demand then entry to the venue will be denied.

NB2. NO food and NO drink may be brought into the venue by the Promoters or Performers without prior arrangement with The Water Rats management.

No drinks allowed on stage with the exception of closed bottles of water. No bottles on amps. No drinks allowed on the DJ equipment table.

NB3. Any damages to equipment provided by The Water Rats or the property must be paid for. The venue and the equipment MUST be treated with respect.

NB4. The Water Rats cannot accept any liabilty for lost equipment or personal belongings of the acts.

NB5. Flyposting and Stickering:
Please do not flypost gigs. This now leads to very heavy prosecution by the local authorities for both the venue, promoters and the bands!
Please do not sticker the venue. Promoters will be charged cleaning costs.

Please complete:

Name:
Position:
Company:

Please return by reply.

Many thanks and looking forward to the show.

Nicholas

07930 399 830
thewaterrats@btinternet.com

APPENDIX E – SET LIST

To be supplied to The Water Rats & PRS for Music (PRS tunecodes supplied)

(https://setlist.prsformusic.com/#/performances/saved)

Her (414062DN)

Since You Went Away

Words (414062DM)

Life (414064BV)

My Love for You

Stronger Than Me (Amy Winehouse cover) (033801CR)

October Song (Amy Winehouse cover) (4333634T)

Blue (Joni Mitchell cover) (001934DS)

(You Make Me Feel Like) A Natural Woman (Carole King cover) (002903EW)

Mother (535734EP)

PROMO

1) EPK

2) MARKETING STRATEGY

3) SOCIAL MEDIA

1) EPK

ANNA AARONS LATEST SINGLE *MOTHER* OUT TODAY VIA THE A TEAM

ON TOUR NOW

© The A-Team

October 01, 2022—***Mother***, the highly anticipated single from rising singer/songwriter **Anna Aarons**, is out now on via The A-Team; listen to/share the record HERE.

Co-produced by **Mehmet Raif** and **Felix Milton** (Amy Winehouse, Anderson .Paak, Childish Gambino), the record features additional remix contributions from the legendary production team, **Sage Sounds - Joe Palmer**.

The new music has already begun to receive early praise:

"…a classic pop-folk song, with soft melodies and ethereal acoustic guitar riffs. The melancholy song highlights the beauty that can come from pain."

V MAGAZINE

"The dreamy indie-folk tune doubles down on Aarons' knack for warm harmonies and frames her as wholeheartedly in love."

CONSEQUENCE

"'Mother' is a sobering moment of empathy."

ones to watch

"Another dreamy alt-folk single from London-based singer-songwriter Anna Aarons, 'Mother,' sets exquisite vocals on gently enveloping instrumentals."

COOL HUNTING

"Pulling on complex emotions with the warmest transparency, Aarons combines sparkling musicality alongside her dreamy vocals and forthright lyricism."

ATWOOD MAGAZINE

"Anna Aarons wears her heart on her sleeve in the delicate new single 'Mother"

VARIANCE

"phenomenal"

MUD

In conjunction with the new release, **Aarons** debuts BTS videos and remixes for “Mother”.

Before embarking on an extensive headline tour starting March 2023, Aarons continues to tour on her sold-out dates. The shows include performances at London’s **The Water Rats**.

Aarons began her musical career in 2014, busking on the London Underground. She has since gone on to achieve multiple sell-out shows performing and gaining a place in the Quarter Finals of the 2020 Isle of Wight New Blood Competition and extensive critical praise.

In 2020 following the success of her debut single **‘Life’** and critically acclaimed release **‘Words’** *Aarons’, she* sent out a mixtape featuring 40 of her favourite tracks entitled ***Aarons Pizza Express, Vol. 1***, marking her first release with The A-Team.
.
Earlier this year, **Aarons** performed at “TYE,” where she sang acoustically, and recently completed a 30-date headlining tour across the country. **Aarons** songwriting accolades include co-writes on Saun & Starr “Hot Shot,” Ephemerals “You Made Us Change” & “Life Is Good”, and Allison Ponthier’s “Faking My Own Death.” She has also collaborated with Curtis Harding, The Dip and more.

ANNA AARONS—*MOTHER*

1. Mother (Original Mix) - ISRC: UKNCD2200001 – TAT0001
2. Mother (Sage Sounds Remix) - ISRC: UKNCD2200002 – TAT0002

Press photo credit: Steve Ullathorne, © The A Team

2) MARKETING STRATEGY

- A theoretical marketing strategy for the artist, single and remix release including
- plans for radio, club, live, digital promotion, media engagements and brand endorsements - MusicHouse / Soulfood. *(https://www.music-house.co.uk/soulfood/) With streaming changing the game, most tracks are serviced once they drop on DSPs, so we would be looking at an 8 week campaign ON release, (rather the pre-release as we used to do).

- Any industry feedback, reviews, press or radio airplay - MusicHouse / Soulfood
  budget £500 for a remix, £400 for DJ mailing, £500 for radio plugging - just to cover this area, you're looking at approx £1.5k.

SOULFOOD MUSIC is a UK-based Soul/black music promotion company - based with Music House.

They offer independent radio and club promotion to the music industry - worldwide - across all black music genres, with an eye for all things soulful! With extensive backgrounds running promotional and marketing campaigns at major labels, **SOULFOOD MUSIC brings to the table a depth of experience few other independent companies can match.**

Radio

SOULFOOD offers black music radio promotion - determined by your requirements. The full monty includes the specialist DJs and producers at BBC Radio 1 / 1Xtra / Capital Xtra / Kiss / Rinse etc. All of the regional black music specialists are covered, both at the BBC & ILR. Treated with equal importance are the vast array of digital and online stations, ensuring full coverage for your release across **plays, playlists and interviews.**

Club

Servicing the nation's club jocks, we aim to get your tracks heard on the dancefloor, from commercial to underground spots for maximum exposure (including teaming up with EuroSolution (https://www.music-house.co.uk/eurosolution/) where applicable for an even wider hit). **All DJs return their charts weekly to the key publications - to attain that desired club chart position.**

Remixes

Stemming from our work in radio and club promotion, we are able to provide access to cutting edge remix teams are available offering up to the minute styles / edits when needed.

They are a small but dedicated team, absolutely driven by the desire to continue the development of black music music in the UK. Any artist, whether established, finding their feet, independent or self-funding are welcome - as long as YOU are as passionate as they are!

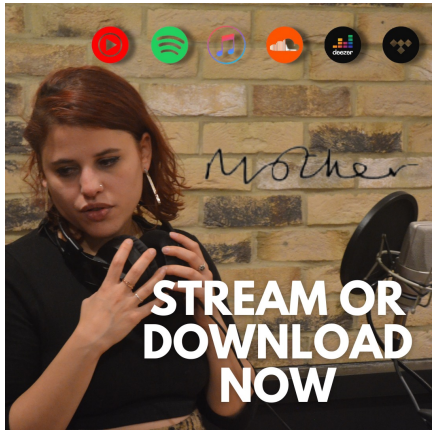
They are a small but dedicated team, absolutely driven by the desire to continue the development of black music music in the UK. Any artist, whether established, finding their feet, independent or self-funding are welcome - as long as YOU are as passionate as they are!

- on spotify, tiktok, et al socials..(costs - £50 on the night for 1x cameraman & camera A live performance (Recorded) - (ticketed) Live audio / video stream from venue ((sound provided from FOH from venue provided engineer & console))

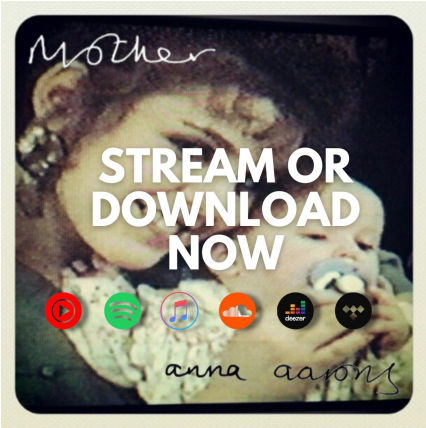
- Sync options - SyncTank (https://www.synchtank.com/solutions/asset-management-software/) or Sentric (https://sentricmusic.com/)

3) SOCIAL MEDIA – ARTIST LED DRIP-FEED CAMPAIGN

Mother
SINGLE LAUNCH


Mother
STREAM OR
DOWNLOAD
NOW

Mother
STREAM OR
DOWNLOAD
NOW
anna aarons


Mother
STREAM OR
DOWNLOAD
NOW
anna aarons

Mother
LIVE VIDEO

ADMINISTRATION

1) LEGAL

2) INTELLECTUAL PROPERTY

3) BUDGET

ASSIGNMENT OF INTELLECTUAL PROPERTY

1) LEGAL

This assignment is made on the date of the last signature below between:

1. Anna Rebecca Cohen of 7 Castle House, Castle Avenue, London, E4 9QG (the **Assignor**)
2. The A Team of TYE - A3, Tileyard, London, N7 9BN (the **Assignee**).

BACKGROUND

A. The Assignor owns the Intellectual Property Rights in the Assigned Rights (as defined below).

B. The Assignor has agreed to assign to the Assignee the Assigned Rights on the terms in this Agreement.

Meanings

1. In this Agreement the following words are defined:

Agreement	the agreement set out in this document including the Schedule and any agreed amendments from time to time;
Assigned Rights	all Intellectual Property Rights specified in Part 1 of the Schedule and all Intellectual Property Rights embodied in the works and materials specified in Part 2 of the Schedule ;
Confidential Information	information (however recorded or preserved) acquired by a party under the Agreement which is confidential to the other party because it: a. concerns its business, affairs, customers, clients, suppliers, plans, intentions, market opportunities, operations, processes, product information, know-how, designs, trade secrets or software; or b. has been developed by the other party under the Agreement;
Intellectual Property Rights	all intellectual property rights wherever in the world, whether registrable or unregistrable, and whether registered or unregistered (including any application or right of application for such rights) and including copyright and related rights, database rights, confidential information, trade secrets, know-how, business names, trade names, trade marks, service marks, passing off rights, unfair competition rights, patents, petty patents, utility models, semi-conductor topography rights and rights in designs;
Schedule	the Schedule to this Agreement;
Working Day	any day other than a Saturday, Sunday or public holiday in England and Wales.

Interpretation

2. In the Agreement, unless the opposite is clear from the context:
   a. all singular words include plural ones and vice versa;
   b. all references to paragraphs, schedules or appendices are to the ones in the Agreement;
   c. all references to a person include firms, companies, government entities, trusts and partnerships;
   d. the term "including" does not exclude anything not listed;
   e. all references to statutory provisions include any changes to those provisions;

ASSIGNMENT OF INTELLECTUAL PROPERTY

This assignment is made on the date of the last signature below between:

1. Dewi Wyn Morgan of 39 Rosedew Road, London, W6 9ET (the **Assignor**)
2. The A Team of TYE - A3, Tileyard, London, N7 9BN (the **Assignee**).

BACKGROUND

A. The Assignor owns the Intellectual Property Rights in the Assigned Rights (as defined below).

B. The Assignor has agreed to assign to the Assignee the Assigned Rights on the terms in this Agreement.

Meanings

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   c. all references to a person include firms, companies, government entities, trusts and partnerships;
   d. the term "including" does not exclude anything not listed;
   e. all references to statutory provisions include any changes to those provisions;

ASSIGNMENT OF INTELLECTUAL PROPERTY

This assignment is made on the date of the last signature below between:

1. Johnny NG of Unit A3, Tileyard, London, N7 9BN (the **Assignor**)
2. The A Team of TYE - A3, Tileyard, London, N7 9BN (the **Assignee**).

BACKGROUND

A. The Assignor owns the Intellectual Property Rights in the Assigned Rights (as defined below).

B. The Assignor has agreed to assign to the Assignee the Assigned Rights on the terms in this Agreement.

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Intellectual Property Rights	all intellectual property rights wherever in the world, whether registrable or unregistrable, and whether registered or unregistered (including any application or right of application for such rights) and including copyright and related rights, database rights, confidential information, trade secrets, know-how, business names, trade names, trade marks, service marks, passing off rights, unfair competition rights, patents, petty patents, utility models, semi-conductor topography rights and rights in designs;
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   c. all references to a person include firms, companies, government entities, trusts and partnerships;
   d. the term "including" does not exclude anything not listed;

ASSIGNMENT OF INTELLECTUAL PROPERTY

This assignment is made on the date of the last signature below between:

1. Joe Palmer trading as Sage Sounds, 45-65 Peckham Rd, London, SE5 8UF (the **Assignor**)
2. The A Team of TYE - A3, Tileyard, London, N7 9BN (the **Assignee**).

BACKGROUND

A. The Assignor owns the Intellectual Property Rights in the Assigned Rights (as defined below).

B. The Assignor has agreed to assign to the Assignee the Assigned Rights on the terms in this Agreement.

Meanings

1. In this Agreement the following words are defined:

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CONTRACT FOR MUSICAL SERVICES

This Musical Performance Contract (this "Contract") is made effective as of March 19, 2023 (the "Effective Date") by and between The Water Rats (" TWR "), of 328 Grays Inn Rd, Kings Cross , London , WC1X 8BZ , and Anna Aarons (" AA "), of 7 Castle House, Castle Avenue , London , E4 9QG .

DESCRIPTION OF SERVICES. Beginning on March 19, 2023 , AA will provide to TWR the following musical services (collectively, the "Services"):

AA will provide support acts, included within the fee, to assist in hosting the music release event.
AA will perform the single 'Mother' and other material (with additional support acts contributions) at TWR from 19:30 until 01:00.

PERFORMANCE OF SERVICES. (1). AA shall arrive at least one hour before the starting time to set-up and conduct sound check. AA shall perform music to suit the right mood of the event. AA shall have an unlimited collection of songs. Music shall be performed without any significant breaks and throughout the agreed upon period of time. (2). AA shall have high quality microphone and sound equipment. AA shall ensure optimum sound blend and reproduction for the venue size. (3). TWR shall provide dressing room facilities for AA . (4). TWR shall also provide food and other refreshments for AA .

PAYMENT. TWR will pay compensation to AA for the musical services in the amount of $400.00 . This compensation shall be payable in a lump sum upon completion of the musical services.

CANCELLATION POLICY. All deposit fees are non-refundable. A minimum of 15 business days notice will be required for cancellation of this Contract. Any cancellation made with less than 15 business days notice prior to the agreed upon service date will result in full payment by TWR . If the cancellation is initiated by AA , all monies paid to AA from TWR shall be fully refunded. Refund shall be paid out at month's end.

TERM. TWR and AA agree that this Contract shall commence on the above date and terminate on March 20, 2023 . Said agreement may be extended and/or renewed by agreement of all parties in writing thereafter.

ASSIGNMENT OF INTELLECTUAL PROPERTY

This assignment is made on the date of the last signature below between:

1. Nick Anastasiou of Unit A3, Tileyard, London, N7 9BN (the **Assignor**)
2. The A Team of TYE - A3, Tileyard, London, N7 9BN (the **Assignee**).

BACKGROUND

A. The Assignor owns the Intellectual Property Rights in the Assigned Rights (as defined below).

B. The Assignor has agreed to assign to the Assignee the Assigned Rights on the terms in this Agreement.

Meanings

1. In this Agreement the following words are defined:

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Excluded Rights	
Intellectual Property Rights	all intellectual property rights wherever in the world, whether registrable or unregistrable, and whether registered or unregistered (including any application or right of application for such rights) and including copyright and related rights, database rights, confidential information, trade secrets, know-how, business names, trade names, trade marks, service marks, passing off rights, unfair competition rights, patents, petty patents, utility models, semi-conductor topography rights and rights in designs;
Schedule	the Schedule to this Agreement;
Working Day	any day other than a Saturday, Sunday or public holiday in England and Wales.

Interpretation

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   a. all singular words include plural ones and vice versa;
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   c. all references to a person include firms, companies, government entities, trusts and partnerships;
   d. the term "including" does not exclude anything not listed;

PARTNERSHIP AGREEMENT

THIS AGREEMENT is made as a deed on the date of the last signature below (the **Agreement**)
BETWEEN the persons listed in Schedule 1 (the **Initial Partners**).

The Initial Partners agree that:

Meanings

1. These words and phrases have defined meanings:

Accounting Reference Date	31 December in each year;
Accountants	the Partnership's accountants or auditors from time to time;
Bank	Barclays Bank PLC;
Business Day	a day other than a Saturday, a Sunday or a public holiday in England and Wales;
Capital Account	a Partner's capital account maintained according to paragraph 11;
Confidential Information	all information of a confidential nature (however recorded or preserved) concerning the Partnership, a Partner (or former Partner) or their respective businesses (including details of customers, clients, suppliers, plans, intentions, market opportunities, operations, processes, product information, know-how, designs, trade secrets or software) and the terms of this Agreement;
Continuing Partners	those persons who, on a change of Partners, continue as Partners;
Contribution	any money paid or assets transferred to the Partnership by a Partner as a capital contribution;
Current Account	a Partner's current account maintained according to paragraph 20;
Exit Date	the date a Partner retires, is deemed to retire or is expelled from the Partnership;
Expenditure Limit	£ 10 ;
Leaving Partner	a Partner who has retired, been deemed to retire or been expelled from the Partnership;
Partners	the Initial Partners as long as they remain partners and all other people who are or become parties to this Agreement at any time;
Partnership	the partnership formed and carried on by the Partners as set out in this Agreement;
Partnership Accounts	the annual accounts of the Partnership to be prepared as set out in the section below (**Accountants, Accounts and Records**);
Partnership Property	the Premises and all other assets (or rights in them) which are used by the Partnership for the purposes of the business described in this Agreement;
Partnership Year	each period of 12 months ending on the Accounting Reference Date, or any other period determined by the Partners;
Premises	the offices or other premises occupied by the Partnership, details of which are in paragraph 10; and
Profit	for any Partnership Year, the net profit of the Partnership as shown by the Partnership Accounts for that Partnership Year, and **Loss** has a corresponding meaning.

ASSIGNMENT OF INTELLECTUAL PROPERTY

This assignment is made on the date of the last signature below between:

1. Steve Ullathorne of Unit A3, Tileyard, London, N7 9BN (the **Assignor**)
2. The A Team of TYE - A3, Tileyard, London, N7 9BN (the **Assignee**).

BACKGROUND

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   d. the term "including" does not exclude anything not listed;

2) INTELLECTUAL PROPERTY

Interested parties

Edit

Name	Membership number(CAE/IPI)	Role	Performing share	Mechanical share
Your Contribution				
COHEN ANNA REBECCA				
Uncontrolled Writers				
MEHMET, RAIF				
PALMER, JOE				

Confirmation

Thank you. All details have been submitted for processing.

Your registration number for this registration

Registration Number: EJNW-101222-0343-00

Please quote this in any correspondence.

Registered title

Mother

4/29

Tunecode	ISWC	ICE work key
535734EP	T-313.958.987-6	62209330

Details | References | PPL Registrations

Work details

Work registered 21 Nov 2022	**Duration** 3m 36s	**Share status** Normal Copyright
Work amended 21 Nov 2022	**PRS last distribution** --	**Work category** --
Work status Work Registered	**MCPS last distribution** --	**Active case indicators** No Activity

Share view

Final shareholders | Full ownership chain

Creators

Role	Name	Membership no. (CAE/IPI)	Chain of title	Performing Share | Society		Mechanical Share | Society		
Composer/Author	**Cohen, Anna Rebecca**	1002470718		**50.00%**	PRS	**50.00%**	Non Society	→
Composer/Author	**Mehmet, Raif**	667020650		**50.00%**	PRS	**- -**	Non Society	→

Publishers

Original Publisher	Membership no. (CAE/IPI)	Chain of title	Performing Share | Society	Mechanical Share | Society
Copyright Control			**- -**	**50.00%**

Registered title

Mother - Remix

Tunecode 538148BM

ICE work key 62450711

Details | References | PPL Registrations

Work details

Work registered 12 Dec 2022	**Duration** --	**Share status** Normal Copyright
Work amended 13 Dec 2022	**PRS last distribution** --	**Work category** --
Work status Work Registered	**MCPS last distribution** --	**Active case indicators** No Activity

Share view

Final shareholders | Full ownership chain

Creators

Role	Name	Membership no. (CAE/IPI)	Chain of title	Performing Share | Society		Mechanical Share | Society		
Composer/Author	**Cohen, Anna Rebecca**	1002470718		**25.00%**	PRS	**25.00%**	Non Society	→
Composer/Author	**Mehmet, Raif**	667020650		**25.00%**	PRS	- -	Non Society	→
Arranger	**Palmer, Joe**			- -	Non Society	- -	Non Society	→

Publishers

Original Publisher	Membership no. (CAE/IPI)	Chain of title	Performing Share | Society	Mechanical Share | Society
Copyright Control			- -	**75.00%**
97 Account			**50.00%**	- -

MY MUSIC DISTRIBUTION ZONE

Anna Aarons | Anna Cohen

NAVIGATION

- Dashboard
- Payments
- Analytics
- Releases
  - New Audio Release
  - New Video Release
  - Manage Releases
- Settings
- Exporters

New Audio Release | New Video Release

Overview

1 Draft | 2 Submitted | 3 Processing | 4 Published | X Takendown | All

Audio | Video | All

Search:

Showing 1 to 2 of 2 entries

Previous 1 Next

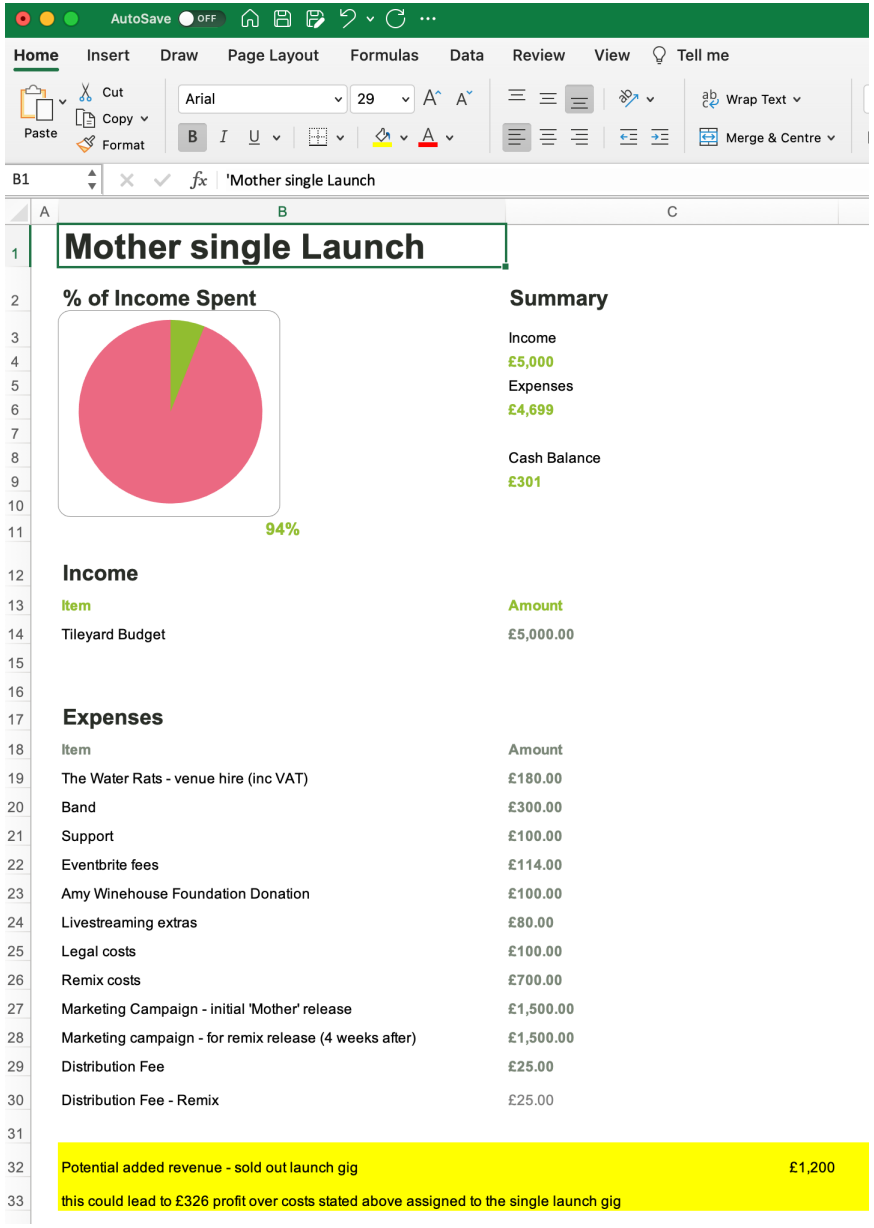
Last Updated	Type	Bit Depth	Status	Barcode	Release Name	Artist Name	Release Date	Pre-Order Date	Paid Status	Created By	
14/12/2022, 12:50		16-bit	1 2 3 4		Mother - Sage Sounds Remix	Anna Aarons	14/04/2023			Anna Cohen	Edit
10/12/2022, 17:42		16-bit	1 2 3 4		Mother	Anna Aarons	17/03/2023			Anna Cohen	Edit

Show 10 entries

Previous 1 Next

MyClientZone v4.0 - Copyright © 2022 Nick Dunn Enterprises Ltd.

3) Budget



Mother single Launch

% of Income Spent

94%

Summary

Income	£5,000
Expenses	£4,699
Cash Balance	£301

Income

Item	Amount
Tileyard Budget	£5,000.00

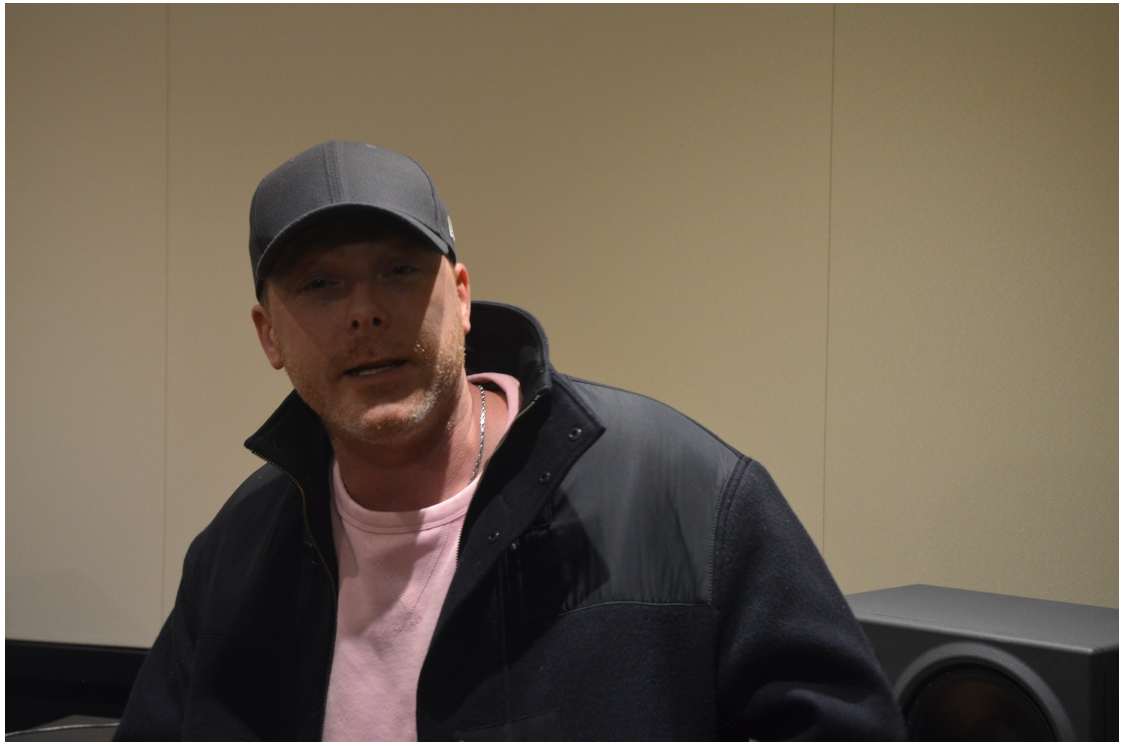
Expenses

Item	Amount
The Water Rats - venue hire (inc VAT)	£180.00
Band	£300.00
Support	£100.00
Eventbrite fees	£114.00
Amy Winehouse Foundation Donation	£100.00
Livestreaming extras	£80.00
Legal costs	£100.00
Remix costs	£700.00
Marketing Campaign - initial 'Mother' release	£1,500.00
Marketing campaign - for remix release (4 weeks after)	£1,500.00
Distribution Fee	£25.00
Distribution Fee - Remix	£25.00

Potential added revenue - sold out launch gig £1,200

this could lead to £326 profit over costs stated above assigned to the single launch gig

BEHIND THE SCENES



The ‘Making Of’ video