

## KYLE PARK STREET TEAM GUIDELINES

\*Must be 18 or older

\*Must be responsible, well spoken, and committed to the job. This is an excellent way to gain experience working in the music industry and help promote an artist you are passionate about.

\*Must own a mobile device and computer.

\*Being a street team member consists of monthly social media posting/ and distributing KP show posters when he is playing in your area ( 30 mile radius )

\*Street teamers must have a minimum of 500 social media followers on 1 of the required social media platforms which include – FB, Twitter, Insta. You must have accounts on these social media platforms: Facebook, Twitter, Instagram.

\*You are required to show your work & take screen shots of social posts, and photos of any posters you distribute - promoting a Kyle Park show.  
Email all photos & screenshots here: [streetteam@kylepark.com](mailto:streetteam@kylepark.com)

\*Street teamers must distribute posters in their area (8-12 posters) to locations that allow posters. We require at least one poster distributed to each location. Kyle Park Music will send you posters, if you live within 30 miles of the performance generally 1 month in advance of performance. You are required to write in the date, and location of performance prior to distributing- in large, bold, print with black or blue sharpie.

\*Target high pedestrian traffic areas and businesses that cater to the Kyle Park demographic - Country music friendly! (Colleges, Greek and university organizations, bars, restaurants, music stores, record retailers, hunting/fishing stores, feed stores, rodeo arenas, western wear/ boot stores etc.) Anywhere there are fans of country music!

\* Always obtain permission from the manager on duty before hanging a poster in an establishment. Please be respectful as you are representing Kyle Park! Unsolicited material is often thrown away. In general, the establishment should be the ones hanging all posters. Kyle Park's team *may* email you approved locations that will accept posters if they have made contact with the business. Generally it is your responsibility of finding locations that will accept posters or flyers, as you live in, and are familiar with the area.

\*Street teamers must “share” and post Kyle Park social content in a timely manner on their social media platforms with genuine comments. We require you to post any content we send you at least 3-5 times. – For example, post about new single 3-5 times over the course of two months. If Kyle is coming to your

area, we require you to post 3-5 times the month ahead of time. We will provide you with approved press photos/ memes etc. for posting on socials.

\*Kyle Park / Kyle Park Music Inc. is not responsible for any injuries or accidents sustained while working on street team duties, nor liable for any slander or mental injuries or issues that may arise out of working with the street team. You are a volunteer, not a paid employee of Kyle Park Music, Inc. You release and hold Kyle Park Music, Inc. harmless for *any* wrong doing that may arise from your volunteer service. You *must* agree to these terms and sign our **legal waiver** before volunteering for, and becoming a member of the Kyle Park street team. Email all completed waivers to [streetteam@kylepark.com](mailto:streetteam@kylepark.com)

\*Please remember that you are representing Kyle Park and are a member of his team. We expect you to conduct yourself with integrity while working on his behalf.

### **BENEFITS FOR KP STREET TEAM MEMBERS**

- \*Thank you note from KP with 1 personalized autographed 8x10 photo
- \*2 spots on KP Band guest list for the show in your area
- \*2 spots on KP meet & greet list for the show in your area
- \*10% off all merchandise at the merch table at show in your area
- \*1 free, signed, exclusive t-shirt, or the t-shirt of your choice after 6 months of being a member of the KP Street Team
- \*Receive new releases ( singles/ CD ) before general public
- \*Exclusive content from KP, only available to street team members
- \*We will offer bonus prizes to the most creative street team members!