

Louisiana's Music Ambassador Program



VS.



CVB Engagement Level
& Message

Band Engagement Level
& Message

Louisiana's Music Ambassador Program

Logistics *Simplicity!*

1. Online Application
2. Signed Contract
3. Ship Artist the Promo Items
4. We Get Video / They Get Check



Louisiana's Music Ambassador Program

Quantitative Results

\$200,000 Budget <2 yrs>
101 Events
9.5 Million Reached
26 States
9 Countries



Louisiana's Music Ambassador Program

Qualitative Results

New Local and National Allies

Mediagenic

Pitches in English and French

Blues, Jazz, Zydeco
Cajun, Country, Swamp Pop
Folk, Experimental, Rock
Rap, Classical Harpist



Louisiana's Music Ambassador Program

Steal These Ideas

Scalable
Budget
State or CVB

Transferable
Culinary Program
Tax Free Shopping

Stealth



Louisiana's Music Ambassador Program



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