



PARTNERSHIP PATHWAY

Brand • Campaign • Event • Creative Collaboration

BEATS BY JT

PARTNERSHIP PATHWAY INQUIRY FORM

For brands, agencies, organizations, media partners, educational institutions, and event producers interested in building with Beats By JT.

HOW TO USE THIS FORM

Complete the sections that apply to your opportunity. Save the completed document using the naming format "Organization_BeatsByJT_Inquiry" and email it as an attachment to admin@beatsbyjt.com. Following review, management will respond with the appropriate contact information, availability, next steps, and any additional materials required. Submission does not guarantee availability or acceptance.

01 INQUIRY OVERVIEW

Tell us who is reaching out and the opportunity you would like us to review.

Organization / Brand / Agency

Primary Contact Name

Contact Email

Contact Phone (optional)

Role / Title

Organization Website

City / State / Country

How did you learn about Beats By JT?

Organization or Brand Overview *Briefly describe your organization, audience, mission, and current work.*

02 PARTNERSHIP PATHWAY

Select every pathway relevant to this inquiry.

- | | |
|---|---|
| ☐ Paid brand campaign or sponsored content | ☐ Long-term brand ambassadorship |
| ☐ Product collaboration or creative co-development | ☐ Live performance or finger-drumming activation |
| ☐ Music production, custom beat, or sonic identity | ☐ Content creation / UGC / social-first campaign |
| ☐ Event appearance, panel, workshop, or keynote | ☐ Education, youth, or community activation |
| ☐ Television, press, podcast, or media feature | ☐ Technology, music equipment, or creator-tool partnership |
| ☐ Licensing / synchronization / commissioned music | ☐ Other (describe below) |

Other / Additional Pathway

03 CAMPAIGN OR OPPORTUNITY

Give management enough context to evaluate fit, scope, and timing.

Working Title / Opportunity Name

Opportunity Summary *What is the concept, why Beats By JT, and what would a successful partnership look like?*

Primary Objectives *Examples: awareness, cultural relevance, product education, community impact, event energy, audience growth, conversion, content library.*

Proposed Start Date

Required Completion / Live Date

Event or Production Location

Travel Required? ☐ Yes ☐ No ☐ TBD

Key Milestones / Approval Schedule

04 AUDIENCE AND BRAND ALIGNMENT

Strong partnerships begin with authentic fit and shared value.

Why is Beats By JT the right creative partner for this opportunity?

Target Audience *Include age range, location, interests, communities, and any priority audience segments.*

Brand Values / Mission Alignment *Describe the shared values, cultural relevance, educational impact, or community benefit.*

Audience or Campaign Insights Available *Research, prior campaign performance, market data, creative brief, or other context.*

05 CREATIVE SCOPE AND DELIVERABLES

Select proposed deliverables. Final scope and creative direction require mutual approval.

- | | |
|---|--|
| ☐ Instagram Reel / short-form vertical video | ☐ Instagram feed post / carousel |
| ☐ Instagram Stories | ☐ TikTok video or series |
| ☐ YouTube short-form content | ☐ YouTube long-form integration |
| ☐ Live performance / finger-drumming set | ☐ On-camera appearance / interview |
| ☐ Event hosting, panel, or speaking appearance | ☐ Custom music, beat, or sonic asset |
| ☐ Behind-the-scenes or documentary content | ☐ Photo campaign / still assets |
| ☐ Educational workshop / demonstration | ☐ Press, broadcast, podcast, or editorial participation |
| ☐ Product integration / demo / unboxing | ☐ Other deliverable |

Deliverable Details and Quantity *List platform, format, length, number of assets, event duration, and any required messaging.*

Creative Direction / Mandatory Elements *Include campaign message, product focus, talking points, hashtags, links, tags, disclosures, and brand-safety requirements.*

Creative Freedom and Approval Process *Explain review rounds, decision-makers, revision expectations, and final approval timing.*

06 DISTRIBUTION, RIGHTS, AND EXCLUSIVITY

These details materially affect scope, pricing, and availability.

- | | |
|--|---|
| ☐ Organic use on brand-owned social channels | ☐ Paid social amplification / boosting |
| ☐ Creator whitelisting / allowlisting | ☐ Website or e-commerce use |
| ☐ Email / CRM / digital advertising | ☐ Broadcast / connected TV / streaming |
| ☐ In-store / out-of-home / event screens | ☐ Press / public relations / internal communications |
| ☐ Raw footage or editable project files requested | ☐ No additional usage beyond agreed creator post |

Requested Usage Term

Requested Territories

Exclusivity / Competitive Restrictions *List category, named competitors, start date, and duration.*

Content Ownership / Licensing Expectations

07 INVESTMENT AND RESOURCES

Clear budget information allows management to evaluate feasibility efficiently.

- | | |
|---|--|
| ☐ Under \$750 | ☐ \$750–\$2,499 |
| ☐ \$2,500–\$4,999 | ☐ \$5,000–\$9,999 |
| ☐ \$10,000–\$24,999 | ☐ \$25,000+ |
| ☐ Product / in-kind support plus fee | ☐ Budget to be discussed after scope review |

Confirmed Budget or Budget Range *Include creator fee, production, travel, usage, paid media, and event expenses when applicable.*

Resources Provided by Your Team *Examples: production crew, studio, travel, styling, equipment, product, venue, media buy, editing, insurance.*

Payment Terms / Procurement Requirements

Purchase Order or Vendor Setup Required?

08 PRODUCTION, LOGISTICS, AND COMPLIANCE

Share operational details that may affect planning or participation.

Production / Event Logistics *Schedule, call time, location, audience size, venue, technical setup, security, travel, accommodations, load-in, rehearsals.*

Product or Equipment Requirements *What will be supplied, shipped, loaned, demonstrated, or returned? Include deadlines.*

Legal / Compliance Requirements *Contract terms, insurance, releases, background checks, platform disclosures, music clearances, union requirements, or confidentiality.*

Accessibility, Safety, or Special Considerations

09 MEASUREMENT AND FOLLOW-THROUGH

Define how the partnership will be evaluated and supported.

Success Measures / KPIs *Examples: reach, views, engagement, earned media, attendance, leads, sales, sentiment, educational outcomes, content reuse.*

Reporting Expectations *Required metrics, reporting format, access, deadlines, or post-campaign recap.*

Long-Term Opportunity *Could this develop into an ambassador relationship, recurring activation, product collaboration, or multi-phase campaign?*

10 ATTACHMENTS AND FINAL NOTES

Help management review the opportunity completely on the first pass.

- | | |
|--|--|
| ☐ Creative brief | ☐ Campaign deck |
| ☐ Brand guidelines | ☐ Usage / media plan |
| ☐ Event run of show | ☐ Production schedule |
| ☐ Draft agreement / terms | ☐ Product information |
| ☐ Audience or market research | ☐ Other supporting material |

Links to Supporting Materials

Anything Else Management Should Know?

SUBMISSION ACKNOWLEDGMENT

By submitting this inquiry, the sender confirms that the information provided is accurate to the best of their knowledge and understands that all partnership terms—including scope, compensation, creative approval, usage, exclusivity, and scheduling—remain subject to written agreement. Please do not ship products, announce participation, use Beats By JT's name or likeness, or publish partnership language before receiving written authorization from management.

Submitted By

Date

RETURN COMPLETED FORM TO

admin@beatsbyjt.com

Suggested subject line: Partnership Pathway Inquiry — [Organization / Opportunity]. Management's response will include the appropriate contact information and next-step instructions.