

MATT FOCKLER

**MUSIC PROMOTER.
AMBITIOUS VISIONARY.
COMMUNITY-MINDED.**



AN ARTIST ADVOCATE'S PERSPECTIVE ON THE MUSIC INDUSTRY

I've spent years in the music industry witnessing its ongoing development. I feel like many have been swept up in our discombobulated music "business." I've seen countless artists get burnt out and quit because of the "gate-keeping" attitude that surrounds the "music business" (between radius clauses, artists not sharing their quality venues, and festivals not communicating line-ups before making it public) and all the "have-to-dos" to get into quality, well-paying festivals and venues. Plus, they're overwhelmed by all the phone time, computer time, graphic design advertisements, and daily hustle involved in hustling to make a living. Likewise, local artists and many listeners are tired of events where the music is drown out by the noise of a bar crowd.

All of that is driving us further into isolation--staying home to play or listen to records, rather than driving us deeper into community. I believe this has to change for everyone's wellbeing and to continue to inspire more high quality songwriting.

I'm tired of doing what I'm "supposed to do" to try to "tour" or be heard on the radio. Similarly, I all too often I find it difficult to be working with management/publishers/or "people's people." I'm after authenticity, originality, and storytelling. I'm about artists being able to make a living by doing what they love. I've already proved myself with over two decades of sold-out listening rooms and house concerts (in multiple states) because this model of music meets a real community need. We already have a working model of this in Canada and rare pockets of America so help me build this out here in the states.

I'M HERE TO HELP

I'm trying to represent people on several levels (whether they are inexperienced, playing open mics, playing for money occasionally, managing to make a living, or a seasoned professional). If you choose to be represented by my promotional business and allow me to add your name to my non-exclusive roster, we will discuss which category you fit.

I will never ask you for exclusive rights to what YOU do! I will not charge a fee to any artist for helping represent them. I have other means of making a living. My intention is to create a culture in which ALL of us can come together and represent a little different way of doing things. My root and gifts are COMMUNITY. Let's work together to show big money, upper crust management, and digital streaming platforms how much better authentic community treats us. Artists, venues, and listeners can all thrive when we come together at a grassroots level and strive to keep ego and selfishness out of the picture.

Keep reading to consider joining our community. You are committing to nothing! We're simply looking for like-minded people who buy into the vision and share our values. Together, we'll network to share info, quality venues, and touring ideas.

My goal is to be an artist advocate. I genuinely care about the artist experience, listener engagement, and venue atmosphere. And I've found venue hosts who also have a heart for the song. As my good friend Jack Hardy always said, "Shut up and play the song."

HOW TO GET INVOLVED

I've had this vision of trying to go about music in a counter-cultural way that gets back to core community values. If you believe in this vision, help me by sharing it. Keep reading to consider more about how you might become a part of it.

If you're at Folk Alliance International or know artists who are and you get what I'm trying to pull off here, please share this with them as well as giving an endorsement of my character. I'm excited to see this thing take off running. I've always said you gotta walk before you can run. I've been walking quite slowly and respectfully for over 25 years. Now, I'm really ready to RUN... for YOU!

If at the end of this thing, you still don't get it. Maybe you struggle to see what I think is broken with the current music business. I'd still LOVE to have a conversation with you. Our goal is to become increasingly articulate about this upside-down vision of the music business as we strive to create new language for this music business we're after.



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www.montrosemusicfestival.org

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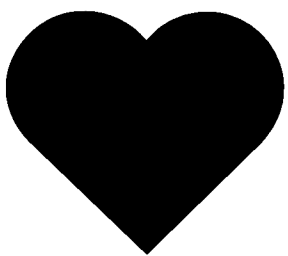
MISSION



Using music to draw attention to high quality, independent singer-songwriters and create a different version of community where artists and listeners feel at home.

VISION

To draw attention to small town America (which is falling apart and losing their grocery stores, gas stations, and swimming pools) by drawing customer business and community back in (for example: leave your big town and go to a farmer's market or come get dinner, fresh eggs/local groceries, and a tank of gas in a small town)



To facilitate a listening room environment that stirs a love and respect for high quality music and songwriting and makes touring more pleasurable for artists

PERSPECTIVE

- book by working directly with artists (seldom work with artists that send us to their management- no judgement, just finding more artist friendly ways to tour without all the red tape and hoopla)
- have grace for and allow hard luck cancellations

**HIGH QUALITY NATIONAL ARTISTS.
PERFORMANCES OR EDUCATIONAL CLASSES.
BLOCK BOOKING AND LISTENING ROOMS.**



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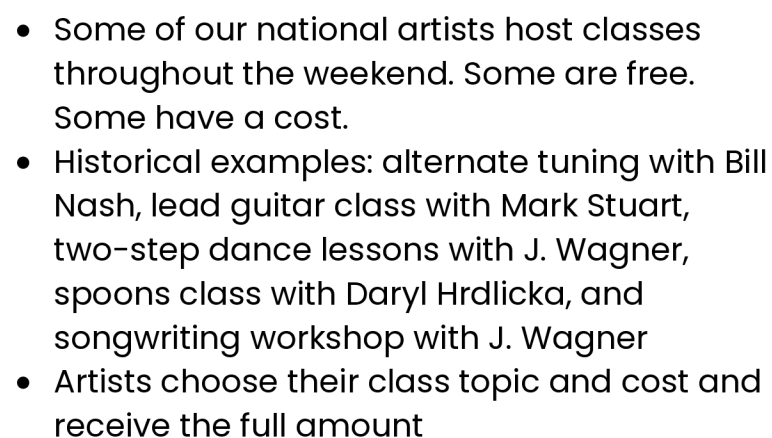
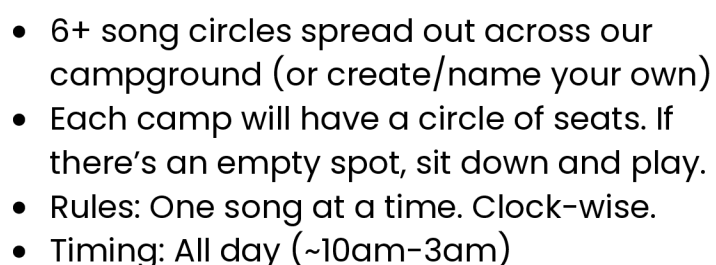
MONTROSE, SOUTH DAKOTA

An upside-down music festival with national and local artists centered around song-circles, songwriting, storytelling, and community

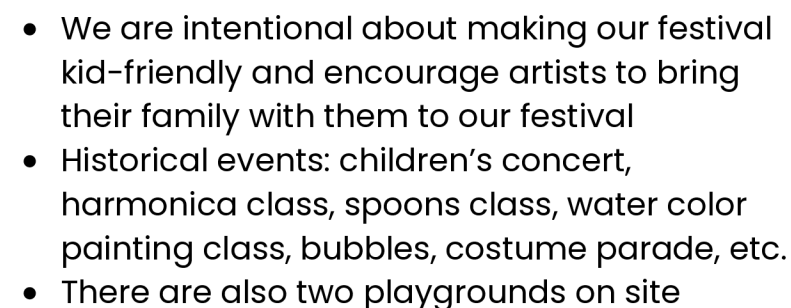
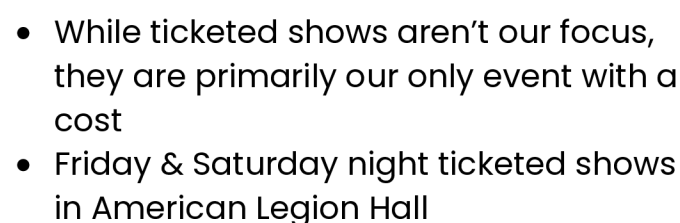
hosted in the Montrose City Park in South Dakota there are a variety of activities happening all weekend long



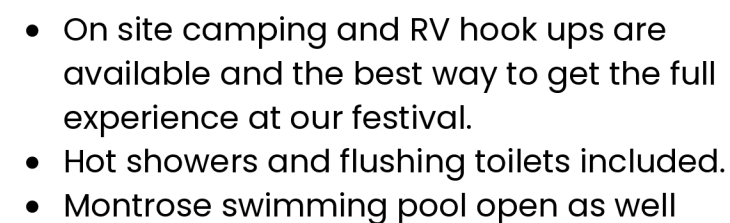
ADULT CLASSES



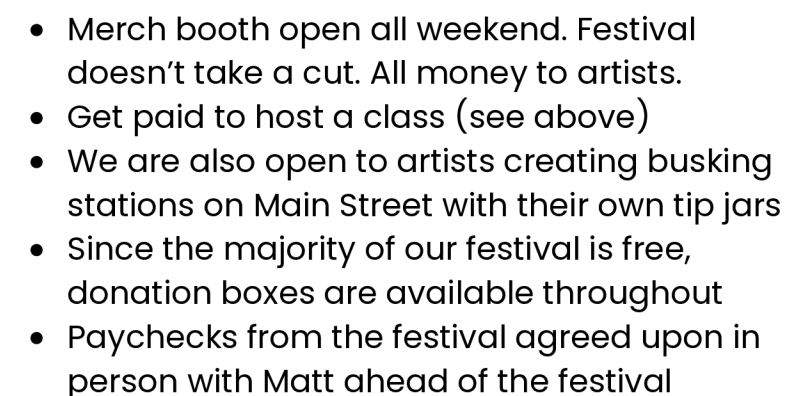
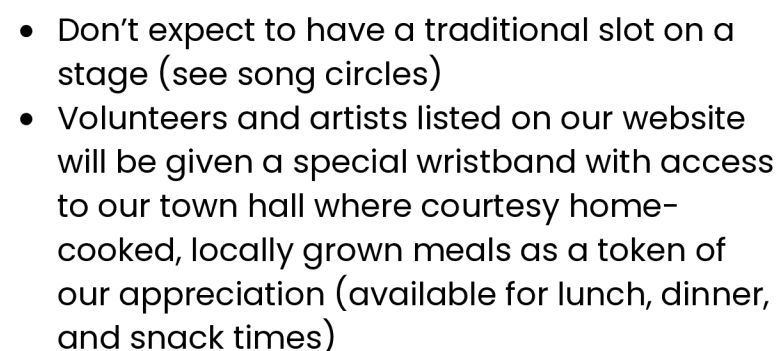
KIDS ACTIVITIES



CAMPING

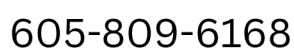


PAY



NEARLY ALL EVENTS ARE FREE ALL WEEKEND LONG.
ANYONE IS WELCOME TO SHOW UP WITH THEIR INSTRUMENT.
ALL LISTENERS ARE ENCOURAGED TO SHOW UP WITH A LAWN CHAIR.

**HIGH QUALITY NATIONAL ARTISTS.
SONG CIRCLES. EDUCATIONAL CLASSES. KIDS ACTIVITIES.
NETWORKING WITH OTHER ARTISTS AND BUILDING COMMUNITY.**



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ATTENTION: ARTISTS

ABOUT MATT

ready to support you with years of experience as a...



INDUSTRY NETWORKER



- 25+ years on the road building relationships
- 15+ years on staff at the Kerrville Folk Festival in Texas (an annual 18 day singer-songwriter festival world renown for its staff and new folk songwriter contest)

LISTENING ROOM ORGANIZER



- Successfully organized listening room events in four different states
- Experienced with booking venues and festivals
- Adaptable to a wide range of budgets

CONTEXT FOR ARTISTS

what kinds of things you can expect if we partner together

NON-EXCLUSIVE

- I hold no exclusive rights if you let me book/represent you
- I am most passionate about helping supplement existing tours by booking a leg through South Dakota
- Artists making a living is our priority

EVENT TYPES

- Listening room concerts
- Educational classes
- Children's concerts
- Fundraisers/community events

MONTROSE MUSIC FESTIVAL



- Everyone is invited to participate in our song circles
- Open to listing you on our website
- Open to joining 'The Road to Montrose'

FESTIVAL FOUNDER



- Founded and co-organizes the Montrose Music Festival which is in its fifth year (a three day festival the last weekend of July)
- Responsible for booking all talent
- Created a festival co-op to facilitate block booking and sharing of volunteer staff

SINGER-SONGWRITER



- 2009 Kerrville New Folk Competition Finalist
- Self-Titled Album & "Write a Song" single available on all streaming platforms

EXAMPLE ARTISTS

check the Artists Attending section of our website for more

*examples of artists we've partnered with
(often hosting a listening room in Humbolt, SD
just off of I-90)*



JONATHAN BYRD
www.jonathanbyrd.com



JESS KLEIN
www.jessklein.com



MARK STUART
www.markstuart.net



LIBBY KIRKPATRICK
facebook.com/libbymusic



DANA COOPER
www.danacoopermusic.com

ADD YOUR NAME HERE?

Send Matt a text to inquire.
Please include your name and website link.



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WHY BLOCK BOOKING?

WHAT IS BLOCK BOOKING?

- It's a style of booking developed by Pete Seeger to keep artists booked back to back while staying in the community
- For example, we book some of the same artists one weekend for the Montrose Music Festival and the next weekend in Canton for the Sioux River Folk Festival. Then, we try and book that same act in small towns or local establishments on the weekdays in between.
- A style of booking music where everyone wins.
- A style of booking that facilitates building authentic community

BENEFITS FOR VENUES

- Save money because the artist is able to save significantly on travel expenses
- I will provide or teach a checklist to make sure you have the necessary equipment for success and environment to make the artist feel welcome
- I will provide solutions to put your artists up in a house or hotel, typically at no cost
- Build relationships with artists who will tell other artists that you are a desired venue
- We will try and promote your venue through ads as a quality local venue

BENEFITS FOR ARTISTS

- Make more money with free lodging and less windshield time between gigs
- A complimentary home to come back to every night
- Build a local reputation
- Create a fan base with multiple festivals
- Busy fans who have plans still have multiple local dates to support you

BENEFITS FOR LISTENERS

- We guarantee quality shows by quality artists
- We intentionally put together a warm atmosphere rather than the typical bar scene
- Some venues offer discount specials on food/drinks
- Some listening rooms come with a special three course meal (when advertised as such)
- If you're busy, there are multiple local dates you can still choose from to support the artist

Example: We've had success by helping book some of the same artists for the Rhythm of the River Music Festival (Jackson, MN), Montrose Music Festival (Montrose, SD), and Sioux River Folk Festival (Canton, SD)

WANT TO JOIN BLOCK BOOKING? CONTACT MATT.



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WHY LISTENING ROOMS?

WHAT IS A LISTENING ROOM?

- an intimate experience that focused on appreciating music, especially its storytelling, lyricism, and artistry
- a host welcomes and introduces/ explains that there is time to visit before, during intermission, and after but talking during music is prohibited (will come with a warning and then you will be asked to leave)
- an audience that is attentive to the music, artist's stories, and songwriting/lyrics
- an environment with warm lighting, comfortable seating, calm backdrop, and inviting stage decor/room set up

BENEFITS FOR LISTENERS

- find something unique
- discover top talent you won't often hear on the radio
- invite friends to an affordable yet one-of-a-kind experience
- get a front row seat to high quality musicians for the same price as a back-row seat at a sold-out stadium
- hear the story behind the songs
- meet-and-greets with the artists
- find community among fellow music lovers (without competing with the roar of a crowd where you can't hear the music and resort to staying home and listening to the record alone)
- head home feeling like you were part of a rare cultural experience

BENEFITS FOR ARTISTS

- feel valued and appreciated
- get excited to be at your venue
- sell more merchandise because attendees are more invested and immersed in the listening room experience

BENEFITS FOR VENUES

- draw customers that have quit going out because they were tired of competing with the roar of the crowd to appreciate the music
- have the option to sell food and/or drinks during designated times of the performance
- have a respectful audience that leaves the establishment clean

WANT TO HOST A LISTENING ROOM? CONTACT MATT.



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WANT TO HOST A HOUSE CONCERT? CONTACT MATT.

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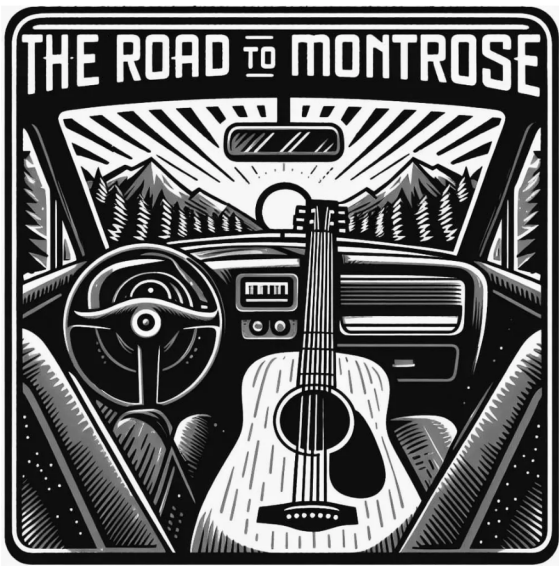
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FESTIVAL CO-OP & BLOCK BOOKING NEEDS

AIMING TO FILL: 7/21 -24, 7/28-31, 8/5-8, 2025



- We have a slew of national acts driving to South Dakota for the Montrose Music Festival (July 27, 28, & 29).
- We're looking to help them fill out their roadtrips on either side of three local festivals (Rhythm of the River, Montrose Music Festival, and Sioux River Folk Festival) to help make the most of their journey.
- Your venue can often get a good deal on pricing since there would be little to no additional travel expenses and far less windshield time for artists.

EXAMPLES OF OUR ARTISTS

check the Artists Attending section of the Montrose Music Festival website for more



CHUCK BRODSKY (NC)



MORNINGBIRD (MN)



STEVE FISHER (OK)



MEGAN BEE (OH)



J WAGNER (TX)



KELLEY SMITH (MN)



TERRY KLEIN (TX)



DENA COLEMAN (OK)



**CLAUDE BUTCH
MORGAN (TX)**



JANICE GILBERT (SD)



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MAKING THE MOST OUT OF YOUR BUDGET

FREE OPPORTUNITIES

- Find an artist for house concert (see more info below)
- Participate or volunteer at the Montrose Music Festival to experience a bit of the music culture we're trying to expand
- Join our festival co-op and help book some of the same talent, share volunteer staff, and promote each other's festivals

PRICING FACTORS

- Price varies based on the level of artist: Local vs. Professional vs. National
- Kind of event (such as formal vs. informal, kind of food/meal provided, venue type (alcohol vs. family-friendly))
- Whether or not you want me to teach venue management how to set-up (such as seating, lighting, decor, ambiance) and host your show (such as welcoming, communicating guidelines/expectations)
- Whether or not my presence is required and travel distance
- Whether or not the venue is a sponsor of the Montrose Music Festival
- More information coming

PLEASE INQUIRE BY

- Providing your budget, event type, vision, date, and location (and website if applicable) via email, text, or call

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