



**R4R ENTERTAINMENT** "The Party Starts... HERE"

PO Box 4441, Middletown, New York 10941

(845) 940-5212

## Cross Marketing / Preferred Vendor Program

Thank You for your interest in our **Cross Marketing / Preferred Vendor Program**.  
We designed this program to assist our customers with finding Talented  
**Entertainment Professionals - JUST LIKE YOU!**

**Below are a few questions to see if this is the RIGHT Opportunity for you:**

- Are you an Entertainment Professional seeking to grow your company or yourself and in search of networking with a full service DJ Entertainment Company that provides a multitude of quality and affordable entertainment services? If you answered YES, then you came to the RIGHT PLACE!
- Are you looking for more exposure to be able to utilize your service or services to a more broad audience and a greater service area? Again, if you answered YES, then you came to the RIGHT PLACE!
- Do you have a unique talent or skill and are seeking to gain exposure, meanwhile entertaining and doing what you love, building a following for yourself? If so, then you came to the RIGHT PLACE!
- Are you Motivated, Dedicated, a Go Getter, Self Starter, a Leader? These are all traits you MUST possess to excel in your craft or service.

If you have this hunger for GREATNESS and not LAZINESS,  
then being part of our **Cross Marketing Program** can help you!

(Example 1)



(Example 2)



## **Our purpose for Cross Marketing is...**

... To make it easier for our customers by helping find ALL they need in one place for their party needs. We have many customers do to our wide service range in the Tri-State and Hudson Valley area. We have had many customers ask us for an Entertainment Vendor Recommendation, for a service we didn't offer and didn't have a quality, affordable, professional and reliable contact to give them, prior to our start of R4R Entertainment's **Cross Marketing Program**.

Therefore, we are seeking out local, professional and dependable party professionals such as limousines, (Limos), Tent and Party Rentals, Blow Up / Inflatable's/ Bouncy Houses, Bakers, Florists, Banquet Halls, Caterers, Balloonists, Reptile Shows, Caricature Artists, Face Painting, Henna Design Magicians, Clowns, Fire Displays, Ice Sculptures, Dove Releases, Dancers, Party initiators, Aerialist or other unique talents or companies to Cross Market to our customers and add to our growing list of preferred vendors. In doing this, we develop unique and long lasting relationships with our customers by having all they could ever need in one place to convenience them. In a high pace world, needing less time for planning, having more resources in one location is KEY!

Right about now you are probably asking yourself is there a catch? What will it cost or what will I need to do to be part of such a unique and beneficial program as this.

**First, there is NO Cost - it is FREE to be a part of our Cross Marketing - Preferred Vendor Program!**

However, for possible unique advertising options we will discuss pricing and benefits as we develop these opportunities.

## **Some of the Types of Events we Service:**

We service 300+ events each year ranging from Weddings, Corporate functions, School dances and All Night Graduations, many different types of Themed Children Parties, Community Events and Much More. Our customers' are seeking unique talent and entertainment services from what YOU have to offer and what we choose not to venture into. ***THIS IS WHERE YOU COME IN!***

**Call Us NOW at: (845)940-5212 or TEXT US at: (845)661-1337.  
Feel free to Email Us at: crossmarketing@r4rentertainment.com  
with any questions or need additional information.**

## Online Exposure:

When it comes to online search ability we come up on the first page of Google for many keywords and so do our preferred vendors that are part of our Cross Marketing Program when they are searched for a particular service that they offer. This can dramatically assist you or your company if you seek to gain more exposure in turn creating more business for what you offer.

**Here are a some examples of keyword phrases that we are found on the #1-#10 spots on the first page of Google with some being 2 or 3 listings (Google is the leading worldwide search engine), when searched on the internet, by a third of our customers:**

- affordable djs 10940,
- wedding djs middletown ny
- hudson valley djs,
- party djs orange county ny
- entertainment djs hudson valley
- party djs hudson valley
- party djs middletown ny
- entertainment djs middletown ny
- sweet 16 djs middletown ny
- sweet 16 djs orange county ny
- corporate djs orange county ny

(Example 3)



**Here is an example of a keyword phrase that we come up the first 9 times out of 10 search possibilities on the first page:**

- entertainment djs 10941

This information is to give you an idea of the search ability we have established for our entertainment company. There are many key word phrases our customers use to find us but this is just some references to cross check if you choose to make you aware that we are a **SOLID** Entertainment Company with a strong track history and a promising future for ourselves and our **Preferred Cross Marketing Vendors**. Online exposure can really help when your service is searchable and found on the first page of a leading search engine.

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## Cross Marketing Benefits:

**When we add a unique company or talent to our cross marketing program we offer:**

1. A website profile in our preferred vendor section on our website. This includes Name of company or service, address, phone #, Email and website. Slideshow of your work or services offered for our customers to view on our site. (you provide the images and we create the slideshow) A Digital business card link (we design), for our customers to click on and save info to their computer, print out or email to a friend to spread the word about your service or unique talent.
2. **Cross Marketing/ Preferred Vendors** will be added to our new customer welcome packets. Each and every customer receives one Welcome Packet when they schedule a planning meeting in our office to discuss their event needs and other unique entertainment options.
3. Email distribution and targeted marketing promotions for their specific service.
4. Postcard mailings, various newspaper ads, magazine write ups, features and online articles. This helps to gain exposure through a wide range of media publications.
5. A unique and stylish marketable business card with your existing logo or a new logo on the front side and R4R Entertainment info on the back side.



## Additional Information:

The information listed above in our **Cross Marketing Benefits** section is absolutely FREE for our entire **Cross Marketing / Preferred Vendors**. The business cards are FREE and will be reordered every time you are running low to avoid running out. If we design your company logo, the logo is FREE to use as long as your company meets our **Cross Marketing** requirements.

**We only ask a few things when we recommend a Cross Marketing vendor to our customers:**

1. That they are fair and competitive.
2. Courteous and professional.
3. Offer ongoing promotions or specials. (We will list on our site to draw new business for you)
4. Licensed and Insured

**Cross Marketing Requirements:**

Our Cross Marketing requirements are fairly simple and in the sense similar to what we will be offering you if you or your business is approved to be added to our **Cross Marketing Program**.

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**We Require:**

1. Our company information/ Bio, banner, Logo, business card and other forms of contact content including linking back to our site, to be listed on your personal and or business and social media websites. In the content listed on our site you might word something similar to this below:

*'We partnered with one of the Hudson Valley's Most Preferred Entertainment Company's. We highly recommend R4R Entertainment as our preferred entertainment DJs. Are you looking for a Fun and Unique experience at your event? "The Party Starts HERE" at R4R Entertainment. Access their website HERE (R4Rentertainment.com)'.*

2. Distribution of our cross marketing business cards / postcards to your customers and also sharing our information along with your company's info through email and other forms of advertising as we also do for our cross marketing vendors.

3. Monitoring our cross marketing venture for the first year we would suggest a 10-15 DJ Referrals be recommended to sustain the value of what we present our cross marketing vendors. Each year the number of Referrals will increase by a minimum of 15% to uphold the cost of expenses accrued with our **Cross Marketing** vendors.

### **Recommended Placement / Distribution of Cross Marketing Business Cards:**

For maximum results the placement of our **Cross Marketing** business cards is important. Business cards should be placed in direct view of customers and distributed at every opportunity. For example:

- ✓ Hand one business card to every customer (in Shopping bag) along with their sales receipt
- ✓ Place next to register on register counter/ Customer service counter
- ✓ Display on public information table or pin up boards in community

(Example 4)



If this opportunity interests you then we would like to hear from you. Feel free to contact us below to schedule a convenient time to discuss every detail further and to schedule a planning meeting in our office to go over marketing techniques that will assist in building a strong **Cross Marketing** venture.

**Call Us NOW at: (845)940-5212 or TEXT US at: (845)661-1337.**  
**Feel free to Email Us at: crossmarketing@r4rentertainment.com**  
**to get started TODAY!**

We look forward to much success together in our Cross Marketing Program as we gear up for a highly successfull New Year!

Sincerely,

Eli Edwards-CEO  
**R4R Entertainment**