



# FREQUENTLY ASKED QUESTIONS

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**WELCOME!**

This information is meant to highlight the characteristics that make the Extreme Tour unique from most other music or event tours. It would be especially important for artist applicants to consider as we are not a stereotypical tour of the average venues and markets. Rather, this is a very intentional effort, pursuing an unusual objective (At least “unusual” in comparison to the average music tour). This is largely because Extreme Tour events are not sales driven “shows” where artists compete with each other merely to market their musical “wares.” Rather, these events are intended to be the collaborative product of artists and Music Industry veterans who believe that music is meant to be more than just amusement. We believe that music, as entertainment, is certainly a welcome retreat and escape at times, but we sense that music is intrinsically capable of so much more.

Our goal with these events is to use music to help create a safe and appealing setting where diverse members of the community can come together and where people in need can be connected with resources and organizations who can help meet those needs. Applicants, please review as you consider taking part.

A picture says a thousand words. Review the pictures in the Media section of our site, or on Social Media using the Hashtag: **#ExtremeTour18** to get a sense of the diversity of venues and events we produce with our community partners.

# 2018 EVENTS

*Click the photos below to be taken to our website!*



## **1. WHY ARE YOU SENDING ME THIS FAQ?**

We know that most bands that we contact through E-Mail (or through any other similar method online) are EXTREMELY skeptical if they are not already aware of our tour. With all the “too good to be true” opportunities online, we know that it can be hard to be sure something is for real.

We have learned that most artists typically have the same questions. While it may be reassuring to talk to someone on the phone to verify authenticity, it is not an effective way to communicate information as we find ourselves spending (typically) 45 minutes to an hour on the phone with each band simply repeating the same info over and over again to people who probably are not going to remember everything we say to them while we are on the phone anyway. So this FAQ pdf will help answer most of those questions that you may have.

## **2. WHO THE HECK ARE YOU?**

The Extreme Tour began as a grassroots project of “The Extreme,” a cultural outreach project started by Ted Bruun and a small group of other Idaho residents in 1994. The purpose of The Extreme was to use Extreme Sports and Music Events, held in communities across Idaho, to reach at-risk and counter culture youth with services and resources that would assist them in making positive, as well as healthy, decisions for a successful life. The effort was successful and spread quickly to neighboring cities and states. Eventually these events began to take place around the United States and “The Extreme Tour” was born. Now you can find these events taking place all around the world, on almost every continent.

The Extreme Tour is an effort administrated by a faith-based charitable organization. However, all kinds of people are involved in the effort and the events are not intended to be specifically religious events aimed at a specifically religious market. Rather, the Extreme Tour events are intended to be inclusive Community Events aimed at a mainstream market, and held in mainstream venues and settings.

Over the past 20+ years, the scope of Extreme Tour has grown exponentially, moving far beyond the rural Idaho communities that gave birth to this music and sports movement. The Extreme Tour is now, in terms of the number of communities visited in a year, the largest and longest running Extreme Sports & Music tour in the world. We currently visit over 100 communities each year in the United States alone, and this number has again started to rise dramatically as the tour has expanded internationally to almost every continent.

## **3. WHO HAVE YOU HAD WITH YOU IN THE PAST?**

Many top recording artists have participated in this charitable effort over the past 20+ years. Grammy nominees and winners, MTV regulars, and best selling artists representing most of the top record labels and music group brands (including Sony, Capitol, Epic, EMI, Warner, and Tooth and Nail) have all “cut their teeth” on the road with our teams and at our events.

A complete list of alumni that have been part of the tour, or have assisted with the effort through involvement with The Objective, would be exhaustive and take more space and time than you want to read, but as an extremely limited example, artists that have helped in the past have included (in no particular order): Kurtis Blow, Michael W. Smith, Ricky Skaggs, Bruce Carroll, Kutless, Falling Up, KJ-52, Fireflight, Shawn McDonald, House of Heroes, White Collar Sideshow, Spoken, Esterlyn, LA Symphony, Dizmas, Braille, and Members of Christafari, Five Iron Frenzy, Bleach, Wu-Tang affiliate Supreme I-Self, Scattered Few, and many others.

#### **4. WHAT KIND OF VENUES DO YOU PLAY AND HOW LARGE IS AN EXTREME TOUR EVENT?**

Many, if not most, other music tours are simply marketing devices, intended to gather the most “consumers” in order to sell them the most “product”. The Extreme Tour, however, is a charitable effort. And, like any effective charitable effort, Extreme Tour events are tailored specifically to the mission and vision of the community organizations we are serving in the cities we visit and to meeting the needs of the people those organizations serve. Attendances can vary quite a bit in size, based primarily on the charitable purpose of the organizations we are serving, the venue capacity, and on the event vision for each city.

Large event attendances can be between approximately 600-1,000 people over the course of the whole event and, instead of at the normal music venues that most tours appear at, are often held in unusual concert settings like public squares, city parks, blocked off city streets, the occasional school, or even in large parking lots or housing projects. Almost all of our events are outdoors in order to facilitate as many attendees as possible and to maximize visibility and impact. Some intimate Extreme Tour events might also be held in unorthodox concert settings like community centers or clubs, stores and shopping malls, and can be anywhere up to 200-250 people in attendance over the course of the whole event.

We have learned that relationship is key to the success of the tour’s mission, and frankly, to the success of the bands that are with us in their efforts to build a base of fans and friends in the communities we visit. The Extreme Tour is known for making our events a very personal, intimate experience for all those who attend.

A picture says a thousand words. Review the pictures in the Media section of our site, or on Social Media using the Hashtag: [#ExtremeTour17](#) to get a sense of the diversity of events and venues we produce with our community partners.

#### **5. WHAT OTHER COMMUNITY ACTION MIGHT TOUR ARTISTS PARTICIPATE IN BEYOND THE EVENTS?**

The Extreme Tour effort has always been about more than just the main event or “show” in each city. With that in mind, we visit each city for two to three days. While there is always a Main Event in each city on one of the days of our visit, we work with our community partners to maximize the impact of our visit by using the other day or two to participate in community outreach efforts beyond just the performances at the scheduled main events.

Artists traveling with us may have the opportunity to serve as ambassadors for the event and for our partners by also performing at, or taking part in, interviews with local media, school assemblies and classes, in store appearances, service projects, and other promotional activities and appearances on behalf of the event or our partners. This can even include fun spontaneous “flash mob” style “pop up parties” in unexpected places!

Our desire is to interact with the communities we visit in a way that builds a lasting relationship for the partners we work with between them and the community members they hope to serve. We place an emphasis on “Quality over Quantity”, meaning that we measure success based on the lasting impact of the effort rather than just by the volume of temporary interactions we might have. We believe that this ethic offers selected artists a richer experience as well. This has been reflected in the observations of many past artist participants when they observe that they may go on to make more money or do larger events in the scope of the career that follows their involvement, but that they make some of their longest lasting relationships and have some of their most life changing experiences while traveling with The Extreme Tour. Bleach, The Wu Tang Clan, Scattered Few and many others.

## **6. SO, HOW DO I APPLY?**

About 1000 bands apply for The Extreme Tour each year. Over 150 of these artists were approved for inclusion based on the EPK they submitted. YOUR BAND COULD BE NEXT ! If you have not already received a recommendation or referral from one of our A&R team members, you can still ask to be considered for such a recommendation for this years Extreme Tour by emailing [xtartistrelations@gmail.com](mailto:xtartistrelations@gmail.com).

If you have received a recommendation or referral from one of our staff, please use the link they provided with that correspondence.

ALL APPLICATIONS MUST BE SUBMITTED BY NO LATER THAN MAY 31, 2019.

## **7. WHEN DO WE KNOW IF WE HAVE BEEN CHOSEN FOR SURE?**

We will accept about 100-150 bands for involvement on some portion of the Extreme Tour this summer. We will begin making actual selections in March/ April and all selections will be completed by the end of May. All bands will have been notified by early June, and many bands will have been notified even earlier than that.

## **8. HOW MUCH OF THE TOUR DO I GET (HAVE) TO DO?**

Once we have approved bands for involvement in some portion of the Tour, the bands that have been approved will select the dates they are actually available from the schedule of events for this summer/fall, which we will provide them with when we notify them that they have been approved.

YOU CAN REQUEST AS FEW OR AS MANY DATES AS YOU DESIRE.

Based on your indication of what dates you are available, we will work to confirm you for slots on our roster from those dates you submitted. Because some dates are more popular than others for bands to request, bands are not guaranteed to get ALL the dates they ask for. However, we work to get approved artists as many of their requested dates as possible. The more flexible you are, the more dates you will likely get.

Most bands do at least a month with the Tour. Some do as many as 3 months, and some do as few as just a couple of dates in their home area. Again, the amount of dates given to each band is determined mostly by the band's flexibility and availability.

## **9. HOW MUCH DO I GET PAID? ARE MY NEEDS TAKEN CARE OF WHILE I AM WITH YOU?**

Unlike most other tours of this size which provide accommodations and meals for only the headlining acts, EVERY band that tours with us has their food and lodging provided for at each performance date. And, unlike most other tours of this size that take a percentage of the merch sales from the bands that are part of the tour, the Extreme Tour takes no percentage of the band's merch sales.

Some bands do receive compensation for being involved in elements of the tour beyond just their performance, and some bands do receive stipends based on their role in the Tour Events. Specific details will be worked out with each band that is selected after they have been notified of their selection.

## **10. WHAT IS THE APPLICATION DEADLINE? WHY IS THERE A FEE TO APPLY? HOW MANY ARTISTS APPLY AND ARE SELECTED?**

We anticipate approximately 1,000 booking inquiries and applications for this year's tour. Our General Application fee for non solicited applications is \$50. This primarily serves as a device to filter the applications to only those from artists serious about taking part if selected.

However, Recommended Applicants who apply are given a code that waives that fee. For a Recommended Artist there is only the smaller fee of \$25.00 for the background check that is required with each application. This fee covers the cost of the due diligence screening our community partners expect us to do. Many of these agencies work with underage clientele, and our service with them will put us in contact with these clients both on and off the stage. It's necessary for us to check government and criminal data bases in order to assure we are carrying artists appropriate for that kind of setting.

The Extreme Tour does not charge the cities we visit in order to host an event, the events are free to attend, and there are no "buy ons" for selected artists. The relatively small amount raised from application fees helps supplement the limited charitable giving that the Extreme Tour does receive in order to execute the necessary review and vetting, and to produce this effort.

We will select approximately 125–150 artists to potentially participate on one of 20 planned teams in about 10 different countries. The first round of selections begins in April, and a second round of selections begins in May and concludes by mid-June. If slots reopen, further rounds of selections occur throughout the tour schedule as they are deemed necessary. All applications must be submitted by no later than May 31, 2019. Artists desiring to travel with the Extreme Tour internationally will need to have all necessary current legal identification and documentation that their government requires in order for them to travel or perform internationally.

## **11. HOW DO I BECOME A "RECOMMENDED" APPLICANT? WHAT IS THE ADVANTAGE OF BEING A "RECOMMENDED" APPLICANT?**

While there is a public application page online that any artist can file an unsolicited application through, the Extreme Tour also maintains a small A&R Team that is tasked with looking for talent they believe would possibly be a good fit for the roster. Our team looks for these artists at festivals, through referrals from former artists on our roster, and online. When a member of this team finds an artist they think might be appropriate, they engage in a dialog with that artist, encouraging them to research the tour and consider filing an application. Artists can not request a recommendation. They must be approached by our team or referred by a former artist or industry partner.

The Extreme Tour application process is a competitive one with the Selection Panel choosing, by vote, the best of all applicants (in their subjective opinion). Historically, we have selected applicants that were recommended by our A&R Team at a rate of about 4 to 1 over applicants with no recommendation.

Artists recommended by our A&R Team also file their application directly with our Panel.

Finally, artists with a recommendation receive an automatic invitation to meet with us at the closed door “Objective Sessions” gathering we hold for potential applicants in Nashville. Attendance of this event is not mandatory for an artist to be considered or selected, but it does provide an invaluable opportunity for applicants to meet personally with the members of the Selection Panel, enhancing their likelihood of selection as the Panel now has the face to face impression to inform their consideration of an applicant. Many of the artists attending the Objective have been selected as a direct result of their attendance at this event. There is no charge for invited artists to attend the Objective Sessions.

## **12. AM I GUARANTEED A SPOT SINCE YOUR A&R TEAM CONTACTED ME?**

Not necessarily. But your chances are certainly better if WE contact you (as our team did), rather than you simply submitting a packet to us, unsolicited. This is just like it would be with a record label. You are probably aware that record labels really don't pay much attention to the packets sent to them each day by bands that they did not ask to submit material to them. (This is called unsolicited material). Most of these materials are thrown away without even being opened. Several of our friends are A&R guys for labels. We know this for sure. We have seen it done personally. They do, however, pay more attention to bands that send them materials they ASK FOR. This is called “solicited material.” Again, many labels pay NO attention to unsolicited material and ONLY pay attention to solicited material. We are not quite that severe. We DO accept unsolicited submissions, but they certainly don't have the attention we give the materials we get from bands like you, that we have ASKED to send us material.

So, the value in submitting an application after being asked to by one of our A&R guys is that your chances of being approved are better than those from bands we did not ask to send a packet in. By the way, our A&R Team Members are on our selection panel, so it also means you now you have at least one (or more!) votes.

You also receive the benefit of applying with us directly, and not through a third party service like Sonicbids. Because of this, you avoid the extra fees they charge for those who submit through them. Please make sure you apply through the link we have already sent you as a referred artist.

## **13. WHAT DID YOU REALLY THINK OF MY MUSIC?**

Well, actually, at this early stage, the A&R Team are the guys we have asked to scour the web, to attend shows when and where they can, and to try to help us find the best new "undiscovered" talent that they can. We are not trying to just find the bands with the most "buzz." We are looking for UNDISCOVERED talent. Our A&R Team is tasked with finding artists for us that they think are worthy of our time and attention, and then they pass your name on to us and invite you to apply. You have been contacted by one of them, so they obviously think you are good enough. Now we just have to have our selection panel confirm their opinion.

Keep in mind that the referral you received from one of our A&R Team is not a guarantee that we will schedule you. First, you do need to be confirmed by the panel. (That is why we need you to submit the application.) Then, we can hash out dates and logistics.

As for the review so far, before you have applied officially, we DO try to stay caught up, listening to the music as it comes in, but in these early stages, we are not SCRUTINIZING your music. We merely are deciding whether to put you in the pool we will pick from. And, until you officially apply, it is our policy not to offer our opinions to you as to what we thought of your music.

### **THERE ARE 2 REASONS FOR THIS:**

**First:** We just do not have the time to sit down and analyze your music as a whole and offer you over the phone or by email, a detailed analysis of what we thought and what you should do to improve. Not at this stage at least. (I mean, come on, you haven't even applied yet.) We get almost 1,000 applications a year. Those are bands we obviously need to make a priority to analyze and listen to first. We just can't take the time to be overly invested in evaluating a band that hasn't even applied yet.

**Second:** We are trying to avoid the kind of confusion that comes to an artist who is initially well received by our staff but is then beat out by a better band. These bands typically feel like we cheated them somehow when we don't end up approving them from the pool of applicants.

Their logic goes that if we liked them when we heard them, then that means we should pick them. (Which would be the case, if we hadn't found someone better as the application process continued.) Nobody likes to be beat out for a position on a tour like ours. We found that it helped if we didn't build expectations with bands by raving about their music so early in the process. (Trust me, if we think you are absolutely amazing, you'll hear about it when we approve the bands... but not so much until then). It just is easier this way. For both you and us.

If you REALLY want a detailed analysis of your music, along with suggestions and advice on what you can do to improve or what steps you can take next, we do occasionally work with artists as consultants and you can contact us separately about that. We do charge a fee for that service. (This is not an advertisement, just letting you know in case you really want something like that.)

