

10 Music Square East

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Are You Making the Most of Your Business Atmosphere? Is Your Business Protected?

Dear [name]:

Think back to an important time in your life.

When you hear a song from that period, how does it make you feel?

Music has the power to trigger memories, transform moods, stir emotions and create an inviting atmosphere. It enriches our lives. And it can enrich your business.

There are few public places where music isn't played. That's because managers like you know what a difference music can make.

I'm writing today to help you enhance your business through the use of music, while, at the same time, protecting your business from liability.

You see, music is a product – one that's protected by the federal government. *That means any time music is broadcast or performed in public, businesses must have permission from the songwriter, composer and publisher of each piece of music played.* Can you imagine the time and expense it would take to obtain permission for every song played in your establishment over the last year? As a businessperson, your attention is needed elsewhere.

That's where BMI comes in...as your advocate. BMI delivers the world of music you, your customers and your employees want to hear. With more than 3 million works by award-winning songwriters and composers from all musical styles, BMI is your gateway to nearly half of the music played in the USA every day! *Simply put, BMI is your easiest, most cost-efficient means of complying with U.S. Copyright Law and making music work for you.*

Here's how it works:

For a nominal annual fee, which amounts to pennies per [employee, square footage or average number of patrons], your business receives a grant to play any selections from BMI's extensive musical catalog. *That's it! One agreement, one source, one permission gives you legal access to some of the most popular music in the world!*

When you sign a business license with BMI, you're entitled to these benefits:

- A toll-free number for questions about licensing or your account
- Unlimited access to the music of the Beatles, Wynonna, Sting, Elvis, Leonard Bernstein, Michael Bolton, Dolly Parton, Harry Connick Jr, and others
- A BMI certificate and decal that display your compliance with the U.S. Copyright Law
- Help in selecting a music genre that's targeted to your setting

In addition, you'll know that your fee enables the continued growth of music in this country and in the world.

Please don't ignore this letter! We want to help you understand your legal obligations, protect your interests and simplify your administrative tasks. I encourage you to call BMI's toll-free helpline [list number] or call your business lawyer to discuss the enclosed material. If your business uses BMI-licensed music, you can easily meet your responsibilities by completing and returning the enclosed BMI Music Performance Agreement, along with the appropriate remittance, in the postage-paid envelope provided.

I'm confident you'll agree that BMI is sound advice and a sound investment (puns intended!) if you use music in your business. Don't delay! Let us hear from you!

Sincerely,