



FRETMONKEY

R E C O R D S

“The most progressive record label in the guitar world!”



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Welcome to FRETMONKEY RECORDS!

“The most progressive record label in the guitar world!”

Have you heard about the record label founded by 23 artists across the world whose mission is to change the trajectory of the music industry on behalf of all DIY musicians across the globe? Neither have we....until now!

Although FRETMONKEY™ RECORDS formed in late 2015 as an audio and music video production studio by Kevin Blake Goodwin and his family, it was an inspired vision of uniting independent, talented musicians across the globe under one collaborative record label that led to the unique formation of FRETMONKEY™ RECORDS – the record label. What Goodwin found were 22 other award-winning and notable musicians spanning 10 countries who felt exactly the same way. The concept evolved and their efforts resulted in a one-of-a-kind, innovative artist-ran record label where the artists inform the decision-making and day-to-day operations of the label. With the premise that they are collectively stronger as a community of musicians rather than as solo independent artists (collectively FRETMONKEY artists have more than 60 million social media views), their mission is to capitalize on their collective voice to create career-changing opportunities for themselves and to create similar opportunities for Do-It-Yourself (DIY) musicians across the globe.

The record label represents award winning artists like Don Alder (winner of all top guitar competitions in the world), Gary Lutton (winner of the UK-based televised competition *Guitar Star*), Jake Hertzog (winner of the *Montreux Jazz Guitar Competition*), Manan Gupta (winner of the prestigious international *Lee Reitner's Six String Theory Competition*), Travis Bowman (winner of the national *Ernie Ball Acoustic Prodigy* contest), Kevin Blake Goodwin, Justin St-Pierre and Jamie Dupuis (winners of the international *Canadian Fingerstyle Guitar Competition*), and Ali Deniz Kardelen (*Indiana Fingerstyle Guitar* champion). The label also represents acclaimed musicians like Adrian Bellue, Adam Crossman, Aaron Edward, Kyle Horn, Haythem Mohammed, Raf Qu, Oscar Mendez, Geordie Little, Anthony Troy, Joseph Lyle, Dana Merritt, Jacob Quistgaard (Quist), Kris Schulz, and singer-songwriter acoustic pop sensation Tyler Sellers.

In addition to the record label, **FRETMONKEY RECORDS** produces a popular weekly syndicated guitar internet radio show, "**Slap Nutz**," that airs in the United States, Canada, South Africa, and the UK with a potential audience of up to 1 million listeners! We have also launched a 24/7 live-streaming **FRETMONKEY Playlist** and have expanded our reach through corporate partnerships in the music industry and by sponsoring such events like the Berlin Acoustic Guitar Night, the Alchemy Singer-Songwriter competition, and notable guitar competitions like the Canadian, Indiana, and the Arkansas fingerstyle guitar competitions. We have also released the first of a series of quarterly album compilations with companion tablature books highlighting FRETMONKEY artists, and have expanded into film and TV placement. We have secured a top-notch Los Angeles-based co-management team, **J2 Music**, to help us usher in this new era in the music industry. Our 2017 debut of **FRETMONKEY NATION**, a social media-driven website platform designed to bring community and similar opportunities to DIY musicians across the globe, forwards our vision to be “the most progressive record label in the guitar world!”

We hope you will partner with us as we do great things for all independent artists across the globe!

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.” Margaret Mead

The FRETMONKEY Brand



FRETMONKEY RADIO



FRETMONKEY
RECORDS



FRETMONKEY NATION

Our rapidly expanding FRETMONKEY brand presents a number of opportunities for your business to advertise to a much larger audience of independent musicians! Whether you prefer your product to be advertised on our FRETMONKEY RECORDS social media platforms and website, FRETMONKEY syndicated radio show, or our much-anticipated social media-driven website platform, FRETMONKEY NATION, we have an advertising platform to fit your marketing needs and budget. Not sure you have the marketing tools to effectively advertise on these platforms? You are in luck! We are a full-service audio and music video production studio that specializes in making high-quality audio clips (e.g., jingles), music videos, and product demonstration videos played by some of the most talented musicians on the planet!



FRETMONKEY RECORDS Studio



FRETMONKEY Slap Nutz Radio

Creative Marketing Opportunities for Your Business

“Slap Nutz” Weekly Syndicated Internet Radio Show (airing in 4 countries and growing!)

- Product advertisement jingle for your brand to air on our radio show
- Weekly product creative (ad) on our radio show
- On-air product/demonstration interviews on our radio show (and linked to our YouTube)
- Product advertisement spots on FRETMONKEY’s 24/7 Streaming Playlist

FRETMONKEY NATION

- Header advertisement and/or prominent logo placement on our FRETMONKEY NATION homepage to include a link to your website and/or product demonstration video

FRETMONKEY YouTube Channel

- Prominent placement of your product demonstration video(s) on the FRETMONKEY YouTube Channel with your very own product header

Quarterly Compilation Albums and Tablature Books

- Logo placement on the back of our FRETMONKEY RECORD Compilation Album(s) and Tablature Book(s)

FRETMONKEY Website and Social Media Channels

- In addition to our YouTube Channel, we have a lot of fans who would love to check out your product on our popular Facebook, Twitter, and Instagram social media pages and website

OUR TEAM



Kevin "Blake" Goodwin
Founder &
Chief FRETMONKEY
Studio Audio Engineer,
& Video Production



Dr. Alicia Cotabish
Owner & Artist Management



Dennis Cotabish
Owner & Financial Manager



Brooke Goodwin
Artist Relations



Aaron Edward
Project Manager &
FRETMONKEY Artist



Mark Grover
Tablature Transcriptionist
& Merch Manager



Elliot Prestwich
FRETMONKEY Nation
Manager
Image Punch Entertainment



Jonathan McHugh
General Manager, LA Office
J2Music



Jonathan Platt
General Manager, LA Office
J2Music

OUR ARTISTS

Don Alder



Adrian Bellue



Travis Bowman



Kevin "Blake" Goodwin



Jake Hertzog



Kyle Horn



Adam Crossman



Jamie Dupuis



Aaron Edward



Ali Deniz Kardelen



Geordie Little



Joseph Lyle

Gary Lutton



Oscar Mendez



Dana Merritt



Quist



Tyler Sellers



Kris Schultz



Haythem Mohamed



Raf Qu



Manan



Justin St-Pierre



Anthony Troy

