



## What is Music with Mar.™?

MwM has many aspects to it.

1. The interactive music and movement program that instructors teach throughout the country, as well as internationally;
2. Conducting trainings for people/centers that want to learn
  - a. how to use music in their programs; and
  - b. the brain research behind it.
3. Recording the music to support that program; and
4. Product line to support the program.

The costs cover the licensing rights, training and materials to run classes. It is important to point out that to run a music class for families and charge money, one must pay a licensing fee to anyone whose music is used in those classes. To do so without paying those fees is illegal.

The program is designed so that, after initial investment, it pays for itself. MwM is creative in working with people and encourages suggestions for being flexible in working with your financial situation.

This program is brought into schools, as the schools host the community program and may become certified. This certification means that the entire staff undergoes at least 6 hours of training on brain research and using music and receives all the supportive materials to implement it.

Following is a break down of the licensing information.

## Music with Mar. Licensing Information

Obtaining a Music with Mar. license entitles you to the following:

1. the right to run "Music with Mar." classes;
2. availability to buy product at a 45% discount for resale;  
(Non-Music with Mar. products will have a 35% discount)
3. the right to bring classes to schools, libraries, private organizations;
4. option of presenting music in open house presentations;
5. the rights to conduct concerts and listening parties;
6. the right to use the "Music with Mar." logo;
7. listing on "Music with Mar." website, Quarter Note and voice mail; and
8. the materials needed to run a class.

To obtain these rights, you must meet the following requirements:

1. attend at least 3 "Music with Mar." classes;
2. participate in 3 hours of workshops;
3. teach one class alone;
4. teach one class with Mar. observing;
5. meet with Mar. to discuss questions;
6. pass a written test to receive certification; and
7. pay the initial fee

Music with Mar. has the right to revoke licensing if the instructor:

1. fails to attend the annual workshops;
2. does not adhere to the format of the class;
3. does not pay annual renewal fee;
4. behaves in a manner which is unacceptable, to include
  - a. verbally or physically abusive;
  - b. conducting class while intoxicated;
  - c. not showing up for scheduled classes;
  - d. failure to keep accurate attendance records; and
  - e. habitually late for classes.
5. does not respect the territories of other instructors; and
6. misses two meetings (meetings can be made up by special arrange me.





**MATERIALS SUPPLIED**

**Recordings and DVDs**

- ♪Class Demo (DVD)
- ♪And That's Why Music's Important! Book + 4CDs w/DVDs  
     Music with Mar., Songs for a Great Day!, More Music with Mar., Mr. Froggy's Family
- ♪Tunes 4Tiny Tots (CD & Book)
- ♪Safety Quad Box (set of 4 safety CDs & DVD)
- ♪Wide-mouthed Bull Frog (CD & DVD)                      ♪It's a Zoo on Here! (CD & DVD)
- ♪Jazz Up Your Language Arts & Math with Mar.(CD ) ♪Jazz Up Your Language Arts & Math with Mar. (DVD)
- ♪Jazz Up Your Language Arts (a little More) (spindle)
- ♪Triple Feature DVD - Tunes for Tiny Tots; Playing and Learning Music; Start Each Day With a Song
- ♪Adding Animals (spindle)                                      ♪Subtracting Animals (spindle)
- ♪Start Each Day with a Song (spindle)                      ♪ Playing & Learning with Music (spindle)
- ♪Hear Me Sing; Watch Me Dance (spindle& DVD) ♪Music Makes It Memorable (spindle)
- ♪A Musical MARathon (spindle)                              ♪Start the Music (spindle)
- ♪Mr. Froggy's Friends' ABCs (spindle)                      ♪Multiplication Moves (spindle)
- ♪Divide and Conquer Math (spindle)                      ♪MARry Christmas / Hoppy Holiday (spindle)
- ♪Singing in a Different Key (spindle)                      ♪Everybody Speaks Music(spindle)
- ♪unFROGettable (spindle)                                      ♪Music Makes Me Wanna Move (spindle)
- ♪Singing and Signing Animals (spindle)                      ♪Having a Ball with Music (spindle)
- ♪Songs I Hadn't Sung Yet (spindle)                      ♪My Mindful Music (spindle)
- ♪Mr. Froggy's Fitness Fun (spindle)                      ♪Show Me How You Move to the Letters (spindle)

**Books:**

- Wide-mouthed Bullfrog              Bunny Foo Foo      Mr. Froggy's Friends' ABCs
- I Love You Rituals (bk + 2 CDs) by Dr. Becky Bailey (CDs by Mar.)

**Puppets:**

- ♪Mr. Froggy Puppet      ♪Tadpole/Frog      ♪Set of Finger puppets (wCD/DVD)      ♪ Rabbit in the Hat ♪
- unFROGettable Bear      ♪1 additional puppet of choice                      ♪ Bunny Foo Foo

**Instruments:**

- In Mr. Froggy Backpack:  
     Set of 18 sticks - 12 blue/6 red      18 kazoos      Jingle Bells      2 Tom drum w/mallet      Jingle Taps  
     tap-a-tap      Star Tambourine      triangle      Tone block      2 maraquita claves      6 shaker eggs
- In Mr. Froggy Sports Bag:      Set of 18 sticks - 12 blue/6 red

**Supplemental:**

- Adult t-shirt and polo w/logo              18 bean bags              10 I Sang with Mr. Froggy Stickers      5 Clingees
- Set of Today is Monday cards              50 class cards              5 Single Song Download Cards
- Tote Bag              Beach Ball                                      10 pens                                      10 magnets

Optional instruments/puppets can be purchased. All instruments used in class must be approved by Music with Mar. Licensees receive one copy of any new materials produced by Mar. at the time of their first order after its release. Instructors wishing to purchase additional supplies at the time of start-up (when making initial payment) can do so with an additional 10% discount. This cannot be done for duplicate products, such as two Mr. Froggy's. (Instruments can be duplicated.) This purchase will not count towards sales rewards.

Materials purchased by instructor for use and resale will not be bought back when / if license terminates.

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## Cost and Responsibilities for Licensed Instructors

The cost of the licensing for "Music with Mar." (inclusive of the materials) is \$1200 or a one-time discounted payment of \$1000. All money collected at classes is the instructor's money to keep. MWM does not take a percentage. There will be an annual renewal fee of \$500. If paid on a quarterly basis, the fee is \$600 and paid in 4 quarterly payments of \$150 each. This fee will cover your receiving new products, continued licensing rights, the bookkeeping, listing your classes in all written promotional materials, workshops and inclusion of your classes on the website. When teaching in a certified center, part of their renewal fee goes to the instructor and helps to pay renewal fees.

Payment can be made in four installments. This allows for the running of classes to recover the investment. The first payment is a non-refundable \$45 application fee followed by \$555 when the application is accepted. There are three more payments of \$200 each for the next three months (set up after classes have been established.) All product will be delivered upon the first payment. The renewal fee will be due one year from the date of the payment of your last installment and after you have successful classes up and running.

### Projected earnings:

<u>#people</u>	<u>2 45-min. classes</u>	<u>4 45-min. classes</u>	<u>6 45-min. classes</u>
10	\$200	\$400	\$600
15	\$300	\$600	\$900

### Hourly Rate:

<b>\$ 50</b>	<b>\$100</b>	<b>\$150</b>
<b>\$ 75</b>	<b>\$150</b>	<b>\$225</b>

Figures based on 4 hours (2  $\frac{1}{2}$  at school; 1  $\frac{1}{2}$  travel)

These figures are based on a \$10/family charge. By having 40 people attend per week, your initial investment is usually recovered within two months! This does not include product sales. At a 50% mark-up, sales of five CDs will yield a \$30 profit.

