



## Thanks for Naming Your Price

*"There is nothing more difficult to take in hand, more perilous to conduct or more uncertain in its success, than to take the lead in the introduction of a new order of things." - Machiavelli*

---

Friend of Deep Elm:

Thanks for downloading an album or more from our catalog of nearly 220 releases (over 2,200 songs), each of which is now being offered on a **Name Your Price** basis. Below is an explanation of our Name Your Price download offering for personal audio enjoyment. It applies to every single release in our catalog.

Because Deep Elm Records firmly believes in the power of music to inspire, engage, comfort and console, we adopted a Name Your Price (**aka "Pay What You Can"**) model with no minimums, to ensure that the music of our bands can be experienced by everyone around the globe...and for all the right reasons. *We are the very first record label to offer its entire catalog in this format.* It's a bold and unprecedented move towards getting our music into the hands and ears of as many people as possible.

Name Your Price is not meant to allow everyone to receive free or nominal (\$1) downloads. Our music is made available to you after months of expense, time, energy, sacrifice and dedication. And behind the music, the artwork, the lyrics, the spirit of it all...are people just like you. *So we leave it up to you to decide its value, not its price.*

***If you have means...***

and parted with some dough in exchange for your download, we sincerely appreciate it! Thank you. In this age of rampant music piracy and legitimate digital streaming, most bands have seen albums sales all but disappear. Your support will help our bands continue to move forward on an independent basis. For just a few bucks or more, you have received something that will last a lifetime. Something that will move your soul. Something that will always be there when you need it. Again, thank you.

***If you sincerely have zero means...***

we're happy that you still got your download on! We know times are tough for some. If you really couldn't skip a latte / beer / movie / etc. and pay a little something, we kindly ask that you follow through and honor our request (*located on every album page*) to share on your Instagram / Twitter / Ello / Facebook / etc. and tell your friends about each album you downloaded. Please include a link! Post about every album as you listen to and enjoy each one. This is all we humbly ask. Our bands are depending on your word of mouth, so pay it forward. Thanks!

***If you took a freebie / you're feeling guilty / realize now that yes, you can part with a few bucks...***

simply go back to [deepelm.com/music](http://deepelm.com/music) or [deepelmdigital.com/music](http://deepelmdigital.com/music), locate the album(s) you previously downloaded and Name Your Price. Forward the *new download link* you'll soon be receiving via email to a family member or friend. Or post the link on social media for some lucky soul to grab. Better yet, forward the link to someone you aren't getting along with! For being awesome and doing the right thing, *pat yourself on the back*. Don't you feel great? You should, because we're in this together. Thanks!

*Your support of our artists is a key element in the creation of their music.* Our humble indie label is about bands and fans coming together, creating something that stirs the senses and sharing those times that we remember forever. We have faith that people, like you, will find it in their head and their hearts to **Name Your Price**. How long this lasts is not up to us...it's up to you.

**We're not just making music together, we're making history...**

Love and Aloha,

The Bands and Staff of Deep Elm Records

---

**Important Notice:** Name Your Price applies to personal audio enjoyment only. Name Your Price does not apply to music licensing. Any usage of copyrighted music in synchronization with video for any purpose whatsoever is subject to a paid licensing agreement. Gratis / free usage of music is not permitted nor allowed under any circumstance. For more info or to get a quote for usage, go to [deepelm.com/licensing](http://deepelm.com/licensing) and click the Licensing FAQ / Quote Request button. Thanks.

---

**100% Independent**

All Content © 2016 Deep Elm Digital LLC