

Tea Leaf Green

Dear Street Team Member,

Thank you for your continued help and support of Tea Leaf Green! Our fan base has always helped us in many different ways and we truly appreciate it. With your help in spreading the word about our shows and music, you might earn us new fans and remind old fans of a hometown show. ***When helping promote a Tea Leaf Green show, please remember that you are our representatives!***

We are adding all of the street team materials digitally to our Web site so each street team member, and any fan that wants to help “on the fly” can get the street team goods quickly. To get these materials, and increase the amount of time to help promote, go to the street team section on the Web site:

<http://www.tealeafgreen.com/street-team.php>.

On the site you will find a letter from the band, a specific show poster for each show, and a document that contains a handbill sheet. This sheet has 4 handbills on it for each show, so you can print multiple pages out, cut them into individual handbills and be on your way to spreading the green love.

Some ideas on hanging the posters, passing out handbills, and distributing music samplers:

- Please hang the posters in a visible location, preferably in a heavy traffic area where a possible TLG fan might be walking/talking/drinking/shopping. Record stores, college campus, bars, head shops, and coffee shops are great places to pass out handbills. Other rock, jam, or blues concerts in the area are also great places to spread the word about shows with handbills.
- **Be aware of city ordinances against hanging posters on certain things, i.e. telephone polls. Always ask permission before putting our stuff up. Always ask store owners/clerks for permission before leaving anything in a place of business.**
- When passing out anything related to TLG, show your own interest in the music; this should be an active, rather than a passive, effort on your part. Hand out samplers to people who you believe have a similar taste in music or at least look like they do (based on their t-shirt, stickers on their car, etc.). Try not to hand out samplers to people who are already fans, as current fans can download it for free off of our site at <http://www.tealeafgreen.com/music.php> (it is the 12/29/04 show from KPFA).
- Please hang the posters with correct show information at music stores and near music stores. We want music retailers to know about this band and be aware that there is a fanbase interested in our music.
- Be friendly with everyone that you encounter, even if they do not want to take a flyer. Not everyone wants to be bothered, and that is OK. Always leave the door open for them to become a fan in the future.

Again, thanks for your help!

Cheers,

Ben, Josh, Trevor, & Scott

p.s. If you have any questions, e-mail street-team@tealeafgreen.com