



**FIRST INVERSION  
RECORDING PROPOSAL**

Please complete this form and return to:  
Divine Art Ltd (A&R), c/o 11 Millais Road, Enfield,  
Middlesex EN1 1EF, UK

OR

First Inversion  
1617 Park Place Ave Suite 110-FI  
Fort Worth, TX 76110

Or send by email to :  
[proposals@first-inversion.com](mailto:proposals@first-inversion.com)

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**AR2(3/24)**

**PLEASE NOTE:**

First, read the document 'First Inversion Recording Brochure' which contains important information and project examples. If we accept this proposal, an estimate of costs will be provided on receipt of this form duly completed.

This will be subject to amendment depending on exact project specifications. This form will provide most of the information we need in order to assess whether your proposed recording is suitable for our catalogue, and to provide you with a detailed offer. You can complete this onscreen, or print it, complete by hand and scan/mail it back to us.

Please complete as fully and accurately as possible. If information is unknown, state "N/K".

Section 1 should be completed in the name of the person or organization who will enter into the contract and own the rights in the recording.

All UK & EU artist costs are subject to VAT if applicable.

If an outside agency is to be engaged to design and prepare artwork, this must be supplied to our factory specifications and subject to insertion of required text and images (barcode, company information and items required by law). A modest price allowance may be agreed in Agency projects, but is not guaranteed, as we still have to spend a great deal of time liaising with the designer and often the time spent is greater in these cases than when the design is undertaken in-house.

If you are registered as self employed musicians for tax purposes (certainly in the UK and maybe in other countries), then all of the costs associated with the production can be classed as a tax-deductible marketing expense as part of your "promotion of yourself as an artist". You should seek clarification from a suitably qualified accountant or tax advisor.

Step 1. Read the First Inversion Recording Brochure and be familiar with the contract types.

Step 2. Tell us about the recording project. We want your best elevator pitch for why someone should be interested in this recording.

# 1. Personal information

FULL name:

Address:

Country:  Postcode/ZIP:

Telephone:

Email:

Are you intending to produce your recording as:

Performing artist	<input type="checkbox"/>	Composer/author	<input type="checkbox"/>
Independent producer	<input type="checkbox"/>	Organization (orchestra, ensemble, etc.)	<input type="checkbox"/>

Has the recording already been made ? Y/N

Please confirm audio formats (ask your engineer for this information)

HD(24-bit) (always required) sampling rate:  CD master DDP (always required)

Multichannel (for SACD)  DSD/DXD  ADM

NB: apart from exceptional agreed cases, all recordings must be produced in 24-bit, 96k quality minimum.

If this is not the case with completed recordings, advise us. DSD version is useful.

If you have not yet employed an engineer, please ensure that you will be able to obtain HD96K minimum quality audio.

If your engineer is not Apple certified we will make an ADM master.

Please give name, address and email of your engineer/producer:







## 4. Options and details

### I am/we are applying for:

"Agency" contract (full funding, retention of ownership)

"Traditional" contract (smaller contribution, assignment of ownership)

Type of physical media: CD (stereo)  SACD (multi-channel)

DVD  Blu-Ray  Vinyl

Quantity of discs required initially (for yourself)

Quantity of digital audio cards required initially  
(note: minimum order 100)  
Cards expire after two years

### For traditional contracts only:

Standard royalty (15%)  waive royalty (£200 fee reduction)

### For all contracts:

Estimated number of CDs in set  
(maximum recommended playing time for one CD is 79.55)

### Preferred packaging

standard jewel case

Digipak (2-section)

Digipak (3-section)

Other (specify)

Are you supplying a cover image for consideration? (Y/N)

Program notes: will you provide notes for the booklet? (Y/N)

### Translations of notes required?

note: House style is English only, or English/German/French,  
but artists may prefer notes in their own language.

List languages here

(Cost: £120 / \$180 per thousand words per language)

or provide your own translations

*If your recording has not yet been made:*

Do you need a recording engineer/producer? (Y/N)

Do you have a recording venue? (Y/N)

NOTE: (see brochure & contract): Discs and audio cards may be sold by you direct at concerts, and via your own website but not to dealers, other websites or stores for which you will grant us exclusive rights.

## 4. Promotion and Press

- Note: Our package will include:
  - Preliminary press release (when contract signed and project confirmed)
  - Announcement of release to press and radio in UK and USA and select applicable markets and coordination with global distribution press partners
  - Distribution of promotional and review copies
  - PR campaign on release to include social media/online promotion, seeking feature articles and selected print advertising

Do you have an agent or manager through whom PR/press matters are arranged?

- If so, please provide contact details (name, company, phone, email)

Are you willing, if offered, to give a press or radio interview? (Y/N)

If you have your own website, please give URL, active social media, for yourself AND all principal artists/composers as far as possible. The more contacts we can use the better the publicity opportunities.

Note: we will provide a profile page for you on our website and will require a high res promotional portrait and updated biography (sent at later date).

### Links & Handles:



## Advertising

The standard advertisement cost for both traditional and agency packages are what we use to advertise for all releases in *Gramophone*, *BBC Music Magazine*, *Musical Opinion*, *International Piano*, *Strad*, etc. and online through music websites, social, and search advertising. Examples can be seen in our brochure.

If there are specific outlets and magazines you wish to place advertisements with, please let us know in the box below. If we are able to add them as part of your package, we can let you know, otherwise we can work with the outlet to negotiate a better rate, and potentially work with you in splitting the cost.

### Fanfare Magazine (US Based)

Fanfare Magazine offers a unique package for artists, and we have worked towards a negotiated rate, as well as a 20% offset from First Inversion for those who choose to take part. All of these advertisement options include an interview in the magazine, in front of paywall online access, web display, front cover mention, as well as the in-issue advertisement selected. Fanfare offers installment options if needed. Prices below do not reflect the 20% offset from First Inversion.

1. 1/3-page ad (\$850).
2. 1/2 page color ad in two consecutive issues (\$1400).
3. 1/2 page color ad and full page color ad in two consecutive issues (\$1700).
4. Full page color ad in two consecutive issues (\$2000).
5. Full page ad in one issue and inside front cover or inside back cover ad in the second issue (\$2500).
6. Inside front cover ad or inside back cover ad in two consecutive issues \$3000).

  
  
  
  
  

### For our information

Do you have plans for any local album release, or specific concerts, events, etc. that we should know for planning the release dates of this album/project? If so, please let us know in the box below. If not, when we get closer to slating your project for a targeted release, we can discuss whether this may be possible.

Please attach or send in an email dates and locations of concerts/recitals for the next 18/24 months (composers – list any concerts featuring your work you know of).

## Video Requirements

Video is an essential part of marketing your release, through online advertising, social engagement, retailer marketing, and on-platform use for streaming. This can range from professional video (at least one preferred), studio session videos, selfie-discussions of works, listening invitations, follow-the score, etc. Our marketing and production team can help with editing, if the material is in organized and filmed in high resolution. Otherwise, we will rely on you to provide these.

It is not a requirement that video be completed before submitting this proposal, but please indicate that you plan on creating, hiring, etc. and share your timeline for that material. If you don't have video material and don't plan on creating any, please let us know that too. While projects without video may not be accepted, this will be on a case-by-case basis. We will also be in discussion with you on release and channel timing for publication in relation to your release.

### Final Notes

Please send the completed form to one of the addresses on the front page, or preferably via email to [proposals@first-inversion.com](mailto:proposals@first-inversion.com).

If your recording has already been made, please ask your engineer to send us an audition copy (preferably a DDP pre-master) through a File Transfer service. It is better for us to hear before any final mastering so that we may make comments if necessary, and so that we can work with your engineer for the final embedding of metadata. If you prefer, you may send them an email with [proposals@first-inversion.com](mailto:proposals@first-inversion.com) copied, requesting that they work and arrange things with us directly.

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By completing this form, no legal obligation is created by you or First Inversion. This form is what enables us to make a decision on your project fit for the labels within the company and to create a costing proposal and contract draft.

Divine Art Ltd is a registered company of England no. 2003292  
Registered office: 176-178 Pontefract Road, Cudworth, Barnsley S72 8BE  
Divine Art Ltd is operated under the ownership of First Inversion, LLC  
First Inversion, LLC. Is incorporated in the State of Texas, United States of America  
Mailing Address: 1617 Park Place Ave Ste 110-FI Fort Worth, TX 76110  
Registered Office: 728 S. Saginaw Blvd, Saginaw, TX 76179