

Partnership with Tablaonline

What is partnership?

Partnership involves sharing part of the Tablaonline website that is aimed at promoting Indian Classical Music. Partnership to us is '**best endeavour**' to help each other positively.

Tablaonline is a quality independent website that is committed to developing partnerships with musicians, organisations and educators across the world to create a portal for Indian Classical Music so that our rich musical heritage reaches a wider audience.

What are the partnership categories?

- Music Promoters
- Touring Companies
- Conference organisers
- Media Companies
- Record Labels
- Educational
- Faith organisations
- Individuals
- Dance companies
- Related website

What are the benefits of partnership?

Once you become a partner, you will be given a secure login to access parts of the Tablaonline website. This access will allow you to add:

- Add your events in the events calendar. The event links back to your website where you may have fuller information about the event.
- Submit news, articles, reviews and interviews on Indian Classical Music.
- Publish educational material informing people of our musical traditions.
- Advertise audio CDs, DVDs or books on Indian Classical Music. The item advertised links back to your website where you may have fuller information about the item for sale.

Can our organisation become a partner?

You can become a partner if your organisation has an interest in promoting Indian Classical Music, which can also include elements of dance, faith, and contemporary music. However, we would not include organisations as partners where the main purpose is promoting other types of Asian arts like plays, theatre, comedy, folk, Bollywood, discos or parties.

How do we become a partner?

Partners need to be accredited by completing a partnership accreditation form. Accreditation allows Tablaonline to assess whether the aims of the potential partners is to promote Indian Classical Music.

What's the commitment involved in becoming a partner?

Once you are accredited and are given access to Tablaonline, we expect our partners to keep the website updated with your organisation's events that are associated with Indian Classical Music as well as providing the site with interviews, articles and news that may be of interest. Record companies are expected to post their collections on the website.

What does Tablaonline request in return for becoming a partner?

1. We would want the Tablaonline logo (that links to Tablaonline.com) displayed:
 - On your home page or in a mutually agreed place on your website within 30 days of being accredited.
 - In other publicity material that we may mutually agree to.
2. Work together to provide access to musicians that you work with so we are able to create profiles of them. This may include photography, filming and interviewing the musicians. This will be done in close co-operation and with the musician's full understanding and consent.
3. Allow us to advertise our marketing material at your events.
4. Best endeavour to use our space to further your aim's and objectives by regularly adding events, audio visual material, and articles to our site through the login system.

How can I find out more?

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