



2022 Collaboration Proposal

# The band

**Horror Dance Squad** is one of Estonia's most talked about metal bands at the moment.

Not afraid to stir up divisive opinions through their style and influence, the band's mission is to deliver a fresh blend of metalcore, punk, and pop with a vibrant and explosive live performance.

It's a mission with a message. Far from the typical doom and gloom expected from the genre, Horror Dance Squad aims to spread awareness of today's most pressing social and existential questions with an infectious positivity.

Since their inception in 2014, the band has had the opportunity to share their unique sound on both Estonia's biggest stages and abroad, including at Wacken Open Air and at next year's Impericon Festival in Leipzig, Germany.

[youtube](#)

[spotify](#)

[facebook](#)

[instagram](#)

[webstore](#)



# Current collabs

We have a current collaboration with House of Marsten (who represent Vans, Dickies and New Era in Estonia) to be their ambassadors in 2022. We have partnered up with Aria Guitars from Japan, who gives us free instruments and we are also doing a free giveaway for a guitar in the first half of this year. Had a smaller collaboration with Clothing company Kultprit (in our scene youtuber Nik Nocturnal for example is also endorsee) from India for last year's promo photoshoot and we are also models on their webpage. From beverage side, we have collab with Monster Energy drink, who provide us free drinks to our rehearsal room and have supported us financially on our bigger shows.

One of our biggest collaborations currently is with Estonian brewery "Anderson's Craft Beer". We have our own branded beer with our logo and name on it, which you could find from biggest supermarkets as well as from tiny beer shops and bars all around Estonia.

2021 highlight from the social media side was a successful campaign that we did for "Impericon's Next Generation Band" contest, which we also won. That meant daily posting on all social media platforms. With the main focus on Instagram/FB stories and posts, we also reached local media attention including spot in Channel 2 news program at Sunday night prime time.



# 2022...

Our plans for this year consist of 2 main focuses.

## 1. Content / Media creation

We have taken one of our goals to hit the TikTok (+ instagram reels/youtube shorts) market 2022 strong.

We redecorated our recording studio to be visually appealing and have the possibility to do pro-level videos, both audio and video wise. Content like;

- Instrumental & vocal playthroughs and performances
- videos of recording / backstage action
- Cover songs / collabs with other artists
- Different brand collabs
- Funny random goofy stuff and whatever else that comes to mind

## 2. Concert activities

Biggest project as of now: "Road to Impericon" (possibly fueled by Monster) – Going to play at Impericon Festival, which is definitely no. 1 festival in our scene.

For this we will be filming a lot of footage about the traveling, about the show and overall backstage action. We have already agreed on a videographer joining us on the trip for that.

Couple of shows planned in the beginning of year with Finnish promoter "Elektrik Products Booking" in Tallinn and Helsinki  
More to follow soon...



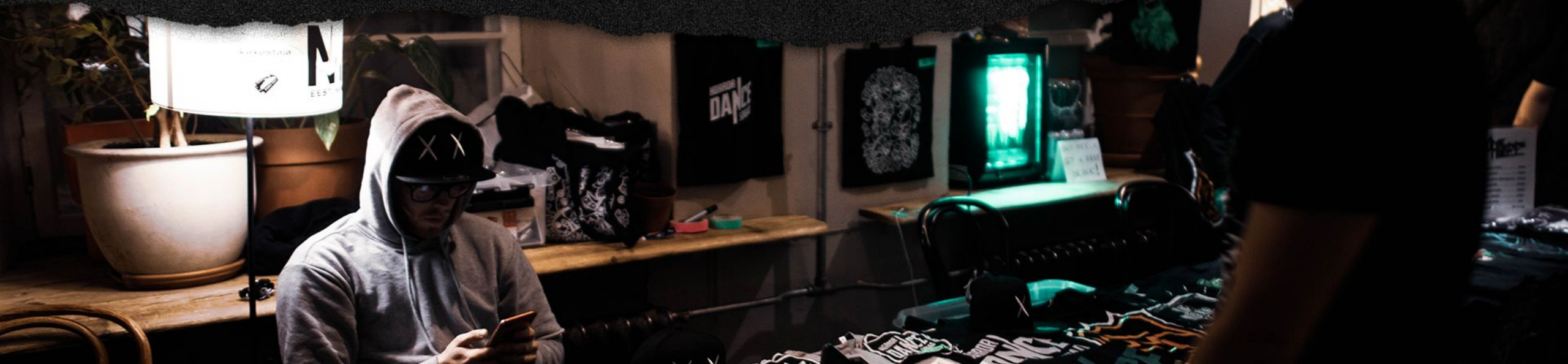
# What we can offer

## Social media:

- We could hang a Fireball logo (for example a LED one) in our studio so it would be constant fixture on the background on our videos.
- Having fireball bottles present in our recording videos / background.
- Promotional videos, Giveaway games.
- Check out our [instagram feed](#) for example. There's definitely some design room there as well to bring up our collab presence + of course we find more ways along the way!

## Live performances:

- Put magnet or sticker logos to our tour bus when travelling.
- At the Venue shows we can put/hang up the LED logos on stage / merch booth as we have done previously with Monsters for example.
- Add your logos to tour and live shows related videos



# What we would ask for it

## Monetary support:

- Our main ask would be a monetary compensation to help us pay our studio space rent. The average monthly fee for just the space + internet is currently throughout the year about 420€ (without VAT). Getting help there would leave us in better shape to put money into promotion (social media/youtube ads etc).
- The trip for the Impericon is a prize and does not have travel compensation. It would be financed by us, so we are looking for potential help there as well.
- Potential financial help to cover cost of Music videos.

## Non-monetary support:

- Fireball drinks for the studio, touring and video shoots.
- Fridge/drink machine etc (if you have something like that) to our studio.
- Fireball logos to use in our studio and live situations.
- Other promotional items which you feel suitable.



We know we are a niche, but it is a really cool niche - we have a very loyal following and crazy fans and we are really pushing it to the next level.  
Would be super awesome to continue this journey together with you!

Thank you for attention and feel free of course to contact us and open a discussion on everything in more detail!

Cheers!  
Indrek, Henri, Mikk, Ian and Karl  
Horror Dance Squad

Contact:  
[info@horrordancesquad.com](mailto:info@horrordancesquad.com)

[youtube](#) [spotify](#) [facebook](#) [instagram](#)  
[webstore](#)

