



AMERICAN PLATINUM  
Our Mission Reaches Beyond The Stage

Since its inception in 2015, American Platinum has stuck to this mission. Assembling a cast of players that are as much quality musicians as quality people, each bringing unique talents to the American Platinum family, sharing these core values:

**PERFORMANCE.** Our music will be handpicked to appeal to wide audiences, highlighted by musicians that perform it at a high level. We will strive to work with clients to develop value-added promotions and partnerships that are designed for the long-term success of both the venue and the band.

**QUALITY, INTEGRITY AND TRANSPARENCY.** From performances to business dealings, we expect it of ourselves and from those we do business with, on and off stage.

**RESPECT.** We extend it to each other as fellow bandmates, to those in our organization, our vendor partners and our audience by putting on the best possible show, every time. We further extend it to fellow bandmates to understand and appreciate family and careers outside of music.

**FUN.** Through commitment to these core values and our friendships, we will not forget that the journey itself is to be enjoyed, and that we have a unique opportunity to share our passion. An opportunity not given to many.