

Kelly Music Center: The Harmony Fund EVENT REVENUE PROPOSAL



MAY 20TH, 2025

KELLY MUSIC CENTER, HAVERTOWN, PA

Arranged by

Lorelie Hoover, Brantly Evans,
Shannon Carr, Jack Turner, Ava
Zukowski

Details

4 E Eagle Rd, Havertown,
PA, 19083

TABLE OF CONTENTS

Part 1: Overview/Budget Pg. 3

Part 2: Ticket Sales/Registration Pg. 8

Part 3: Sponsorship Plan Pg. 23

Part 4: Exhibit Space Plan Pg. 41

Part 5: Fundraising Plan Pg. 58

Part 6: Grant Plan Pg. 66

Part 7: Ancillary Income Plan Pg. 76

Resources Pg. 83

EVENT OVERVIEW



MISSION STATEMENT

The Harmony Fund aims to support aspiring musicians by raising funds for scholarships that foster creativity and musical talent. Through community engagement and collaboration, we provide opportunities for young artists to pursue their dreams, ensuring that financial barriers don't stand in the way of their musical journey

GOALS

1. Engage 200 attendees, including families, educators, and local musicians, to raise awareness about Kelly Music Center's programs and the impact of music education on young lives.
2. Secure 5 sponsors each contribute at least \$5,000 to directly support Kelly Music Center's scholarship fund for aspiring musicians.
3. Recruit 20-30 volunteers to assist with various aspects of the event, including setup, registration, and logistics



EVENT OVERVIEW

BACKGROUND/ EVENT DESCRIPTION

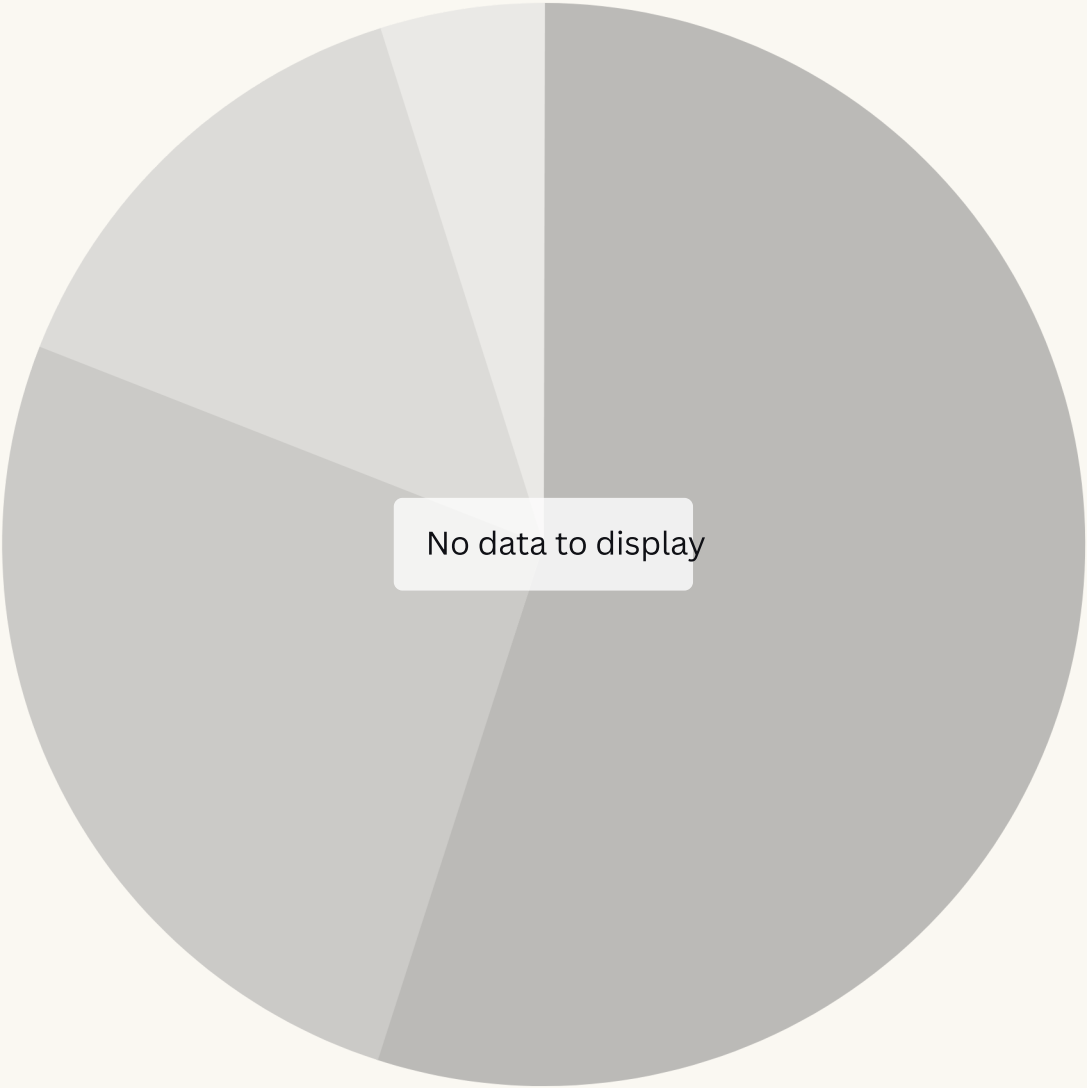
Ignite your passion for arts at the Harmony Fund, a captivating event dedicated to supporting the dreams of aspiring musicians. Through scholarships and community engagement, we break down financial barriers, fostering creativity and nurturing musical talent. Be there as we celebrate the top 5 performances of the night, where these talented young artists compete for life-changing scholarships that will propel their musical journeys. Join us as we rally families, educators, and local musicians to celebrate the transformative impact of music education on young lives. Together, we'll amplify the harmony that resonates throughout our community

EVENT OVERVIEW

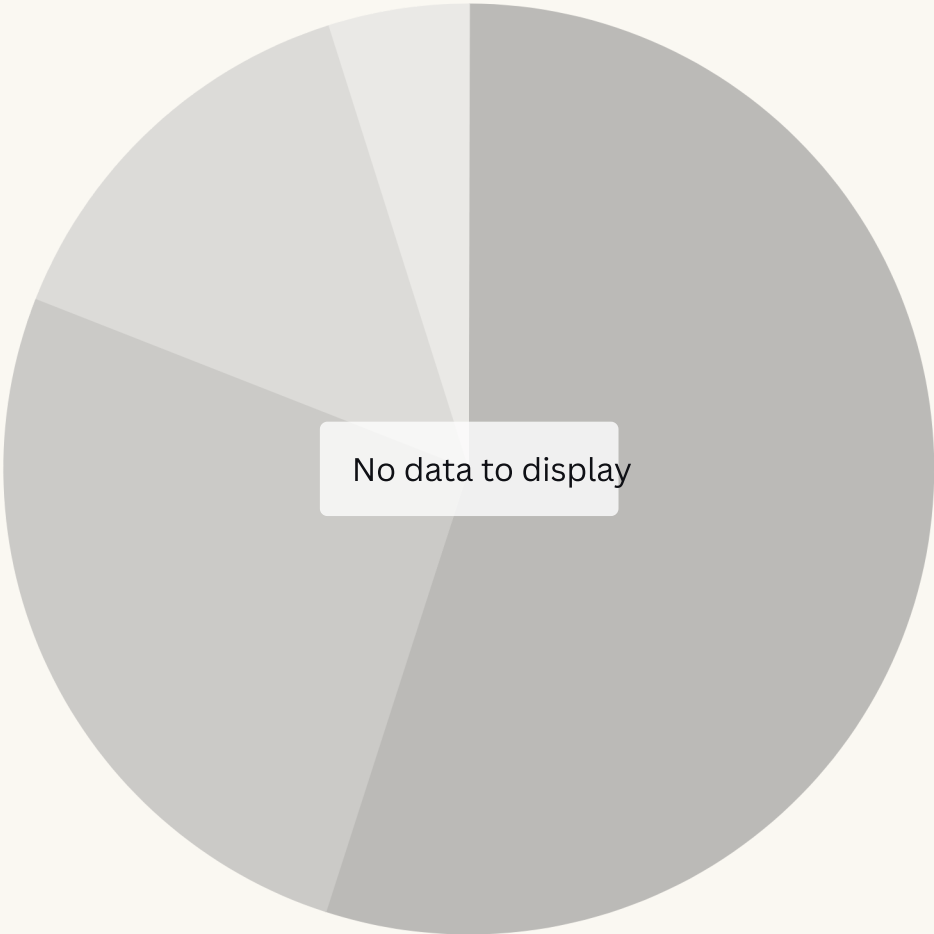
EVENT OUTLINE

12:00 PM - 12:30 PM	"Overture: Opening Ceremony & Scholarship Challenge Kick-off"
12:30 PM - 2:00 PM	"Audition Alley: Round 1 Performances"
2:00 PM - 3:00 PM	"Maestro's Mentorship: 'Celebrity' Speed Coaching"
3:00 PM - 4:00 PM	Crescendo Challenge: Interactive Music Fundraiser"
4:00 PM - 5:00 PM	"Semifinal Symphony: Round 2 Performances"
5:00 PM - 5:45 PM	"Melody & Mingle: Networking Interlude"
5:45 PM - 6:00 PM	"Donor's Duet: Scholarship Supporter Spotlight"
6:00 PM - 7:00 PM	"Final Forte: Championship Round"
7:00 PM - 8:00 PM	"Grand Finale: Awards Ceremony & Fundraising Crescendo"

BUDGET (REVENUE)



BUDGET (EXPENSES)



PART 2: TICKETING SALES/REGISTRATION

STRUCTURE



- 01 | Type 1: Participant Ticket: This ticket is free to participants, as we have sponsors for the prizes provided at the competition's end.
- 02 | Type 2: Family Member Price: These will be discounted tickets to the performer's family. Each ticket will be \$10 per person, and it includes parents and siblings within the discounted price.
- 03 | Type 3: General Audience Price: These Tickets will be \$20 a piece. The audience will pay this price if they are not any of the above-described family members

Any attendee that is 5 years old or younger is free

TICKETING/REGISTRATION PROJECTIONS:

We are projecting to sell 100 Tickets for the family member price because **we are projecting 50** participants. Assuming each participant uses 2 tickets, we will reach this prediction.

50 participants. Assuming each participant uses 2 tickets, we will reach this prediction.

We are projecting to sell 100 general audience tickets, between extended families, professors, and other music enthusiasts, we will not only reach this goal but go above.



TICKET SALES / REGISTRATION

PLATFORM

EVENTBRITE ESSENTIALS PLAN: IT HELPS ORGANIZERS CREATE, PROMOTE, AND SELL TICKETS TO EVENTS. IT IS WIDELY USED FOR EVENTS LIKE FUNDRAISERS, CONFERENCES, WORKSHOPS, CONCERTS, FESTIVALS, AND MORE.

- SERVICE FEE: 2% + \$0.79 PER TICKET
- PAYMENT PROCESSING FEE: 3% PER ORDER
- FEATURES: BASIC TOOLS FOR TICKET SALES AND EVENT MANAGEMENT.

EVENTBRITE CHARGES A FEE PER PAID TICKET, PASSED TO THE EVENT ORGANIZER OR ATTENDEE. FEES TYPICALLY INCLUDE A SERVICE FEE AND A PAYMENT PROCESSING FEE. OUR ATTENDEES WILL BE PAYING THIS FEE WHEN THEY ARE PAYING FOR THE TICKET.



TICKETING SALES/REGISTRATION

PROCESS

Participants

Participants need to register for the competition through Eventbrite, selecting the appropriate ticket type designated for competitors.

Provide Information: They need to fill out the specific registration form that requires:

- Name
- Contact information
- What they are performing (singing, dancing, instrument)
- School or company they currently perform with/for
- Schools they are interested in for the Scholarship
- We will then send out information through automated email confirmations sent by Eventbrite.
- Provide a picture to go in digital packet.

Attendees

Registration: Attendees also need to register for the event, often through a different ticket type set up for audience members (Family ticket or general audience ticket).

Payment:

- Credit Cards (e.g., Visa, MasterCard, American Express, Discover)
- Debit Cards (if they are branded with a major credit card network)
- Apple Pay (on mobile devices)
- Google Pay (on mobile devices)

TICKETING SALES/REGISTRATION

CONFIRMATION & COMMUNICATION PLAN

Confirmation Email:

Dear [Attendee's Name],

Thank you for your purchase! We're excited to confirm your attendance at The Harmony Fund on May 20th, 2025. It's going to be an unforgettable evening filled with inspiration and support for a great cause.

Here are the details of your purchase:

Event: The Harmony Fund

Date: May 20th, 2025

Time: [Event Start Time]

Venue: [Venue Name], [Venue Address]

Ticket(s) Purchased: [Number and Type of Tickets]

Order Number: [Order Number]

Total Amount: [Amount Paid]

Important Information:

- Entry: Please bring this confirmation email along with a valid ID for entry.
- Parking: [Provide parking details or directions if applicable]

If you have any questions regarding your tickets or need further assistance, feel free to reach out to us at [Contact Email] or [Phone Number].

We look forward to seeing you at The Harmony Fund and appreciate your support for this meaningful cause!

Best,

The Harmony Fund Team

TICKETING SALES/REGISTRATION

CONFIRMATION & COMMUNICATION PLAN

Reminders & Updates

Dear [Attendee's Name],

We're thrilled that you'll be joining us at The Harmony Fund next week! The event is fast approaching, and we wanted to send you a friendly reminder to help you prepare for a wonderful evening.

Event Details:

Date: May 20th, 2025

Time: [Event Start Time]

Venue: [Venue Name], [Venue Address]

Important Reminders:

- Bring Your Confirmation Email: To ensure smooth entry, please bring your ticket confirmation email along with a valid ID.
- Parking: [Include parking details or directions if applicable]

Event Highlights:

- [Mention keynote speakers, performances, or other notable activities]
- [Include any last-minute updates or schedule adjustments]

If you have any questions or need additional assistance, feel free to contact us at [Contact Email] or [Phone Number]. We're here to help!

We look forward to welcoming you to The Harmony Fund and sharing this unforgettable experience with you.

Best,

The Harmony Fund Team

TICKETING SALES/REGISTRATION

CANCELLATION & REFUND TEAM

Ticket Cancellations

- Before May 1, 2025: Full refund minus a \$5 administrative fee per ticket.
- After May 1, 2025: No refunds, but tickets can be transferred. Contact the event team for assistance.

Event Cancellation by Kelly Music Center

- If canceled due to unforeseen circumstances, attendees may choose a full refund or donate their ticket amount to the scholarship fund.
- Tickets will automatically transfer to a rescheduled date. Refunds are available upon request if the new date cannot be attended.

Volunteer Cancellations

Volunteers should notify Kelly Music Center as soon as possible if they can no longer participate. While no penalties apply for cancellations, advance notice is appreciated to ensure smooth event operations.

Sponsor Cancellations

- Sponsors who cancel their support on or before April 15, 2025, will be refunded 50% of their sponsorship fee.
- Cancellations after April 15, 2025, will not be eligible for a refund. However, sponsorship benefits may be transferred to another representative or organization upon request.

Refund Process:

Refund requests must be made in writing via email to [insert event contact email] and will be processed within 14 business days. Refunds will be issued via the original method of payment. All Eventbrite service fees, and processing fees are non-refundable.

TICKETING SALES/REGISTRATION

DATA MANAGEMENT & PRIVACY

Data Collection: To collect personal information for event registration, communication, volunteer coordination, and sponsor engagement

- Information Needed
- Attendees: Name, Email Address, Phone Number, and preferences (allergies & dietary requirements)
- Sponsors: Name, company name, contact information, and sponsorship details
- Volunteers: Name, Email Address, Phone Number & Availability

Data Storage – Secured Cloud-Based Systems, Encryption Protocols & Access Control

Data Usage – Communication & Volunteer Coordination

Data Privacy Compliance

- Legal Compliance: Data Privacy Regulations, including the General Data Regulation (GDPR)
- Privacy Policy Transparency: A detailed format made available on our event's exposure, explaining the type of data collected, purposes, retention period, and data subject rights

Data Subject Rights

- Access/Correction: Attendees, Volunteers, and Sponsors may request access to their data or corrections of inaccurate information at any time
- Withdrawal of Consent: Individuals have the right to withdraw consent for data processing. Requests can be made through displayed contacts

Third-Party Vendor Management

- Vendor Evaluation: Third-Party Vendors (ticketing platforms, payment processors) are evaluated for their data protection policies and must comply with our data security standards
- Data Processing Agreement: Contracts with vendors include specific clauses that require compliance with data protection regulations, ensuring data shared with third parties remains secure

TICKET SALES/REGISTRATION

ON-SITE CHECK IN PROCESS

Participants

Check-In: On the day of the event, participants will check in at a designated area, where they will receive a digital performance schedule, an informational packet about judges, scholarships and other information, and designated practice area/times. through a QR code at check-in.



Attendees

Check-In: On the day of the event, Attendees will check in at the front door and get their mobile ticket scanned (for both types of attendee tickets). They will receive a digital performance schedule, an informational packet about judges, scholarships and other information regarding the participants through a QR code at check-in.



Support Staff Plan (About 20 Volunteers needed)

TICKET SALES/REGISTRATION

ON-SITE CHECK IN PROCESS

Registration & Check-In Staff

- Role: Greet attendees and participants, verify tickets, and manage the check-in process using Eventbrite's scanning system.
- Staff Needed: 2 volunteers
- Duties:
 - Set up the registration area.
 - Use Eventbrite's mobile app to scan tickets or manage manual check-ins.
 - Provide hand stamps to attendees and wrist bands to participants.
 - Direct participants to designated competition/ practice areas.

Event Setup & Breakdown Crew

- Role: Handle the physical setup and takedown of the event space.
- Staff Needed: 5 volunteers
- Duties:
 - Set up signage, and any necessary competition equipment.
 - Arrange participant seating areas, judges table and warm up/practice areas.
 - Break down the setup post-event, ensuring everything is cleaned and returned to its original state.

Technical Support (AV/IT)

- Role: Ensure that all audio, visual, and IT needs are met during event.
- Staff Needed: 2 tech-savvy people.
- Duties:
 - Set up microphones, projectors, speakers, and computers.
 - Troubleshoot any technical issues during the event (e.g., sound or video problems).
- Assist with recording the performances.

TICKET SALES/REGISTRATION

ON-SITE CHECK IN PROCESS

Crowd Management/Security

- **Role (6 Positions):** Manage crowd flow, ensure safety, provide security and make sure everyone has the information needed.
- **Duties:**
 - Guide attendees and participants to their respective areas.
 - Assist participants with competition schedules, locations, and any other event details/ questions.
 - Monitor entry and exit points and provide general direction & info
 - Coordinate with venue security to ensure the safety of attendees and participants.

Food & Beverage Staff

- **Role:** Manage food service and refreshment stations.
- **Staff Needed:** 2 people
- **Duties:**
 - Set up food and beverage stations.
 - Manage the distribution of snacks and drinks.
 - Ensure food safety and cleanliness in service areas.

Marketing & Comm. Staff

- **Role:** Manage social media, event promotion, and communications during the event.
- **Staff Needed:** 2-3 people.
- **Duties:**
 - Run live social media updates (e.g., Instagram, Twitter).
 - Handle communications between the event team and attendees/participants (announcements, schedule updates).

TICKET SALES/REGISTRATION

TECHNOLOGY & EQUIPMENT: EQUIPMENT CHECKLIST

Audio/Visual Equipment:

- PA System (microphones, speakers, amplifiers)
- Wireless Handheld/Lapel Microphones (for speakers and performers)
- Stage Monitors (for performers to hear sound clearly)
- Projector and Screen (for presentations, videos, or slideshows)
- Lighting Equipment (spotlights, stage lights, ambient lighting)
- AV Control System (mixing consoles for sound and lighting)
- Backup Power Supply (generators or uninterruptible power supply for AV equipment)

Stage and Performance Setup:

- Stage (Platform) (with appropriate dimensions)
- Podium/Lectern (for speeches)
- Music Equipment (instruments, amps, or playback devices if there's live or recorded music)
- Stage Decorations/Backdrop (banners, props, etc., to match the theme)

TICKET SALES/REGISTRATION

TECHNOLOGY & EQUIPMENT: AUDIO/VISUAL TECH. & IT SUPPORT

Sound Engineer:

- Responsible for setting up, testing, and managing the PA system, microphones, speakers, and sound levels. They ensure clear audio for both speakers and performances.

Lighting Technician:

- Manages the lighting setup, including stage lights, spotlights, and ambient lighting. They will control the lights during different segments of the event (presentations, performances, etc.).

Projection/Video Technician:

- Handles the operation of projectors, video playback, and any live video feeds on screens. They are responsible for cueing up presentations, slideshows, or videos during the event.

Stage Manager:

- Coordinates stage transitions, ensuring that performers, speakers, and technical setups (like AV) are ready for smooth transitions between segments.

Network/IT Technician:

- Provides support for internet connections, ensuring a reliable Wi-Fi network, particularly if there's live streaming or if attendees and staff need access. They also troubleshoot connectivity issues and ensure any devices (laptops, tablets) used for registration or presentations are properly connected.

TICKET SALES/REGISTRATION

TECHNOLOGY & EQUIPMENT: REGISTRATION/CHECK-IN/EVENT APP

Registration and Check-In Support:

- Technical Support for Registration Systems:
- Ensures the registration software, ticket scanners, and check-in systems are working properly. They troubleshoot any issues with barcodes, QR codes, or attendee lists and handle system malfunctions.

Database/CRM Technician:

If you're collecting data (such as attendee information or donations), this technician manages the secure storage and integration of data into your systems.

Event App Support:

- Mobile App Technicians:
- If the event has a custom app for schedules, networking, or event updates, you'll need someone to assist with technical issues attendees may have (such as login problems or app navigation).

TICKETING SALES/REGISTRATION

Post Event Follow Up:

Subject: Thank You for Making Harmony Fund a Success! Share Your Feedback & Stay Connected

Dear [Attendee's Name],

Thank you for joining us at the Harmony Fund event, May 20th at Kelly Music Center. Your presence helped us celebrate and support the dreams of aspiring young musicians.

Thank You for Your Support

We are thrilled to announce that with your participation, we engaged over 200 attendees, including families, educators, and local musicians, and secured sponsorships totaling \$25,000 for the Kelly Music Center's scholarship fund. Your contributions are directly helping talented young artists pursue their musical journey without financial barriers.

We also want to extend our gratitude to our amazing 30 volunteers, who worked tirelessly behind the scenes to make everything possible.

Stay Engaged with the Harmony Fund!

The journey doesn't end here! We have more opportunities for you to stay involved:

Upcoming Events: Join us for future events as we continue to celebrate and support the arts.

Stay tuned for announcements!

Spread the Word: Help us reach more aspiring musicians by sharing our mission with your network.

Volunteer Opportunities: If you enjoyed being part of this event, consider volunteering for our upcoming projects.

Follow us on social media to stay updated on how your support is making an impact: [Social Media Links]

Share Your Feedback

We'd love to hear from you! Your feedback is invaluable in helping us make future events even better. Please take a moment to complete our short survey (it won't take more than 3 minutes):

[Link to Feedback Survey]

Thank You Once Again

Together, we made a difference. Your support is instrumental in creating opportunities for young artists and enriching our community through the magic of music. We can't wait to see you at our next event!

With heartfelt appreciation,
The Harmony Fund Team

PART 3: SPONSORSHIP PLAN

Target Audience Overview

Demographics

Age: 25-55 years old

Gender: Balanced mix of male and female

Income Level: Middle to upper-middle income households

Occupation:

Families with children

Music teachers and educators

Local musicians, arts professionals, and community leaders

Education: College-educated, with a focus on those interested in the arts and education

Interests

Music & the Arts: Enjoy live performances and support music education initiatives

Family & Community Engagement:

Involved in local communities and value family-friendly events

Philanthropy: Support charitable causes, particularly in education and the arts

Education Advocacy: Focused on programs that foster creativity and the development of young talent

Behavior

Event Attendance: Regular attendees of community events, fundraisers, and cultural performances

Philanthropic Giving: Contribute financially through donations, ticket purchases, and auction participation

Social Media Engagement: Active on Facebook, Instagram, and LinkedIn, sharing event content and supporting causes

Support for Local Initiatives: Prefer supporting local organizations with a direct impact on the community

Why They Matter for Sponsors

-Community-minded, family-focused attendees willing to donate or contribute to causes

-Opportunity for sponsors to gain visibility through branded giveaways, raffles, and promotions

-Ideal audience for local engagement and brand alignment with arts, education, and philanthropy initiatives

Demographics

Age: 16-24 years old

Gender: Balanced mix of male and female

Income Level: Middle-income families
focused on children's development

Occupation:

High school and college students

Dance students, aspiring artists, and young
musicians

Ambitious youth seeking to advance their
careers in music

Interests

Music & Performance: Passionate about
classical, contemporary, jazz, and other music
genres

Career Development: Looking for
performance opportunities, mentorship, and
career guidance

Music Education: Involved in formal music
training via schools, private lessons, and
community programs

Networking with Industry Professionals:
Seeking connections with musicians,
educators, and sponsors to advance careers

Behavior

Competition Readiness: Actively preparing for
performances and competitions to showcase skills

Community Engagement: Participate in local events,
music festivals, and live performances

Social Media Presence: Share music on YouTube,
Instagram, TikTok to build a following

Scholarship Seekers: Actively looking for scholarships,
grants, and financial aid for musical education

Why They Matter for Sponsors

Support Young Talent: Sponsors can gain visibility by supporting
scholarships, mentorships, or performances

Break Financial Barriers: Help participants grow by addressing
financial needs and creating opportunities for advancement

SPONSORSHIP PLAN Value Proposition for Sponsors

Benefits & Exposure for Sponsors

1 Branding Opportunities

Logo Placement: On event materials (banners, posters, programs, digital media)

Marketing Campaigns: Inclusion in social media, email blasts, and website promotions

Event Signage: Branding on venue signage and stage areas

Recognition: As a key partner in supporting young artists and breaking down financial barriers

2 Speaking Engagements

Event Participation: Opportunity to speak at opening/closing ceremonies

Award/Scholarship Presentations: Presenting awards, reinforcing commitment to talent development

Brand Mission Sharing: Present your brand's mission and values to attendees, participants, and industry professionals

3 Product Placement

Giveaways/Samples: Offer products or samples to event attendees

Showcase: Feature products during performances or intermissions

Creative Collaborations: Work with young artists to integrate products into performances, enhancing audience engagement

4 Media Exposure

Press Mentions: Featured in press releases and media coverage

Social Media Highlighting: Tagged and promoted across social platforms

Event Broadcasts: Interviews or shout-outs during live streams and event coverage

Influencer Collaborations: Reach wider audiences through partnerships with event influencers

5 Support for Young Talent

Scholarships & Mentorship: Sponsor scholarships, mentorship programs, or individual artists

Mission Alignment: Align with the event's goal of supporting emerging talent

Long-term Relationships: Build connections with future artists who may become brand ambassadors

Social Responsibility: Be seen as a brand investing in the future of arts and entertainment

SPONSORSHIP PLAN

RETURN ON INVESTMENT

MEASURABLE RETURN FOR SPONSORS

- 01** | **Increased Brand Awareness**
 - Prominent Branding: Across event materials, media coverage, and social media campaigns
 - Wide Audience Reach: Engage attendees, artists, and industry professionals
- 02** | **Direct Audience Engagement**
 - Speaking Engagements: Create valuable touchpoints to connect with potential customers
 - Product Placement: Drive product exposure during performances and intermissions
- 03** | **Sales Opportunities**
 - Lead Generation: Connect directly with event attendees, artists, and key decision-makers
 - Customer Loyalty: Enhance brand image by supporting young talent, fostering long-term loyalty
- 04** | **Detailed Data & Reporting**
 - Brand Exposure Metrics: Social media impressions, engagement rates, and media coverage reach
 - Attendee Insights: Demographics, engagement levels, and lead generation data
 - Surveys & Feedback: Assess brand perception, influence, and impact on customer loyalty

SPONSORSHIP PLAN

Potential
Sponsors

Yamaha: Instruments and
Equipment

Bose: Speakers and
Headphones

Philadelphia Orchestra:
Local Arts and Organizations

Live Nation: Music Agency

The Knight Foundation:
Arts and Culture
Sponsorships

MARKET RESEARCH AND PROSPECTING

Competitor
Analysis

Coca-Cola:

Active sponsor in the music
industry

Provides products at music
events

Operates Coke Studio: A
global music platform
collaborating with artists
worldwide

Tiffany & Co.:

Sponsored Beyoncé's tour by
providing all her outfits
Anthony Kooiker Music

Scholarship Fund:

Offers financial scholarships
to deserving music students

SPONSORSHIP PLAN

TIERS & BENEFITS

Platinum Sponsor (\$10,000+)

Brand Exposure: Premium logo placement on all event materials (digital and print).

Speaking Opportunity: Introduce key event moments (e.g., "Grand Finale: Awards Ceremony").

Exclusive Access: VIP table with front-row seating.

Digital Exposure: Prominent placement in social media, email campaigns, and website.

Tickets: 10 VIP tickets.

Gold Sponsor (\$5,000+)

Brand Exposure: Logo on event materials and stage signage.

Event Participation: Recognition in the "Scholarship Supporter Spotlight."

Networking Access: Invitation to "Melody & Mingle."

Digital Exposure: Featured in event promotions (emails, social media).

Tickets: 5 VIP tickets.

Silver Sponsor (\$2,500+)

Brand Exposure: Logo in event materials and digital schedule.

Event Participation: Shoutout during the "Semifinal Symphony."

Networking Access: Access to "Melody & Mingle" for 2 company reps.

Tickets: 3 VIP tickets.

Bronze Sponsor (\$1,000)

Brand Exposure: Company name in event materials.

Event Participation: Acknowledgment during opening/closing ceremonies.

Tickets: 2 VIP tickets.

Customized Packages:

Maestro's Spotlight Package (\$10,000+)

Exclusive Naming Rights (e.g., "Final Forte Championship Round").

Full-page ad in digital program, VIP access, branded giveaways.

Special recognition at event segments and networking opportunities.

Crescendo Supporter Package (\$5,000 - \$9,999)

Co-sponsor branding, half-page ad, VIP access.

Recognition during live-streamed event moments.

Networking opportunities and branded giveaways.

Harmony Advocate Package (\$2,500 - \$4,999)

Logo placement, quarter-page ad, VIP access.

Social media mentions, acknowledgment at networking interlude

SPONSORSHIP PLAN

SPONSORSHIP PROPOSAL & OUTREACH

Supporting Aspiring Musicians through Scholarships

Date: May 20, 2025

Location: Kelly Music Center, Havertown, PA

Dear [Sponsor Name],

We are excited to invite you to partner with "The Harmony Fund"—an event dedicated to empowering aspiring musicians through scholarship support. Hosted at the renowned Kelly Music Center in Havertown, PA, this event will bring together over 200 attendees for a day of inspiring performances, mentoring, and community engagement.

Your sponsorship will play a pivotal role in shaping the future of talented young artists, while also providing your organization with valuable visibility and community connection.

Overview:

"The Harmony Fund" will feature a full day of music, mentorship, and fundraising activities, including:

Opening Ceremony & Scholarship Challenge Kick-off

Performances from aspiring young musicians

Celebrity Speed Coaching

Interactive Music Fundraiser

Networking Interludes and Awards Ceremony

We aim to raise \$25,000 through sponsorships and ticket sales, which will directly fund scholarships for music students, ensuring they have the resources to pursue their dreams.

Why sponsor?

As a sponsor, you'll gain extensive exposure to a diverse and engaged audience. You will be aligning your brand with a cause that resonates deeply with families, musicians, and music enthusiasts, all while making a measurable impact on the next generation of artists.

Sponsoring "The Harmony Fund" offers several key benefits:

1. **Community Impact:** Your contribution directly supports aspiring musicians, making a lasting difference in their education and careers.
2. **Brand Visibility:** Reach a targeted audience of music professionals, families, and local influencers through pre-event and day-of promotions.
3. **Networking Opportunities:** Connect with community leaders, influencers, and music enthusiasts at exclusive VIP events and networking interludes

We offer three customized sponsorship packages, designed to give your brand exposure and engagement at various levels. Each package is adaptable to your needs and provides unique promotional benefits.

(listed above)

By supporting The Harmony Fund, you're investing in:

- Young artists' futures through scholarships and performance opportunities.
- Community enrichment, building a platform for the next generation of performers.
- Brand exposure, aligning your company with an inspiring cause that resonates with audiences passionate about music and culture.

To discuss sponsorship options or customize a package to suit your company's goals, please contact:

[Your Name]

Kelly Music Center Sponsorship Coordinator

Phone: (XXX) XXX-XXXX

Email: yourname@kellymusic.org

SPONSORSHIP PLAN

PERSONALIZED OUTREACH

Corporate Sponsors (e.g., Music Equipment Brands)

Subject Line: Boost Your Brand & Empower Aspiring Musicians!

Opening: Dear [Sponsor Name],

As a leader in the music industry, [Sponsor Company] has consistently empowered artists by providing world-class instruments and sound solutions. We believe that aligning with “The Harmony Fund” at Kelly Music Center is an ideal opportunity to further that mission while showcasing your brand to a highly engaged audience of performers and music enthusiasts.

Why It's a Perfect Fit: By sponsoring our event, [Sponsor Company] can directly connect with the next generation of musicians who rely on top-tier equipment to advance their careers. Your support would enable us to offer scholarships to deserving young artists and give them access to the tools they need to succeed.

With our Maestro's Spotlight Package, your brand will take center stage through exclusive naming rights, on-stage recognition, and premier logo placement at a time when all eyes are on the performers. Your company will also be recognized throughout our marketing campaign, bringing your name to thousands of local and regional music lovers.

We'd love to chat about how we can customize this opportunity to your goals.

Warm regards,

[Your Name]

Local Businesses (e.g., Restaurants, Cafés)

Subject Line: Support Local Talent & Bring Your Brand Into the Spotlight!

Opening: Dear [Business Owner],

At Kelly Music Center, we're proud to host “The Harmony Fund” on May 20, 2025, a unique event that not only showcases local musical talent but also supports our community's aspiring artists through scholarships and mentorship opportunities. As a beloved local business, [Business Name] has been a gathering place for this very community, and we believe there's a wonderful synergy in bringing your brand on board as a sponsor.

Why It's a Perfect Fit: By sponsoring “The Harmony Fund,” [Business Name] can strengthen its local presence and engage with the music community that is so essential to our cultural fabric. Your sponsorship would put your business in front of 200+ attendees and their families, aligning your brand with a cause that directly supports local talent.

Our Crescendo Supporter Package includes visibility for your brand at our event and across our promotional channels, as well as VIP access to the event. It's a chance to highlight your commitment to the arts while gaining exposure to an appreciative audience.

Let's schedule a time to chat about how we can make this partnership as impactful as possible.

Best regards,

[Your Name]

SPONSORSHIP PLAN

PERSONALIZED OUTREACH CONTINUED...

National Brands with a CSR Focus (e.g., Foundations or Non-profits)

Subject Line: Invest in the Future of Music: A Powerful Partnership Opportunity

Opening: Dear [Sponsor Name],

As a company dedicated to giving back to communities and empowering young people, [Sponsor Company] is an ideal partner for "The Harmony Fund," an event created to foster the next generation of musicians through scholarships and mentorships. We're excited to extend an invitation for you to join us as a sponsor in this impactful initiative.

Why It's a Perfect Fit: At Kelly Music Center, we understand that corporate social responsibility is a core part of [Sponsor Company]'s mission. The Harmony Fund offers a powerful platform to invest in the development of young talent in a meaningful and visible way. By sponsoring, your organization can demonstrate its commitment to education, the arts, and youth empowerment—all while being recognized in front of a highly engaged audience.

With our Harmony Advocate Package, your brand will enjoy logo placement, social media recognition, and a speaking opportunity during the event. You will also be contributing to an inspiring cause that aligns with your organization's values of making a positive social impact.

I'd love to discuss how we can make this partnership resonate with your goals for 2025.

Looking forward to connecting,

[Your Name]

Tech Companies (e.g., Audio or Streaming Services)

Subject Line: Engage with Aspiring Artists & Showcase Your Technology

Opening: Dear [Sponsor Name],

We are thrilled to invite [Sponsor Company] to sponsor "The Harmony Fund" at Kelly Music Center, an event designed to support the next wave of musical talent through live performances, mentorship, and scholarship opportunities. As a leading innovator in the technology and entertainment space, we believe your brand's involvement would be a perfect match for our audience of up-and-coming musicians and music enthusiasts.

Why It's a Perfect Fit: By sponsoring The Harmony Fund, [Sponsor Company] can showcase its cutting-edge technology in a live setting, where the audience will consist of both musicians and tech-savvy consumers. Whether it's highlighting your latest audio equipment, streaming technology, or digital music platform, the event provides a platform for direct interaction with users who are passionate about the intersection of music and tech.

With the Maestro's Spotlight Package, your brand will be prominently featured at a key moment during the event, including logo placement, on-stage recognition, and exclusive VIP access. We're also open to integrating your technology into the performances or mentoring sessions to enhance the overall experience for both participants and the audience.

Let's connect to explore how we can create an innovative partnership that showcases the best of

[Sponsor Company].

Best regards,

[Your Name]

SPONSORSHIP PLAN

ACTIVATION & ENGAGEMENT STRATEGIES

1. Yamaha – Instruments and Equipment

Activation:

Interactive instrument showcase and mini-training sessions.

Provide instruments for participants' performances.

Engagement:

“Best Jam Session” competition with branded prizes.

Benefit: Hands-on brand exposure to a musically inclined audience.

2. Philadelphia Orchestra – Local Arts and Organizations

Activation:

Meet-and-greet with orchestra musicians.

Distribute information on youth programs and discounted tickets.

Engagement:

“Music Appreciation Quiz” with performance ticket prizes.

Benefit: Foster connections with families and educators while promoting programs.

3. Bose – Speaker and Headphones

Activation:

Live music experience with Bose sound systems at check-in.

Performances by young musicians using Bose equipment.

Engagement:

Social media contest with Bose product giveaways.

Benefit: Showcase superior audio quality in a live music setting.

4. Knight Foundation – Arts and Culture Sponsorships

Activation:

Informational table on grant opportunities and local arts support.

Engagement:

Business card drop for updates; idea submissions for personalized support.

Benefit: Provide attendees with grant resources while maintaining a supportive presence.

5. Live Nation – Music Agency

Activation:

Pre-competition training sessions with industry professionals.

Engagement:

Spotlight follow-ups for select participants; personalized feedback post-event.

Benefit: Build strong relationships with emerging talent through mentorship.

Exclusive Branding Opportunities for Sponsors

Event Materials Branding:

Logos on programs, signage, digital displays, and winner checks.

Visibility on social media and event recaps.

Branded Giveaways and Raffles:

Sponsor-branded merchandise or high-value product donations.

Benefit: Ensure maximum visibility and lasting impressions among attendees.

HARMONY FUND SPONSORSHIP AGREEMENT

Parties Involved

- Sponsoring Organization: [Sponsor's Name]
- Fund Beneficiary: Harmony Fund

Term of Agreement

- Start Date: May 20, 2025
- End Date: May 20, 2025

Deliverables

Brand Exposure:

- Digital marketing materials (website, social media).
- Event materials (banners, brochures, programs).
- Sponsored content (videos, blogs).

Event Sponsorship:

- Branding opportunities for specific programs.
- Speaking Opportunities included.
- **Exclusive Promotions:**

Sponsor-specific discounts or product placement.

Reporting:

- Quarterly impact reports (metrics, visibility, fund updates).

Timelines

- **Branding Inclusion:** Two weeks post-agreement signing.
- **Event Sponsorship Launch:** May 15, 2025.
- **Completion:** All deliverables by May 30, 2025.

Payment Schedule

- Total Sponsorship Amount: \$[Total Amount]
 - Deposit: 30% upon signing.
 - Final Payment: 70% post-final report.
- Terms: Net 7 days per invoice.

Cancellation and Refund Policy

- Termination: 7-day notice for unmet terms.
- Refunds: Based on milestone delivery or non-refundable deposits.

Intellectual Property Rights

- Sponsor grants permission for logo and branding use.
- Harmony Fund retains rights to promotional content.

Confidentiality and Privacy

- Both parties agree to maintain confidentiality regarding terms and strategies.

Miscellaneous Terms

- Liability and Indemnification: Responsibilities outlined.
- Governing Law: [Specify jurisdiction].

THESE KPIS ENSURE A CLEAR MEASURE OF SPONSORSHIP IMPACT IN VISIBILITY, ENGAGEMENT, AND COMMUNITY SUPPORT FOR THE KELLY MUSIC CENTER'S MISSION.

Brand Impressions

Metrics: Track digital and on-site views of sponsor branding on the event website, emails, signage, and booths.

Tracking: Website analytics, email metrics, attendee surveys, and event photos.

Attendee Engagement

Metrics: Count booth visits, participation in sponsor-led activities, and interactions on the event app.

Tracking: Booth counters, post-event surveys, app analytics.

Social Media Reach

Metrics: Measure reach and engagement (likes, shares, comments) and hashtag usage across platforms.

Tracking: Social media analytics, hashtag tracking tools.

Lead Generation

Metrics: Collect leads from sponsor booth visits and digital sign-ups, noting high-interest leads.

Tracking: Lead capture forms, contact collection methods, and post-event surveys.

Volunteer Engagement

Metrics: Total number of volunteers and hours contributed to event support.

Tracking: Volunteer records and feedback forms.

Executive Summary: Overview of sponsorship goals and the event's success in achieving them.

Exposure and Engagement Metrics:

Brand Impressions: Total views of sponsor logos and mentions across digital and on-site platforms.

Attendee Engagement: Booth visits, participation in sponsor activities, and app interactions.

Social Media Reach: Reach, engagement, and hashtag use statistics.

Lead Generation: Total leads collected, with insights into lead quality.

Volunteer Support: Summary of volunteer engagement to show community involvement.

ROI Analysis and Recommendations: Assessment of sponsorship ROI and tailored suggestions for maximizing future event impact.

SPONSORSHIP PLAN

RELATIONSHIP MANAGEMENT

Subject: Thank You for Your Sponsorship and Support

Dear [Recipient's Name],

On behalf of the Harmony Fund, I would like to extend our heartfelt thanks to Yamaha for sponsoring our recent event. Your booth, showcasing the latest instruments and offering lesson opportunities, was a fantastic addition. Attendees were excited to explore your new products and appreciated the chance to learn more about the lessons available. It created an engaging experience and helped foster a deeper connection with our community.

We hope that everything went smoothly for your team and that you found the event as beneficial as we did. If there is any feedback you would like to share, we'd love to hear it. Your input would be invaluable in helping us improve our events and ensuring that future collaborations are even more successful.

Thank you again for your generous support and for being an integral part of this year's event. We look forward to continuing to work together!

Best regards,

[Your Name]

[Your Title]

Harmony Fund

Subject: Thank You for Your Sponsorship and Participation

Dear [Recipient's Name],

I want to take a moment to sincerely thank the Philadelphia Orchestra for sponsoring our recent Harmony Fund event. The presence of your musicians and the booth where our contestants and community could ask for advice made a significant impact. We've heard fantastic feedback from attendees who valued the opportunity to interact with such talented and experienced professionals. It added a special touch to the event and helped inspire many of our participants.

We hope everything ran smoothly from your perspective and that your team had a positive experience throughout the event. If there is any feedback you'd like to share, we would greatly appreciate it. Your insights will help us improve for future events, and we want to ensure that collaborations like this are as beneficial for you as they are for us.

We look forward to working together again in the future and continuing to build on the success of this partnership. Thank you once again for your invaluable contribution!

Best regards,

[Your Name]

[Your Title]

Harmony Fund

SPONSORSHIP PLAN

RELATIONSHIP MANAGEMENT CONTINUED..

Subject: Thank You for Your Sponsorship and Live Sound Experience

Dear [Recipient's Name],

On behalf of the Harmony Fund, I want to sincerely thank Bose for sponsoring our recent event. Your "Live Sound Experience Zone" was an incredible highlight, allowing attendees to immerse themselves in a live music performance using Bose's sound equipment. The clarity and power of your speaker systems, along with the VR experience, made for a truly unique and engaging introduction as people checked in. We've heard great feedback from attendees who were impressed by the quality of the demonstration.

We hope everything went smoothly for your team and that the event met your expectations. If you have any feedback or suggestions for improvement, we would love to hear them to ensure future collaborations are even better.

Thank you once again for your support and for making this event so special. We look forward to working with you again in the future!

Best regards,

[Your Name]

[Your Title]

Harmony Fund

Subject: Thank You for Your Support and Participation

Dear [Recipient's Name],

On behalf of the Harmony Fund, I want to express our sincere thanks to the Knight Foundation for sponsoring our recent event. Your informational table provided a valuable resource for attendees to learn about your grant opportunities and the foundation's support for local arts and music programs. Many participants appreciated the chance to explore how they could apply for grants beyond the scholarship being awarded and better understand your role in supporting the arts in our community.

We hope the event went smoothly for your team and that you had meaningful interactions with our attendees. If you have any feedback or thoughts on how we can improve future collaborations, we'd love to hear them. Your insights are important to us as we look for ways to enhance the experience for both attendees and sponsors.

Thank you again for your partnership and for providing such an important resource to our community. We look forward to the opportunity to work together again.

Best regards,

[Your Name]

[Your Title]

Harmony Fund

Subject: Thank You for Offering Pre-Competition Training

Dear [Recipient's Name],

I want to extend our heartfelt thanks to Live Nation for sponsoring our recent Harmony Fund event and offering the invaluable pre-competition training sessions. The workshops provided our participants with essential tools to elevate their performances. The opportunity to learn directly from industry professionals, such as talent scouts, producers, and vocal coaches, was an incredible experience that left a lasting impact.

We hope the sessions ran smoothly for your team and that the event exceeded your expectations. If there is any feedback you'd like to share or ways we can improve, we would love to hear from you. Your insights are vital to ensuring future collaborations are even more successful for everyone involved.

Thank you once again for your support and for making these sessions such a valuable addition to the event. We look forward to continuing our partnership in the future!

Best regards,

[Your Name]

[Your Title]

Harmony Fund

RENEWAL OPPORTUNITIES

Long-Term Partnerships:

Establish multi-year sponsorship agreements.
Consistent brand presence across Harmony Fund events.
Premium exposure and exclusive branding opportunities.

Multi-Event Sponsorships

Engage sponsors in year-round events by Kelly Music Center, such as:

- Music workshops.
- Community concerts.
- Educational initiatives.

Benefit: Broader community reach and enhanced brand visibility.

Customizable Sponsorship Tiers

Tailored packages for recurring sponsors with benefits like:

- Priority booth placement.
- Co-branded materials.
- Access to exclusive networking events.

Annual Impact Reports

Detailed annual reports highlighting:

- Sponsor impact on programs and scholarships.
- Reinforcement of partnership value and outcomes.

Thank-You Messages

- Personalized Messages:
 - Sent immediately post-event.
 - Acknowledges each sponsor's unique support and impact.

Post-Event Recognition

- Public Acknowledgment:
 - Social media shoutouts.
 - Features on the event website and in post-event newsletters.
 - Showcases sponsors' contributions to a broad audience.

Event Materials Acknowledgment

- Visibility Across Materials:
 - Inclusion in event programs, banners, and press releases.
 - Features in photo albums for lasting public appreciation.

PART 4: EXHIBIT SPACE PLAN

CONNECTION BETWEEN OBJECTIVES AND EXHIBIT'S

Yamaha – Interactive Instrument Showcase and Jam Session Competition

Exhibit Contribution to Goals:

- Engage Attendees: Yamaha's booth draws attendees, particularly aspiring musicians and families, by inviting them to try out various instruments and participate in interactive jam sessions. The "Best Jam Session" competition encourages engagement and creates a memorable experience tied to the music education theme.
- Awareness and Brand Exposure: By providing participants in the scholarship competition with instruments, Yamaha associates its brand with education and accessibility, aligning with the Harmony Fund's mission. Attendees leave with a positive experience, and Yamaha's brand gains visibility as a supporter of music education.
- Sales and Lead Generation: The interactive showcase may also spark interest in Yamaha's products. Yamaha can capture leads by offering special promotions or discounts, allowing them to follow up post-event.

Philadelphia Orchestra – Meet the Musicians Booth

Exhibit Contribution to Goals:

- Engage and Educate Attendees: The meet-and-greet booth allows families and young musicians to connect with professional musicians, fostering an appreciation for classical music and inspiring attendees. The interactive Q&A and Music Appreciation Quiz boost engagement by providing a fun way to learn more about music.
- Raise Awareness for Arts Education: By sharing details about their youth programs and offering discounted tickets, the Philadelphia Orchestra educates attendees about their mission and encourages them to support or participate in their upcoming programs.
- Community Building: This activation fosters connections between families, musicians, and educators, cultivating a community supportive of music education.

PART 4: EXHIBIT SPACE PLAN

Bose – Sound Experience Zone

Exhibit Contribution to Goals:

- Engage and Educate Attendees: Through the immersive Bose Sound Experience Zone, attendees experience high-quality sound and see its value firsthand, especially when it comes to live music performance. Attendees are encouraged to share their experience on social media, extending the event's reach and engagement.
- Brand Exposure and Product Experience: This booth positions Bose as a leading sound technology provider and enables attendees to interact directly with Bose's products, enhancing the brand's visibility and credibility within a music-focused audience.
- Sales and Lead Capture: By entering a social media contest, participants and attendees engage with Bose's product line and the Harmony Fund's mission, generating positive word-of-mouth and potential leads for Bose.

Knight Foundation – Low-Key Grant Info Table

Exhibit Contribution to Goals:

- Inform and Educate Attendees: The Knight Foundation's presence at an informational table provides attendees and participants with resources on grant opportunities for arts and music programs. This aligns with the mission of breaking down financial barriers, reinforcing the Harmony Fund's educational focus.
- Community Support: By providing informational resources in a casual setup, the Knight Foundation meets attendees where they are, offering support to those who may benefit from future funding without needing a formal presentation.
- Lead Generation and Engagement: Collecting contact information allows the Knight Foundation to connect with arts-focused attendees or participants and keep them updated about grant opportunities. This low-pressure interaction helps the foundation reach interested parties without overwhelming them.

Live Nation – Pre-Competition Training Sessions

Exhibit Contribution to Goals:

- Support Participants and Engage Attendees: Live Nation's training sessions provide participants with hands-on guidance, enhancing their performance skills and confidence. This educational activation aligns with the event's mission of supporting aspiring musicians, offering direct value to participants.
- Build Relationships with Emerging Talent: By offering specialized sessions with industry professionals, Live Nation cultivates loyalty among participants who may benefit from their guidance and connections as they pursue musical careers. This boosts Live Nation's credibility as an organization that fosters talent.
- Brand Visibility and Future Engagement: Live Nation's post-event follow-up with featured performances provides lasting brand exposure and positions them as a mentor to emerging musicians, reinforcing their value in supporting the next generation of artists.

PART 4: EXHIBIT SPACE PLAN

Space Layout and Design

Floor Plan Design: The original floor plan of the venue will stay in place, there is a bar/cafe right when you walk in on the right-hand side of the entrance. On the left side in the corner, we will place the Knight Foundation booth, so we know our contestants get to see the opportunities for more scholarships. The rest of our booths will be outside on the street that will be blocked off during our event. Registration will be a separate booth right outside the Kelly Music center before you walk in.

Zoning and Placement

Strategic Placement: The Knight Foundation booth will be seen by all contestants because it will be facing the stage. Our Yamaha booth will be outside along the street with their instruments in display and any speaker equipment they need. The Philadelphia Orchestra booth will be placed along side the building of the Kelly Center on the other side of the entrance, opposite the registration and check in booth. Bose speakers and headphones booth will be next to Yamaha because they are the most similar. Finally, the Live Nation booth will be next to the Orchestra because those booths are mainly for talking and getting to know people and their industry.

Special Areas: The Special areas in the venue are the stage in the back left corner when you walk in and the judges booth in the back right corner. On the front right corner we have the bar/cafe, and in the front left corner is the Knight Foundation booth. In between all that on the left side we have all of our seating and chairs. On the right side there are standing tables and standing room for all listeners. There will be signs leading to the bathroom and to keep the center aisle clear for people to pass through. There will also be porta potties outside for easier use.

PART 4: EXHIBIT SPACE PLAN

Utilities for Exhibitors

Electricity

- Provide options for power levels (e.g., 120V, 240V, and higher if needed for special equipment).
- Ensure all exhibitor booths have outlets within reach, with additional extension cords available upon request.
- Designate a technical team to handle on-site electrical issues and support setup.
- Outline safety protocols for electrical usage to prevent overloads or hazards.
- Internet
- Offer secure, high-speed Wi-Fi accessible throughout the exhibition area.
- Provide multiple internet packages: standard internet (for general usage) and premium internet (for live demonstrations or data-intensive tasks).
- Ensure a backup internet solution in case of connectivity issues (e.g., mobile hotspots or wired Ethernet for high-priority areas).
- Technical support should be available to assist exhibitors with connectivity or bandwidth issues.
- Water
- Install water stations strategically throughout the venue for both exhibitors and attendees.
- Ensure direct water access in certain areas for exhibitors needing it for specific displays or demos.
- Provide portable sinks or access points for exhibitors with unique water needs (e.g., food or drink sampling).
- Set up drainage solutions for exhibitors requiring water disposal or spill control.
- Climate Control and Ventilation
- Ensure proper climate control to maintain a comfortable temperature for exhibitors, attendees, and equipment.
- Set up additional ventilation or cooling stations as needed, especially near equipment prone to overheating.

Access for Loading, Setup, and Teardown

- Loading Docks
- Designate specific time slots for exhibitors to prevent congestion during setup and teardown.
- Provide detailed maps highlighting loading paths to exhibition spaces.
- Ensure adequate signage directing exhibitors from loading docks to their assigned locations.
- Setup and Teardown Assistance
- Offer an optional setup and teardown support service, with staff available to assist exhibitors with heavy or complex equipment.
- Provide trolleys, carts, and other moving equipment for easier transportation of materials.
- Assign an on-site coordinator to manage setup and teardown requests, ensuring efficient flow and prompt assistance.
- Security and Access Control
- Implement a credentialing system to control access to the loading docks and exhibition areas during setup and teardown.
- Ensure on-site security staff are stationed at access points to assist exhibitors and prevent unauthorized access.

PART 4: EXHIBIT SPACE PLAN

Accessibility and Convenience

- Accessible Paths and Routes
 - Design pathways wide enough for large equipment and ensure they comply with accessibility standards.
 - Provide ramps, elevators, or lifts for easy access to any raised or lower-level areas.
 - Signage and Maps
 - Distribute maps and signage detailing utility access points, loading docks, and amenities.
 - Offer digital maps accessible via QR code or app for quick reference.
 - Emergency Preparedness
 - Clearly mark emergency exits and safety equipment locations.
 - Provide on-site medical support during setup and teardown to address any potential injuries.
-

Storage Facilities for Exhibitor Materials

Storage Access Policies

- Access Hours: Clearly defined hours for material drop-off and retrieval, with special provisions for after-hours access if needed.
 - Labeling System: Assigned storage labels to help exhibitors identify and access materials efficiently.
 - Inventory Tracking: Optional tracking services to manage and keep inventory for larger or high-value items.
-

On-Site Technical Assistance

Technical Support Team

- Staff Availability: Technicians available on-site during event hours and accessible on-call for emergencies.
- Assistance Types: Setup and troubleshooting for audiovisual equipment, internet connectivity, lighting, and other tech needs.
- Pre-Event Consultation: Available for exhibitors who need assistance with complex setups before the event.

Equipment Rental Services

- Available Equipment: Selection of commonly required equipment such as monitors, projectors, extension cords, and adapters.
- Rental Terms and Fees: Clear rental policies with fair pricing for short-term use, including same-day rentals.

Technical Help Desk

- Help Desk Location: Centrally located and visible for ease of access.
- Contact Information: Provide a hotline or text service for immediate support requests.
- Troubleshooting Guides: Printed or digital guides for exhibitors to handle minor issues independently.

PART 4: EXHIBIT SPACE PLAN

Catering Services

Refreshment Stations

- Coffee and Beverage Stations: Accessible stations with coffee, tea, water, and light refreshments available throughout the day.
- Meal Options: Snacks with a variety of dietary options, including vegetarian, vegan, and gluten-free choices.

Dedicated Catering for Exhibitors

- Pre-Order Meals: Exhibitors can pre-order meals delivered to their booths, allowing them to avoid leaving their areas.
- Customizable Packages: Multiple catering packages depending on booth size and exhibitor needs.
- Specialty Catering: Themed refreshment packages or local delicacies to provide a unique touch.

Staffed Food Stations

- Service Timing: Staffed during peak hours to accommodate high demand efficiently.
- On-Call Staff: Additional catering staff on call for exhibitors needing assistance with serving or replenishing.

Cleaning and Maintenance Services

Daily Cleaning Routines

- Pre-Event and Post-Event Cleaning: Full cleaning of exhibitor booths, walkways, and storage areas to ensure readiness each day.
- Scheduled Touch-Ups: Mid-day and end-of-day spot cleaning for high-traffic areas and common spaces.

On-Demand Cleaning Services

- Quick Clean Requests: On-call staff for quick clean-ups, including spills or other urgent needs.
- Equipment Sanitation: Specialized cleaning for frequently touched exhibitor equipment like screens, monitors, and kiosks.
- Trash and Recycling Stations: Accessible waste disposal stations, with clear sorting guidelines for recyclables, compost, and waste.

Waste Management and Eco-Friendly Practices

- Sustainable Cleaning Products: Use of eco-friendly cleaning supplies to reduce environmental impact.
- Recycling and Composting Programs: Encouragement of waste sorting through on-site educational signage and clear bins.
- Reusable or Biodegradable Supplies: For cleaning materials and catering items to reduce waste.

PART 4: EXHIBIT SPACE PLAN

Communication and Coordination

Centralized Service Desk

- Information Hub: Located in a visible area, serving as a main point for storage, technical, catering, and cleaning requests.
- Assistance Hotline: A dedicated hotline for immediate service requests or assistance.
- Digital Portal or App: Mobile-friendly portal where exhibitors can request services, check availability, and schedule support as needed.

Staff Training and Coordination

- Trained Staff: Comprehensive training for all service staff to ensure quality support and courteous interactions.
- Inter-Departmental Communication: Coordinated communication among storage, technical, catering, and cleaning teams to provide efficient and seamless service.
- Feedback Mechanism: Allow exhibitors to provide feedback after services, helping to improve service offerings and responsiveness.

Signage and Wayfinding

Clear Signage

Purpose of Clear Signage at The Harmony Fund

Clear, prominent signage will guide attendees through the various sections of *The Harmony Fund* event space, supporting a smooth flow from the “Overture: Opening Ceremony” through the “Grand Finale: Awards Ceremony & Fundraising Crescendo.” This signage aims to enhance attendee experience by helping them easily locate performances, fundraising areas, and networking spots.

Key Areas for Signage Placement

1. Entrance & Registration: Begin the event with welcoming signage at the entrance to guide attendees to the check-in and registration area.
2. Event Schedule Board: Display a large, easily accessible event outline near the entry point, showcasing the day's timeline.
3. Performance and Event Spaces: Use clear signage for each area, such as “Audition Alley,” “Maestro's Mentorship,” and “Final Forte,” so attendees can smoothly transition between each scheduled section.
4. Sponsor Recognition & Donor Spotlights: Highlight sponsor contributions near high-traffic areas and specifically at the “Donor's Duet” segment to give supporters the recognition they deserve.

Design and Accessibility

1. Ensure signage uses large, readable fonts with high contrast for easy visibility. The design can incorporate the Kelly Music Center's branding colors, providing consistency and enhancing brand presence.
2. Add symbols and graphics for each key area, such as music notes for performances and hearts for fundraising activities, to create an intuitive and engaging experience.

PART 4: EXHIBIT SPACE PLAN

Digital Wayfinding

Benefits of Digital Wayfinding for The Harmony Fund

1. Digital wayfinding tools like interactive maps or event apps will make it easy for attendees, especially families and first-time visitors, to navigate Kelly Music Center's spaces and stay informed about event updates and performance times.

Digital Tools & Technology

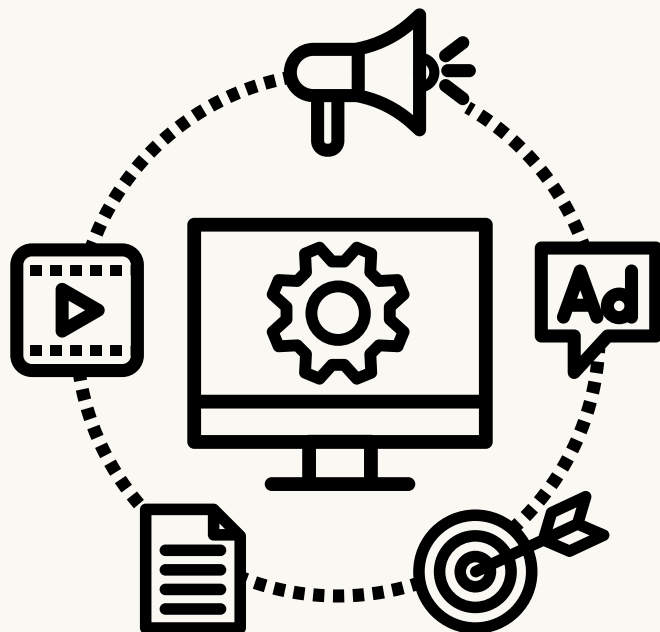
1. Interactive Event App: Provide attendees with a downloadable app featuring an interactive map of the venue, event schedule, and information on performers, sponsors, and volunteer opportunities. The app could also allow users to create a personalized itinerary of sessions they want to attend.
2. QR Code Integration: Place QR codes around the event space, each linking to the app or specific pages like the schedule, so attendees can quickly access event information.
3. Push Notifications: Use notifications to remind attendees about upcoming sessions, like "Final Forte" and "Crescendo Challenge," and announce important updates or sponsor spotlights.

Engagement and Personalization

Personalize the app experience with the ability for attendees to "favorite" performances, such as the top 5 competing artists, and receive reminders for key moments. This feature would enhance attendee engagement with the talent featured in the event.

Accessibility & Technical Support

1. Ensure the app is accessible across platforms (iOS and Android) and includes features for visually impaired attendees, such as screen-reader compatibility and text size adjustments.
2. Provide on-site tech support or a help desk for troubleshooting app issues or offering guidance on digital navigation tools.



PART 4: EXHIBIT SPACE PLAN

Safety and Compliance

Purpose of Regulatory Compliance:

- Ensuring The Harmony Fund event space meets local regulatory standards is critical to attendee safety and accessibility. By adhering to all fire safety, building codes, and ADA accessibility guidelines, we create a safe, inclusive, and compliant environment for all attendees, including families, educators, and musicians with diverse needs.

Fire Safety

- Occupancy Limits: Verify that the event adheres to occupancy limits set by the local fire marshal, ensuring ample space for movement, seating, and performances.
- Emergency Exits and Signage: Clearly mark and unobstruct emergency exits and place illuminated signs where necessary. Paths to exits should remain clear and accessible at all times, especially near performance spaces like “Audition Alley” and “Final Forte.”
- Fire Extinguishers and Emergency Equipment: Confirm that fire extinguishers and emergency equipment are readily available and that staff and volunteers are briefed on their locations and use.

Building Codes and Structural Safety

- Temporary Installations: Any temporary structures, such as stages, seating areas, or booths, must comply with local building codes for structural integrity and secure installation.
- Electrical and Lighting Standards: All electrical wiring and lighting installations, particularly for stage and sound systems, should be checked for safety and compliance with electrical codes.
- Crowd Management: Design the layout with crowd management in mind, ensuring open spaces for movement and clear separation between seating areas, performance stages, and networking zones.

ADA Accessibility Compliance

- Physical Accessibility: Make sure all event spaces, including restrooms and entrances, are wheelchair accessible, with ramps and elevators available where necessary.
- Accessible Seating: Provide designated seating for attendees with mobility needs, ensuring they have clear sightlines to stages for performances like the “Championship Round” and “Awards Ceremony.”
- Signage and Communication: Ensure signage includes large fonts, high contrast, and symbols where applicable, with ADA-compliant options for visually impaired attendees.
- Assistive Services: Consider offering assistive listening devices, sign language interpreters, or accessible digital guides in the event app to accommodate attendees with auditory or visual disabilities.

Staff and Volunteer Training

- Brief staff and volunteers on emergency procedures, evacuation plans, and ADA compliance guidelines. Volunteers assisting with setup, registration, and logistics should be well-prepared to help attendees with accessibility needs and address any regulatory compliance issues promptly.

Emergency Exits and First Aid:

Clearly mark emergency exits and ensure they are easily accessible. Provide designated first aid stations and ensure staff is trained in emergency response procedures.

PART 4: EXHIBIT SPACE PLAN

Engagement and Interactivity

Lounge Areas

- Location: Place lounge areas near the entrance and throughout the main event space to draw attendees in.
- Decor: Incorporate musical elements, such as instrument-themed art or music sheets as table centerpieces. Use calming colors to create a relaxed vibe.
- Signage: Clearly mark these areas with signs like "Networking Lounge" to attract attendees.

Coffee Stations

- Setup: Position multiple coffee stations around the venue, particularly near performance areas and lounge spaces.
- Offerings: Provide a variety of beverages (coffee, tea, water) and light snacks (pastries, fruits) to keep attendees energized.
- Interaction: Include a barista or staff member to engage with attendees and facilitate conversations while they wait for their drinks.
- Seating: Surround coffee stations with small bistro tables for quick chats.

Meeting Rooms

- Designated Spaces: Set up 2-3 small meeting rooms that can be reserved for 20-30 minute sessions. Use glass walls to maintain an open feel.
- Technology: Equip these rooms with AV capabilities for presentations or video calls, allowing sponsors to connect with clients remotely if needed.
- Booking System: Create a simple online booking system through Eventbrite or on-site at a registration table to manage room availability.

Interactive Rooms

- Workshops: Schedule short workshops on topics like "Building Your Music Brand" or "Funding Your Musical Education." These can be led by local music professionals and encourage attendees to collaborate.
- Feedback Areas: Set up stations where participants can receive feedback on their performances from educators or sponsors. This promotes interaction and networking between artists and industry professionals.
- Design: Create colorful name tags with sections for name, organization, and specific interests (e.g., "Aspiring Singer," "Music Educator," "Local Sponsor").

Name Tags

- Distribution: Encourage attendees to fill these out at registration. Offer incentives for detailed tags, such as entering them into a raffle for a prize.

Scheduled Networking Break

- Timing: Include dedicated networking breaks after major event segments, such as after the "Melody & Mingle" interlude and before the "Final Forte."
- Activities: During these breaks, consider facilitated icebreaker activities or discussion prompts to help attendees connect more easily.
- Announcements: Use the event's PA system to remind attendees of networking opportunities, encouraging them to mingle.

PART 4: EXHIBIT SPACE PLAN

Engagement and Interactivity cont.

Live Performances and Demos

- Performance Stages: Scheduled performances by musicians, dancers, or artists to provide entertainment throughout the day.
- Live Art Creation: Artists creating works live on-site, where attendees can contribute or watch the process.
- Interactive Demo Stations: Exhibitors or professionals demonstrate skills or techniques that involve audience participation.

Interactive Photo Booths

- Themed Photo Stations: Booths with unique backdrops or props related to the event theme.
- Green Screen Features: Allows attendees to choose digital backgrounds for fun, themed photos.
- GIF and Boomerang Stations: Options to create short animations and GIFs to share on social media.

Virtual Reality (VR) Experiences

- VR Exploration Stations: Virtual tours or experiences tied to event themes (e.g., sustainable travel or environmental education).
- Virtual Competitions: VR-based games where attendees can compete for points or prizes.

Instrument Workshops

- Hands-On Learning: Sessions where attendees can try out different instruments (e.g., guitar, drums, keyboards).
- Expert Instructors: Local musicians or instructors leading the workshops, sharing techniques and tips.
- Group Jam Sessions: Facilitate collaborative jam sessions for attendees to play together and learn from one another.

Songwriting and Composition Clinics

- Collaborative Writing: Group sessions for attendees to co-write songs with guidance from experienced songwriters.
- Feedback Sessions: Opportunities for attendees to present their songs and receive constructive feedback from peers and mentors.
- Lyric Workshops: Focused sessions on crafting lyrics and storytelling in songwriting.

Music Production Workshops

- Digital Music Creation: Workshops on using software to create music, including beat-making and mixing techniques.
- DJ Lessons: Hands-on classes where attendees can learn DJ skills, including mixing tracks and creating playlists.
- Collaborative Projects: Encourage attendees to work together to produce a short music piece or remix.

PART 4: EXHIBIT SPACE PLAN

Pre-Event Promotion for Exhibitors

Inclusion in Marketing Materials

1. Brochures and Flyers: Design a visually appealing brochure featuring each exhibitor's logo, a 50-word description, and their booth number. Print and distribute 1,000 copies at local music schools, community centers, and events like farmers' markets in the month leading up to the event.
2. Event Program: Allocate a full page in the printed event program to showcase exhibitors. Include their logo, a 100-word description, and a QR code linking to their website. Ensure at least 500 programs are printed and distributed to attendees.

Event Website

- Exhibitor Spotlight Section: Create a dedicated webpage for exhibitors on the event site. Each exhibitor gets a profile with their logo, a 150-word description, a link to their website, and contact information. Update the website weekly to keep it fresh and engaging.
- SEO Optimization: Use relevant keywords related to music education, scholarships, and local music resources in exhibitor profiles to enhance searchability. Promote this page through local music forums and community groups online.

Social Media Campaigns

- Featured Posts: Schedule a series of 10 posts on platforms like Facebook and Instagram, each featuring one exhibitor with high-quality images of their products/services. Tag each exhibitor and encourage them to share the posts on their channels for wider reach.
- Countdown Campaign: Start a 14-day countdown to the event, featuring one exhibitor each day with a unique post that highlights what attendees can expect from them. Use eye-catching graphics and engaging captions to encourage shares.
- Hashtag Promotion: Create and promote the hashtag #HarmonyFund2025. Encourage exhibitors to use this hashtag in their posts about the event to increase visibility.

Email Marketing

- Newsletter Features: Send out two newsletters to the existing mailing list (approx. 1,000 subscribers). The first should feature all exhibitors with their descriptions and links, while the second highlights any special promotions or workshops they'll be hosting at the event.
- Personalized Emails: Craft personalized invitations to past attendees, highlighting specific exhibitors that align with their interests. Use engaging subject lines like "Meet Your Music Industry Innovators at the Harmony Fund!"

Community Engagement

- Collaboration Opportunities: Invite exhibitors to host pre-event workshops. For example, a local instrument retailer might offer a free workshop on instrument care. Promote these through local calendars and targeted Facebook ads in the community.
- Partnerships with Local Organizations: Partner with 5 local schools and music programs to distribute flyers about the exhibitors. Offer a small incentive (e.g., a raffle entry) for students who visit specific exhibitor booths at the event.

Sponsorship Packages

- Tiered Sponsorship Levels: Develop three tiers of sponsorship (Gold, Silver, Bronze) with clearly defined benefits. For example, Gold sponsors might receive a featured post on social media, a prime booth location, and prominent logo placement in marketing materials.
- Incentives for Early Commitment: Offer a 10% discount on booth fees for exhibitors who register by a certain date (e.g., three months before the event). Highlight these savings in all communications.

PART 4: EXHIBIT SPACE PLAN

Onsite Promotion Opportunities for Exhibitors

Registration Desks Sponsorship

1. **Visibility:** Offer exhibitors the chance to sponsor the main registration desks. Their logo will be prominently displayed on banners and signage at the desks, which will be the first point of contact for all attendees.
2. **Welcome Materials:** Include a brochure or flyer from the sponsoring exhibitor in the registration packets given to attendees. This ensures that every attendee receives their promotional material as they enter.

Lanyard Sponsorship

1. **Exclusive Branding:** Allow one exhibitor to sponsor the event lanyards worn by all attendees. The exhibitor's logo will be printed on each lanyard, ensuring visibility throughout the event.
2. **Promotional Message:** Offer space on the lanyard for a short tagline or QR code that links to the exhibitor's website, encouraging attendees to learn more about them.

Attendee Bags Sponsorship

1. **Bag Branding:** Provide exhibitors the opportunity to sponsor attendee bags that are distributed at registration. The exhibitor's logo will be printed on the bags, giving them high visibility as attendees carry them around the event.
2. **Inclusion of Promotional Materials:** Allow sponsors to include promotional items or brochures in the bags, ensuring their message reaches all attendees directly.

Key Areas Sponsorship

1. **Refreshment Stations:** Offer sponsorship of refreshment stations located throughout the event. Exhibitor branding will be displayed at these stations, and their materials can be provided alongside refreshments.
2. **Photo Booths:** Set up a photo booth for attendees to take pictures during the event. The sponsoring exhibitor's branding will be featured in the backdrop, and photos can be shared on social media, increasing exposure.
3. **Stage or Performance Area:** Provide an opportunity for exhibitors to sponsor the main stage or specific performance areas. Their logos will be displayed prominently on stage banners, and they can receive shout-outs during the event.

Interactive Exhibitor Zones

1. **Sponsored Demonstration Areas:** Allow exhibitors to sponsor specific areas where they can showcase their products or services through live demonstrations. This hands-on engagement allows for direct interaction with attendees.
2. **Branded Networking Lounges:** Create branded lounge areas for networking that are sponsored by exhibitors. This space can be used for informal meetings and discussions, further integrating the exhibitors into the event experience.

Recognition and Appreciation

1. **Thank You Announcements:** During key moments of the event, such as opening and closing ceremonies, publicly acknowledge and thank the exhibitors who sponsored various areas. This recognition enhances their visibility and shows appreciation for their support.

PART 4: EXHIBIT SPACE PLAN

Technology Integration for Wi-Fi and Connectivity High-Speed Wi-Fi Access

1. **Bandwidth Assessment:** Prior to the event on May 20, 2025, conduct a thorough assessment of the Kelly Music Center's current internet capacity to determine necessary bandwidth. Aim for a minimum of 200 Mbps to accommodate up to 200 attendees, exhibitors, and volunteers.
2. **Dedicated Networks:** Set up two separate Wi-Fi networks: one for general attendees and one for exhibitors. This will prevent congestion and ensure that exhibitors can effectively run demonstrations and access online resources without interruption.

Strategically Placed Access Points

1. **Access Point Installation:** Install a minimum of five Wi-Fi access points throughout the exhibit space to ensure complete coverage, focusing on high-traffic areas such as:
 - a. **Registration Desk:** Near the entrance where attendees first check in.
 - b. **Networking Lounge:** Where attendees will mingle and connect.
 - c. **Refreshment Stations:** To accommodate attendees taking breaks.
 - d. **Performance Areas:** Ensure reliable connectivity for streaming and social media sharing during performances.
2. **Pre-Event Testing:** Conduct a site survey two weeks prior to the event to test signal strength in all key areas and optimize placement as needed.

Event App Integration

1. **Mobile Event App Development:** Create a dedicated event app to enhance attendee engagement. Features should include:
 - a. **Exhibitor Profiles:** Detailed listings for each exhibitor, including logos, descriptions, and links to their websites.
 - b. **Schedule and Notifications:** Real-time updates on event schedules, session times, and important announcements.
 - c. **Interactive Map:** A digital layout of the Kelly Music Center to help attendees navigate the venue easily.
2. **Interactive Features:** Include live polling for attendee feedback during performances, messaging capabilities for networking, and a gallery for sharing photos from the event.



PART 4: EXHIBIT SPACE PLAN

Technology Integration for Wi-Fi and Connectivity cont.

Real-Time Updates

- Digital Signage Implementation: Set up three digital screens in high-traffic areas to display:
 - Live Event Schedule: Highlight upcoming performances, workshops, and activities.
 - Sponsor Recognition: Showcase sponsors' logos and messages throughout the event.
 - Social Media Feed: Display a live feed of posts using the hashtag #HarmonyFund2025 to encourage attendee participation.
- QR Code Promotions: Use QR codes on signage to link directly to the event app for easy downloads and access to additional resources.

Technical Support

- Onsite IT Support Team: Deploy a team of IT professionals on the day of the event to assist with connectivity issues. They should be stationed at:
 - Registration Area: For immediate assistance upon entry.
 - Exhibitor Zone: To help exhibitors with any technical needs, including setting up presentations.
- Support Guides: Provide printed and digital guides that outline how to connect to the Wi-Fi, access the event app, and troubleshoot common connectivity issues.

Feedback Mechanism

- Post-Event Survey: Utilize the event app to send out a post-event survey to attendees, specifically asking about their Wi-Fi experience and overall app usability. Include questions about connection reliability, ease of access, and suggestions for improvement.

Promotional Opportunities

- **Wi-Fi Sponsorship:** Offer a sponsorship package for the Wi-Fi service, including:
 - Login Page Branding: The exhibitor's logo and a welcome message will be featured on the Wi-Fi login page.
 - Promotional Material: Include the sponsor's promotional materials in the registration packets, ensuring visibility to all attendees upon entry.



PART 4: EXHIBIT SPACE PLAN

Digital Business Cards and Contactless Solutions

- Digital Business Card Exchange: Enable exhibitors and attendees to exchange contact information digitally, through a quick scan or NFC tap. This provides an efficient, contactless method for capturing lead information.
- Self-Service Lead Capture: encourage exhibitors to bring tablets to their booths with a simple form that attendees can use to enter their own contact information or sign up for more information.

Alternative way to get this data

Mobile Lead Retrieval Apps: Cvent

- Lead Retrieval Apps: We will offer a mobile app specifically designed for lead retrieval. Attendees and participant ticket QR codes can be scanned using exhibitors' smartphones or tablets, making it easy to capture data without a separate scanner. We will be using Cvent for this if this option is the one more exhibitors are interested in.



PART 4: EXHIBIT SPACE PLAN FEEDBACK SURVEYS

Attendee Feedback Form

Exhibitor Feedback Form

Participant Feedback Form

PART 5: FUNDRAISING PLAN

FUNDRAISING GOAL

Raise a minimum of \$25,000 to directly fund scholarships for aspiring musicians by securing financial commitments from at least 5 corporate or individual sponsors, each contributing \$5,000 or more. This amount will provide 10-15 scholarships valued between \$1,500 and \$2,500 each, enabling recipients to access music education, mentorship programs, and performance opportunities.

OBJECTIVES

Donations will directly fund scholarships, enabling recipients to pursue formal music training, attend educational programs, and invest in necessary instruments and resources.

- The target is \$25,000, achieved through sponsorships, with the clear purpose of funding scholarships for young musicians.
- Progress will be tracked by securing signed sponsorship agreements and updating a centralized funding tracker. Funds raised will be reported regularly to stakeholders and the organizing team.
- Based on Kelly Music Center's previous relationships with sponsors and community support, securing 5 sponsors is realistic within the event's preparation timeline.
- The funds directly align with the organization's mission of supporting aspiring musicians, addressing the financial barriers to their growth and development.
- The goal must be achieved by May 20, 2025, with sponsorships secured no later than April 30, 2025, to finalize event preparations.

SPONSOR VALUE PROPOSITION

Existing Donors

Profile:

Individuals and organizations with a history of supporting Kelly Music Center or similar arts initiatives.

Characteristics:

Giving Capacity: Medium to high, based on past contributions.

Interests: Strong connection to music education and youth development.

Engagement History: Regular participants or supporters of past events and campaigns.

Targeted Approach:

Leverage historical data to provide personalized communication showcasing the impact of their previous donations.

Invite to premium tiers such as Gold or Platinum Sponsorships, offering benefits like VIP tickets, speaking opportunities, and tailored branding options.

Highlight measurable returns, such as detailed brand exposure metrics and attendee engagement reports.

New Donors

Profile:

Individuals or organizations with no prior history with Kelly Music Center but who are aligned with the mission of supporting arts and education.

Characteristics:

Giving Capacity: Medium, with the potential to grow as relationships deepen.

Interests: Attracted to impactful, community-driven initiatives like scholarships and youth programs.

Engagement History: Discovered through outreach, digital campaigns, or community events.

Targeted Approach:

Introduce them through Bronze or Silver Sponsorships, providing accessible entry points with benefits like logo placement and shoutouts during performances.

Use compelling storytelling and clear ROI (e.g., attendee demographics and lead generation opportunities) to build trust and interest.

Offer flexibility in sponsorship tiers to cater to specific marketing goals.

Corporate Donors

Profile:

Businesses aiming to enhance brand visibility and community engagement while aligning with arts and youth empowerment initiatives.

Characteristics:

Giving Capacity: High, typically \$5,000 to \$10,000+ contributions.

Interests: Aligning brand identity with philanthropy, arts, and education.

Engagement History: Previous partnerships with arts programs or identified through competitive analysis (e.g., Yamaha, Bose, Knight Foundation).

Targeted Approach:

Offer tailored sponsorship packages, with options such as Platinum-level benefits (e.g., speaking opportunities, prominent branding, detailed brand exposure metrics).

Highlight measurable returns, including increased brand awareness, audience engagement, and lead generation from event activations.

Include access to the "Melody & Mingle" for direct interaction with key community stakeholders and potential customers.

Community Members

Profile:

Local families, music educators, and arts enthusiasts attending the event.

Characteristics:

Giving Capacity: Low to medium, typically contributing through ticket purchases, raffles, or small donations.

Interests: Supporting youth talent and participating in family-friendly, community-centered events.

Engagement History: Regular attendees of local events and fundraisers.

Targeted Approach:

Encourage participation in on-site fundraising opportunities such as raffles, auctions, or direct donations during the event.

Use digital campaigns to drive ticket sales and highlight how small contributions collectively make a big impact.

Promote inclusivity by providing opportunities for community members to connect with sponsors and participants.

FUNDRAISING STRATEGIES

PARTICIPATION FUNDRAISING:

- **Virtual Music Lessons for a Cause:** Offer one-on-one or group virtual lessons in various instruments or singing. Donors pay for lessons, and the proceeds fund scholarships.
- **Sponsor-a-Scholarship Program:** Reach out to businesses, community members, and music lovers to sponsor individual scholarships for students. Recognize sponsors on the Harmony Fund's website and at events.
- **"Play-a-thon" Challenge:** Set up a day or weekend where students play continuously in shifts to keep the music going. Supporters can sponsor by the hour or donate a set amount to support their favorite musicians.
- **Instrument Donation Drive and Sale:** Encourage community members to donate old instruments, then sell them at a community event or through an online store.

ONLINE FUNDRAISING :

- **#MusicForKids Challenge:** Start a hashtag campaign that encourages supporters to share their love for music. For example, participants could post short videos or stories about what music means to them, tagging the Harmony Fund.
- **Matching Donations:** Partner with a corporate sponsor or individual donor to match all online donations up to a certain amount. This can double the impact and incentivize donations.
- **Create a Toolkit:** Provide supporters with resources like email templates, social media posts, and graphics that they can use to share their campaigns.
- **Set Challenges:** Make it fun by setting challenges, such as "Fundraise \$500 in a week," with small rewards or recognitions for participants.

AT THE EVENT:

- **Mobile Bidding:** Leverage Classy software to facilitate mobile bidding, enabling guests to stay updated on bids in real-time and receive notifications if they're outbid.
- **Text-to-Donate:** Set up a text-to-donate system through Classy. Attendees can text a unique code to a designated number to make their contributions instantly.
- **Donation Kiosks:** Equip kiosks around the venue with Classy software to accept credit card donations and provide digital receipts

PART 5: FUNDRAISING PLAN

OTHER DETAILS

Promotion

- Email Marketing Event Announcement and Invitation:
- Weekly Updates with brief email highlights
- Personalized Reminders
- Thank-You Follow-Up:

After the Event

- Provide a Harmony Fund Impact Report with Total Funds Raised:
- Thank You Emails to Sponsors and Donors

Donor Events

- Donor Recognition Events and Supplies
 - VIP Area:
 - VIP Lounge
 - Verbal Acknowledgments:
 - Opening Remarks
 - Performance Introductions
 - Signage:
 - Sponsor Wall
 - Stage Banners
 - Special Mentions in the Program:
 - Event Program Booklet
 - Digital Program
 - Additional Recognition Supplies:
 - Customized Thank-You Gifts
 - Exclusive Access to meet-and-greet sessions with keynote speakers and performers,

THANK YOU TO DONORS

Thank-You Email to Donors

Subject: Thank You for Supporting Aspiring Musicians!

Dear [Donor's Name],

We are deeply grateful for your generous support of the Harmony Fund. Your donation has directly contributed to making music education more accessible for young, aspiring artists, breaking down financial barriers that can otherwise stand in their way.

Thanks to supporters like you, we were able to provide scholarships that will allow talented young musicians to pursue their dreams. Your kindness has inspired not only these musicians but also our entire community. Together, we are creating a harmony that resonates far beyond one night. Thank you again for being a vital part of this journey. We look forward to keeping you updated on the future success of the Harmony Fund and the artists whose lives you have touched.

Warmest regards,

Harmony Fund Team

Thank-You Email to Sponsors

Subject: Thank You for Partnering with the Harmony Fund

Dear [Sponsor's Name/Company],

We wanted to extend our heartfelt gratitude for your partnership with the Harmony Fund. Your support helped us create an unforgettable evening, highlighting the potential of young musicians who are now a step closer to achieving their dreams.

The [specific activation, e.g., Yamaha's Instrument Showcase, Bose's Sound Experience Zone] was a huge success, allowing attendees and participants to engage deeply with music. Your commitment to this cause resonated with everyone present, inspiring a community of educators, families, and artists alike.

Thank you for your support in fostering musical talent and for sharing our vision. We look forward to continued partnership and the positive impact we'll make together.

With appreciation,

Harmony Fund Team

Volunteer Thank-You Email

Subject Line: Thank You for Your Time and Dedication!

Dear [Volunteer's Name],

Thank you for the time, energy, and passion you brought to the Harmony Fund event. Your efforts played a crucial role in making this event a success, from setup and registration to engaging with our attendees and participants.

With your help, we were able to create a welcoming and supportive environment that allowed young artists to showcase their talents. Your commitment allowed us to focus on our mission of empowering aspiring musicians to reach their full potential, and we could not have achieved this without you.

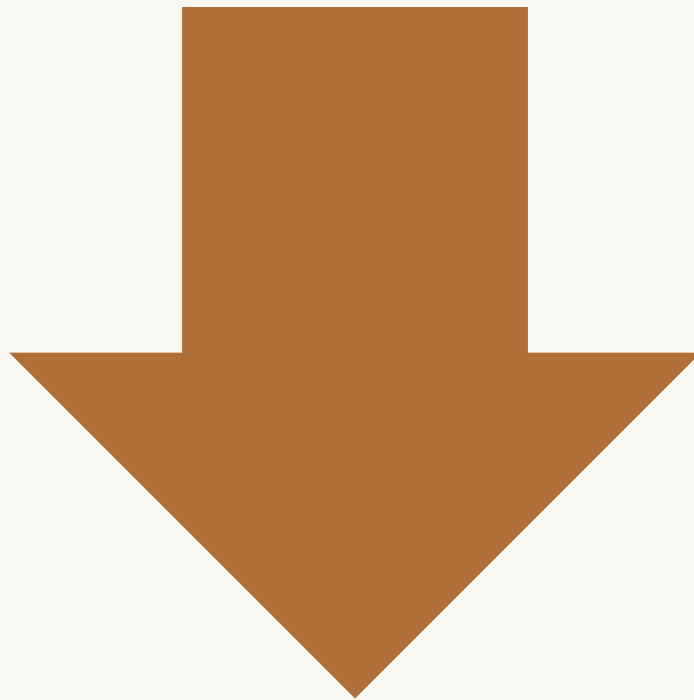
Thank you for being an integral part of our team and for making a lasting impact on the lives of the young musicians we serve.

With heartfelt gratitude,

[Your Name]

Harmony Fund Team

VOLUNTEER SHEET



Pre-Event	Amount of Volunteers	Duties
Parking Assistance	6	Direct Traffic: Guide attendees and participants to designated parking lot. Accessible Parking Support: Assist attendees with accessibility needs by directing them to the reserved handicap or closest spots. Event Entry Guidance: Provide additional directions from parking to event entry points.
Set-up	8	Venue Layout: Make sure the tables, chairs, and other equipment are according to the event plan. Signage Placement: Set up directional and informational signs around the venue and parking lot. Decorations: Assist with event decorations, making sure areas are visually appealing and align with the event theme. Check Supplies: Ensure all necessary supplies, like participant badges, event brochures, and water stations, are ready and accessible. Safety Check: Verify that all setup is safe, ensuring no tripping hazards or unstable setups. Last-Minute Adjustments: Make quick adjustments or additions based on any last-minute requests.
Participant Check-in	3	Welcome and Register Participants: Greet and check in participants, scan their ticket codes and provide them with event badges and QR code for information packets. Waiver Collection: Collect and verify that all necessary waivers and documentation are signed. Direct Participants: Give guidance to the warm-up area, restrooms, and other relevant locations.
Attendee Check-in	3	Welcome Attendees: Greet attendees, check them in, and scan their ticket codes confirming their registration details. Information Desk: Provide event details and answer general questions about the schedule, venue, or amenities.
Sponsor Set-up Assistance	5	Booth Assembly: Help sponsors set up their booths, including arranging tables, displays, and promotional materials. Event Navigation: Guide sponsors to restrooms, food stations, and event facilities as needed. Signage Assistance: Ensure sponsor signage is displayed correctly, following any sponsorship agreements. Technical Assistance: Offer help with basic technical setup, like connecting electronics.
Floaters in Participant warm-ups	5 (2 MUST BE CPR AND FIRST AID CERTIFIED)	Assist with Warm-Up Area Setup: Ensure the warm-up area is ready and stocked with necessary equipment and resources. Monitor Safety: Keep an eye on participants, ensuring safe use of equipment and avoiding overcrowding. Provide Direction: Help participants find their assigned warm-up areas and manage flow between activities. Water Stations: Maintain and restock water stations in the warm-up area as needed. First Aid Readiness: Be prepared to quickly notify medical staff or aid in case of minor injuries or issues.
During Event		
Food and Beverage	4	Serving and Replenishing: Serve food and beverages and ensure all items are kept well-stocked throughout the event. Maintain Cleanliness: Keep food and beverage areas tidy by clearing empty plates, cups, and any spills. Monitor Lines: Help manage lines to avoid congestion and maintain a smooth flow. Guest Assistance: Answer any questions about menu items, including any allergy information or special dietary options.
Raffle table	4	Ticket Sales: Sell raffle tickets and manage cash or electronic payments as needed. Prize Display: Ensure raffle prizes are attractively displayed and that each item has clear labeling. Drawing Coordination: Coordinate with the emcee for raffle drawings and keep track of winners. Winner Communication: Record winner information and distribute prizes after the drawing.
Merchandise table	4	Product Display: Set up and arrange merchandise to be easily accessible and visually appealing. Sales and Transactions: Handle merchandise sales, process payments, and keep records of inventory. Customer Assistance: Help attendees with sizing, colors, and product information. Inventory Management: Track merchandise stock and notify if any items are low or sold out.
Floaters in Performance area	5	Crowd Management: Monitor crowd behavior and help manage the flow of people entering and exiting the performance area. Safety Oversight: Keep an eye out for any potential safety issues, such as blocked exits or spills. Directional Assistance: Direct attendees to seating, restrooms, or other facilities as needed. Support Performers and Staff: Assist performers or event staff with any minor setup needs or quick errands. Noise Control: Politely manage crowd noise and ensure audience members remain respectful during performances.
Floaters in participant warm-ups	5 (2 MUST BE CPR AND FIRST AID CERTIFIED)	Safety Monitoring: Oversee the warm-up area to ensure all participants are using equipment safely. Flow Management: Direct participants to their performance or staging area on time. Water Station Upkeep: Refill and maintain water stations. First Aid Alertness: Stay alert for any minor injuries, prepared to notify medical staff if necessary.
Floaters in registration/sponsorship area	4	Assist Registration Team: Support the registration team with check-ins, helping to manage lines and answer attendee questions. Sponsor Support: Check in with sponsors to see if they need any additional assistance during the event. Directional Support: Direct guests and sponsors to various parts of the venue, such as food stations or restrooms. Make sure registration and sponsor tables have adequate supplies.

EXTRA FLOATERS	4	General Coverage: Fill in for any volunteers who may need a break or additional support in busy areas. Quick Response Team: Be available for last-minute tasks or any unexpected situations that may arise. Event Communication: Help facilitate communication between event sections, relaying information quickly if needed. Crowd Control: Assist in high-traffic areas, ensuring pathways remain clear and attendee flow is smooth.
Post-event		
Break-down	14	Equipment Take-Down: Safely disassemble tables, chairs, and any equipment, returning them to storage areas or rental drop-off locations. Signage Removal: Take down all event signage and banners from around the venue. Decorations Clean-Up: Carefully remove decorations and dispose of any disposable items or store reusable ones. Trash Collection: Clear trash from the venue and empty bins as needed. Lost and Found: Collect any left-behind items and create a central lost-and-found area. Venue Cleaning: Ensure floors are swept, and spills or sticky spots are cleaned. Inventory Check: Account for any rented or borrowed items to confirm they are all returned. Final Walkthrough: Perform a final check of the venue to ensure its left in excellent condition AND BETTER THAN WE FOUND IT.
Handing out gifts to judges	2	Gift Preparation: Arrange gifts for quick, easy distribution to judges as they exit. Personal Thank-Yous: Express gratitude to each judge, acknowledging their contribution. Assistance with Departure: Assist judges in locating their exit or arranging any necessary transportation if needed.
Handing out gifts to Participants	5	Organize Gift Table: Set up the participant check-in table where gifts are easily accessible for participants. Check-Off List: Keep a list of participants to ensure everyone receives their gift. Provide Farewell and Thanks: Offer a warm "thank you" and farewell as each participant receives their gift. Gift Supply Monitoring: Ensure gifts are restocked on the table if needed and inform staff if any supplies run low. Manage Lines: Keep lines orderly and ensure smooth gift distribution.
Handing out gifts to volunteers	3	Gift Collection Area: Set up a designated space for volunteer gifts. Express Appreciation: Thank each volunteer individually for their contribution to the event. Final Check: Confirm that all scheduled volunteers have picked up their gifts and manage any uncollected items.
Floaters at all doors saying Thank You's	6	Door Assignment: Station floaters at each main exit to thank attendees, participants, sponsors and judges as they leave. Positive Exit Experience: Offer a friendly smile and a few parting words of gratitude to create a warm farewell. Answer Last-Minute Questions: Provide any final directions for guests needing information on transportation or nearby amenities. Assist with Departure: Help attendees with doors, especially if they have merchandise or other items.

PART 6: GRANT PLAN

FUNDING NEEDS

Marketing and Promotion	Posters	\$5,000.00		Printed out posters to put around the area. \$50X 100
	Website	\$500.00		Create website that has everything, registration platform
	Digital marketing	\$140.00		Instagram adds for participants \$10 X 4 days
Ticketing/ Payment Process	Ticket Platform Fees	\$400.00		200 attendees X \$20 with a 2.5% fee
	Payment Processing Fees	\$120.00		200 attendees X \$20 with a 2.9% fee
Staffing and Labor	Judges	\$640.00		Professors or local professionals \$20 per hour for 8 hours X 4 judges
	Raffle table tenders	N/A	Volunteer work	School of art college students' volunteers
	Food and beverage station	N/A	Volunteer work	School of art college students' volunteers
	Registration, floaters	N/A	Volunteer work	School of art college students' volunteers
Decor/ Design	Signage	\$300.00		\$50x6, printed signage for around the music center
	Linens	\$300.00		Tablecloths for 10 tables x\$30
Merchandise Expenses	Branded Apperal			250 T-shirts and 250 Sweatshirts
	Promotional Items			Thank You's for the 4 judges and 50 participants and 30 volunteers
Contingency Fund				In case of emergency

POSSIBLE GRANTS

[HTTPS://WWW.PA.GOV/EN/AGENCIES/COA/GRANTS-AND-LOANS/CREATIVE-COMMUNITIES-INITIATIVE.HTML](https://www.pa.gov/en/agencies/coa/grants-and-loans/creative-communities-initiative.html)

CREATIVE COMMUNITIES INITIATIVE

APPLY BY 11/22/24

ELIGIBILITY:

- PROJECTS MUST BE PLACE-BASED.
- PROJECTS ARE MANAGED BY AT LEAST TWO COMMUNITY ORGANIZATIONS, ONE OF WHICH SERVES AS THE LEAD APPLICANT.
- THE LEAD APPLICANT ORGANIZATION MUST BE A UNIT OF GOVERNMENT, NONPROFIT (501(C)3 OR 501(C)6 ORGANIZATION).
- THE LEAD APPLICANT ORGANIZATION MUST BE LOCATED IN THE COMMUNITY.
- PROJECTS HAVE THE SUPPORT OF THE COMMUNITY'S LOCAL GOVERNMENT VIA AN ADOPTED RESOLUTION AND PLEDGE OF AT LEAST 10% OF MATCHING FUNDS (IN-KIND OR CASH).
- [HTTPS://WWW.PHILACULTURALFUND.ORG/ART-CULTURE-GRANTS](https://www.philaculturalfund.org/art-culture-grants)
- PHILADELPHIA CULTURE FUND
- APPLY BY JANUARY 2025
- ELIGIBILITY:
- ACCEPTING APPLICATIONS FROM RETURNING ORGANIZATIONS WITH AN AVERAGE BUDGET OF \$1.5M OR LESS
- CONTINUING A STREAMLINED APPLICATION PROCESS TO MINIMIZE TIME AND EFFORT FOR APPLICANTS TO QUALIFY FOR FUNDING
- THE PHILADELPHIA CULTURAL FUND WILL NOT ACCEPT NEW APPLICANTS OR CONDUCT A PEER PANEL PROCESS FOR THE 2025 ART & CULTURE GRANT.

[HTTPS://WWW.PA.GOV/EN/AGENCIES/COA/GRANTS-AND-LOANS.HTML](https://www.pa.gov/en/agencies/coa/grants-and-loans.html)

CREATIVE CATALYST GRANT PROGRAM

APPLY QUARTERLY: 2/14/25

ELIGIBILITY:

- APPLICATIONS MUST ALIGN WITH ONE OR MORE OF THE THREE GOALS OF THE PENNSYLVANIA COUNCIL ON THE ARTS:
- 1. STRENGTHEN PENNSYLVANIA COMMUNITIES THROUGH THE ARTS.
- CONNECT AND INCREASE PENNSYLVANIANS' ACCESS TO LIFELONG LEARNING THROUGH THE ARTS.
- CHAMPION PUBLIC AWARENESS AND APPRECIATION OF THE ARTS IN PENNSYLVANIA COMMUNITIES.
- 2. DEMONSTRATE STATEWIDE REACH AND BENEFIT TO PENNSYLVANIA'S CREATIVE SECTOR.
- 3. INCLUDE MECHANISMS TO IMPLEMENT THE PCA'S OVERARCHING VALUE OF DIVERSITY, EQUITY, AND INCLUSION.
- OTHER THINGS TO KNOW:
- TYPICAL GRANT AMOUNTS ARE BETWEEN \$5,000 AND \$10,000.
- NO MORE THAN 25% OF THE GRANT AWARD MAY BE USED FOR ADMINISTRATIVE EXPENSES.
- A 1:1 CASH MATCH IS REQUIRED.
- ORGANIZATIONS CAN RECEIVE A CREATIVE CATALYST GRANT ONCE EVERY THREE YEARS.
- PLEASE NOTE THAT THIS FUNDING OPPORTUNITY IS NOT DESIGNED TO SUPPORT ESTABLISHED PROGRAMS, ONGOING OPERATIONS, OR PROVIDE AN ANNUAL SOURCE OF FUNDS.

POSSIBLE GRANTS

[HTTPS://WWW.ARTS.GOV/GRANTS/GRANTS-FOR-ARTS-PROJECTS/MUSIC](https://www.arts.gov/grants/grants-for-arts-projects/music)

NATIONAL ENDOWMENTS FOR THE ARTS

GRANTS FOR THE ARTS PROJECTS

APPLY WHEN THE NEXT YEAR INFORMATION COMES OUT

ELIGIBILITY:

- ARTISTIC EXCELLENCE
- THE ARTISTIC EXCELLENCE OF THE PROJECT INCLUDES:
- THE QUALITY OF THE ARTISTS AND OTHER KEY INDIVIDUALS, CREATIVE PROCESS, WORKS OF ART, ORGANIZATIONS, ARTS EDUCATION PROVIDERS, ARTISTIC PARTNERS, AND/OR SERVICES INVOLVED IN THE PROJECT AND THEIR RELEVANCE TO THE AUDIENCE OR COMMUNITIES THE PROJECT AIMS TO SERVE.
- ARTISTIC MERIT
- THE ARTISTIC MERIT OF THE PROJECT INCLUDES:
- THE VALUE AND APPROPRIATENESS OF THE PROJECT TO THE ORGANIZATION'S MISSION, ARTISTIC FIELD, ARTISTS, AUDIENCE, COMMUNITY, AND/OR CONSTITUENCY.
- THE ABILITY TO CARRY OUT THE PROJECT BASED ON SUCH FACTORS AS THE APPROPRIATENESS OF THE BUDGET, CLARITY OF THE PROJECT ACTIVITIES, RESOURCES INVOLVED, AND THE QUALIFICATIONS OF THE PROJECT'S PERSONNEL AND/OR PARTNERSHIPS.
- CLEARLY DEFINED GOALS AND/OR PROPOSED OUTCOMES AND AN APPROPRIATE PLAN TO DETERMINE IF THOSE GOALS AND/OR OUTCOMES ARE MET. THIS INCLUDES, WHERE RELEVANT, MEASURES TO ASSESS STUDENT AND/OR TEACHER LEARNING IN ARTS EDUCATION.
- EVIDENCE OF DIRECT COMPENSATION TO ARTISTS, MAKERS, ART COLLECTIVES, AND/OR ART WORKERS
- AS APPLICABLE:
- ENGAGEMENT WITH INDIVIDUALS WHOSE OPPORTUNITIES TO EXPERIENCE AND PARTICIPATE IN THE ARTS ARE LIMITED BY GEOGRAPHY, RACE OR ETHNICITY, ECONOMICS, OR DISABILITY.
- ABILITY TO STRENGTHEN THE ARTS SECTOR THROUGH KNOWLEDGE-SHARING AND RESOURCES.
-

APPLICATION PROCESS

1. Creative Communities Initiative

Apply By: 11/22/24

Eligibility:

Projects must be place-based, meaning they should directly impact a specific geographic community.

The project must be managed by at least two community organizations, one of which will serve as the lead applicant.

The lead applicant must be either a unit of government or a 501(c)(3) or 501(c)(6) nonprofit organization.

The lead applicant must be located within the community being served by the project.

Community Support: The project must have support from the community's local government, demonstrated through an adopted resolution and a pledge of at least 10% in matching funds (either cash or in-kind).

Submission Requirements:

Ensure the project aligns with the funding criteria and is place-based.

The lead applicant must meet the nonprofit or governmental requirement.

Include the adopted resolution and matching funds pledge with the submission.

Follow the guidelines for submitting required documents via the Philadelphia Cultural Fund website.

Link: [Philadelphia Culture Fund](#)

2. Philadelphia Cultural Fund

Apply By: January 2025

Eligibility:

Only returning organizations with an average budget of \$1.5 million or less may apply.

This grant cycle continues the streamlined application process to reduce the burden on applicants.

New applicants will not be accepted for this cycle.

Applications will not go through the peer panel process.

Submission Requirements:

Ensure your organization is a returning applicant with a budget that meets the specified criteria.

Follow the streamlined application process to minimize the amount of time and resources required.

Link: [PA.gov Grants and Loans](#)

APPLICATION PROCESS

3. Creative Catalyst Grant Program

Apply By: Quarterly deadlines, next on 2/14/25

Eligibility:

The project must align with at least one of the three goals of the Pennsylvania Council on the Arts:

Strengthen Pennsylvania communities through the arts.

Increase access to lifelong learning through the arts for Pennsylvanians.

Champion public awareness and appreciation of the arts in Pennsylvania communities.

Projects must have statewide reach and benefit Pennsylvania's creative sector.

Projects must include a diversity, equity, and inclusion plan.

Grant Amount:

Typical grants range from \$5,000 to \$10,000.

A 1:1 cash match is required for all grant funds.

Administrative expenses can account for no more than 25% of the total grant award.

Other Requirements:

This funding is not for ongoing programs or annual funding. It supports specific, time-limited projects.

Ensure that the project addresses diversity, equity, and inclusion values.

Check that the project's purpose fits one of the three goals.

Link: [Creative Catalyst Grant Program](#)

4. National Endowment for the Arts - Grants for the Arts Projects

Apply By: Next cycle (details will be available when new information is released)

Eligibility:

Projects must demonstrate artistic excellence.

Projects must meet the artistic merit criteria, including:

The quality of the artists and individuals involved.

The appropriateness of the project to the organization's mission, the community, and the artists involved.

A clear and well-defined plan for measuring success and achieving goals.

There should be compensation for artists involved in the project.

The project should engage underserved audiences (e.g., people with limited access to the arts due to geography, race, economics, or disability).

The project should contribute to strengthening the arts sector, sharing knowledge, and providing resources.

Submission Requirements:

Be clear about artistic excellence and merit, including a strong description of the artists and the creative process.

Include a detailed plan for measuring outcomes and success.

Provide evidence of direct compensation to artists and art workers.

Ensure the project demonstrates engagement with underserved communities.

Link: [National Endowment for the Arts - Grants for the Arts Project](#)

APPLICATION PROCESS

- **Grant Management and Reporting**

- Grant Agreement:
- Understand Key Terms:
- Carefully review the grant purpose to ensure funds are allocated as intended.
- Note funding restrictions, such as limits on administrative expenses or capital purchases.
- Identify matching fund requirements or other obligations the organization must meet.
- Reporting Requirements:
- Document reporting deadlines (financial and programmatic) and the required format.
- Clarify expectations around outcome measurements, such as metrics for student success or scholarships awarded.
- Seek Clarifications:
- If any terms or conditions are unclear, communicate with the grantor early for clarification.
- Retain a copy of the agreement for reference and share it with key team members.

-

- **Tracking and Monitoring:**

- Implement a Grant Management System:
- Use grant management software like GrantHub, Foundant, or even Excel templates to monitor funds and deadlines.
- Record all expenditures tied to the grant, ensuring they align with approved budgets.
- Budget Allocations:
- Set up a dedicated account or line items in the financial system to segregate grant funds from other organizational resources.
- Track Milestones:
- Define measurable objectives (e.g., scholarships awarded, students enrolled in music programs) and assign responsibility for tracking progress.
- Regular Reviews:
- Hold periodic internal check-ins to review budget adherence and program progress. This helps identify issues early and take corrective action if needed.

PROGRAM DEVELOPMENT

In today's world, where creativity is one of the greatest tools for personal growth and social change, many aspiring musicians face significant barriers to pursuing their passion. Music, while transformative, often requires resources that many young artists simply cannot afford—be it tuition, instruments, or specialized lessons. The Harmony Fund exists to ensure that financial challenges do not hinder the potential of young musicians. Through our scholarship program, we aim to provide life-changing opportunities for the next generation of artists, allowing them to nurture their talent and contribute to the cultural richness of our community.

The Harmony Fund was created to support aspiring musicians by raising funds for scholarships that empower them to pursue their musical dreams. The mission of this event is simple yet powerful: by breaking down financial barriers and fostering a collaborative community, we provide young artists with the tools they need to succeed.

Every year, countless talented young people are forced to put their musical dreams on hold due to financial constraints. This is where the Harmony Fund steps in. By raising the necessary resources and engaging our local community, we aim to ensure that music remains a vibrant force in the lives of all young people, regardless of their economic background. Music education has the potential to not only elevate individuals but also to bring communities closer together through shared experiences, creativity, and support. The Harmony Fund is our commitment to building a brighter future through music.

PROGRAM DEVELOPMENT

Summary of Financials

Category

Amount

Total Revenue

\$32,000.00

Total Expenses

\$16,974.00

Profit/Loss (P/L)

\$15,026.00

OUTCOMES

Engagement and Attendance:

- Outcome: At least 200 attendees will participate in the event, including families, educators, local musicians, and community supporters.
- Metric to Measure Impact:
- Event registration and attendance numbers will be tracked through online sign-ups and on-site check-ins. We will collect data on attendee demographics (e.g., families, educators, musicians) to assess the diversity and reach of the event.
- Audience satisfaction surveys distributed during and after the event will gauge the engagement level of attendees and their understanding of the Harmony Fund's mission.

PROGRAM DEVELOPMENT

Sponsorship:

- Outcome: Secure 5 sponsors, each contributing at least \$5,000, for the scholarship fund.
- Metric to Measure Impact:
- Amount raised from sponsorships will be tracked and compared to the target goal of \$25,000. We will keep a detailed record of sponsor contributions to assess the financial success of the event.
- Sponsor engagement feedback will be gathered post-event through surveys or interviews to measure their satisfaction and identify opportunities for future partnerships.

Volunteer Participation:

- Outcome: Recruit 20-30 volunteers to assist with various event logistics and operations.
- Metric to Measure Impact:
- Volunteer sign-up and participation records will be maintained to ensure the recruitment goal is met. We will track volunteer hours and ensure that tasks are completed successfully by the volunteers.
- Volunteer feedback surveys will be used to measure satisfaction, the sense of fulfillment, and their perceived impact on the event.

Fundraising for Scholarships:

- Outcome: Raise a sufficient amount of funds to provide scholarships for aspiring musicians.
- Metric to Measure Impact:
- Total funds raised through ticket sales, silent auctions, donations, and sponsorships will be tracked against the scholarship goal. A breakdown of the funds allocated to scholarships will be provided to ensure transparency and accountability.
- Number of scholarships awarded post-event will serve as a direct outcome of the funds raised, with a clear report on how these scholarships are distributed.

Community Engagement:

- Outcome: Strengthen community awareness and support for music education programs, especially at the Kelly Music Center.
- Metric to Measure Impact:
- Social media engagement and mentions will be tracked through hashtags, shares, and posts related to the event. We will monitor the reach and sentiment of posts, both before and after the event, to gauge public interest and support.
- Survey results from attendees will measure increased awareness of the Kelly Music Center's programs and the overall importance of music education.

PART 7: ANCILARIY INCOME PLAN

Diverse Revenue Streams

Merchandise Sales:

- We have 250 T-shirts that have all the logos of each Scholarship Sponsors. We will sell each T-shirt for \$25
- We have 200 Sweatshirts with the same print on them as the T-shirts. We will sell each for \$40.

Concessions and Food & Beverage Sales:

- We are keeping it simple with the food and beverage. We are having local bakeries and restaurants donate finger food and sweet treats. Since this event is not long, we decided that spending less on food would be beneficial to the scholarship event overall.
- For food we will have pretzels, brownies, cookies, popcorn and pre-packaged fruit.
- For drinks we will have coffee, water and select coke products.

Basket Raffle:

- We are expecting 100 attendees to spend at least \$10 on this being that the prizes are worth it.
- From Yamaha, they are giving a free jam session at one of their select locations with whatever instrument you would like.
- Bose is giving away a set of their quiet comfort headphones in a color of the person's choosing.
- The Philadelphia Orchestra is giving away 2 free tickets to a concert of their liking.
- Live nation is giving a \$250 ticket voucher to use at one of their concerts however the person would like, and it comes with a swag bag full of merch.
- The Knight Foundation is giving away a special grant that only attendees can apply for on the day of the event.

Donation drive:

- While the event is happening, we will have a QR code available for them when they get a conformation email that their ticket was scanned in at the event. From there it will take them to a website that will help donate money to the Kelly Music Center. We will also have the code in various places around the building. Throughout the event we will take pauses and announce what is going on and show the amount on the screen and actively watch it increase. We anticipate 150 attendees donating \$10 each.

PART 7: ANCILLARY INCOME PLAN

Strategic Pricing and Packaging

Competitive Pricing:

- Market Research:
 - Analyze pricing for similar events in your area or field. Consider factors like ticket price, the target audience's spending capacity, and event type.
 - Research ancillary items like VIP upgrades, merchandise, auctions, and raffles at similar fundraisers to set a competitive benchmark.
- Profit Margin Analysis:
 - Ensure each offering is priced to cover costs (e.g., production, staffing, materials) while contributing to the Harmony Fund's mission.
- Value-Based Pricing:
 - Highlight the value attendees receive for their money, emphasizing the unique experiences or high-quality items available. Example: "Your VIP ticket includes a meet-and-greet with artists, reserved seating, and a complimentary drink."
- Tiered Pricing Strategy:
 - Offer multiple price points to attract a broader audience. For example:
- General Admission:
 - Base price for entry and program access.
- Premium Ticket:
 - Includes exclusive seating and small perks.
- VIP Experience:
 - All-inclusive package with perks like backstage access or a gift bag.

Bundle Packages:

- Design Attractive Bundles:
 - Combine ancillary offerings into discounted packages to increase perceived value and encourage higher spending. For instance:
 - Event Essentials Bundle: Event ticket + merchandise (e.g., T-shirt or mug).
 - VIP All-Inclusive Package: VIP ticket + exclusive merchandise + pre-purchased raffle tickets.
 - Family Package: Multiple tickets + food vouchers + group photo opportunity.
- Incentivize Bundles:
- Offer savings compared to purchasing items individually. Example: "Save 20% with our VIP Bundle!"
- Highlight benefits like convenience (pre-purchasing eliminates onsite hassle) or exclusivity (limited edition merchandise or reserved seating).
- Dynamic Pricing for Bundles:
 - Offer early-bird discounts or limited-time promotions to encourage advance purchases.
 - Adjust prices dynamically based on demand; for example, increase the price of premium bundles closer to the event.

PART 7: ANCILLARY INCOME PLAN

Marketing and Promotion

Pre-Event Promotion:

Goal: Generate excitement and drive advance sales for ancillary opportunities, such as merchandise, VIP experiences, auctions, or raffles.

Email Marketing:

- Create a dedicated email campaign highlighting exclusive items or experiences available for purchase, such as:
- Limited-edition event merchandise (e.g., T-shirts, mugs).
- VIP packages (e.g., meet-and-greet with performers, reserved seating).
- Early bids for auction items or pre-sale raffle tickets.
- Use engaging subject lines like: *"Don't Miss These Exclusive Perks at the Harmony Gala!"* or *"Secure Your VIP Experience Today!"*
- Include high-quality visuals and clear calls-to-action (e.g., "Buy Now" or "Reserve Your Spot").

Social Media Campaign:

- Post teaser content, such as photos or videos of auction items, testimonials from previous VIP participants, or sneak peeks of merchandise.
- Use countdown posts to build urgency and create hashtags (e.g., #HarmonyGalaPerks or #HarmonyExclusive).
- Offer limited-time pre-event discounts or bonuses for purchases made before a specific date.

Event Website:

- Dedicate a section of the event website to ancillary opportunities, with clear descriptions, pricing, and purchase options.
- Include testimonials, photos, or videos to show the value of these offerings.
- Add a FAQ section addressing common questions about purchases or availability.

Collaborate with Partners:

- Work with sponsors or local businesses to cross-promote offerings. For example:
- Highlight gift certificates or items donated by local businesses for auctions.
- Feature sponsored giveaways tied to ticket sales or early purchases.



PART 7: ANCILARIY INCOME PLAN

Onsite Marketing:

Goal: Ensure attendees are aware of opportunities and incentivized to engage with them during the event.

Clear Signage:

- Place visually appealing signage at event entrances, registration tables, and high-traffic areas promoting:
 - Merchandise tables or kiosks.
 - Auction or raffle details with QR codes linking to online platforms for bidding or ticket purchases.
- Use banners with compelling calls-to-action like: *“Upgrade Your Night with VIP Access!”* or *“Bid Now to Change a Life!”*

Digital Displays:

- Use projectors or screens to loop slides featuring:
 - Ancillary opportunities.
 - Real-time updates (e.g., auction leaders or countdowns to raffle draws).
 - Display testimonials, impact stories, or thank-you messages to encourage participation.

Event App or QR Codes:

- Integrate ancillary opportunities into an event app if you’re using one. Highlight features like:
 - Push notifications for auction bidding or raffle ticket deadlines.
 - Easy mobile checkout for merchandise or donations.
- Use QR codes printed on programs, tickets, or signage to allow attendees to:
 - Browse auction items.
 - Purchase merchandise.
 - Donate directly.

Staff and Volunteer Training:

- Ensure team members know the details of ancillary offerings and can confidently promote them.
- Assign specific roles, such as auction table attendants, merchandise sellers, or raffle ticket sellers, to streamline engagement.
- Equip staff with talking points like: *“Your purchase helps fund scholarships for young musicians!”* or *“All proceeds go directly to supporting our mission!”*

Incentivize Engagement:

- Offer small bonuses, such as free raffle tickets with merchandise purchases or discounts for bundles.
- Announce live auction or raffle winners on stage to build excitement and encourage last-minute participation.



PART 7: ANCILARIY INCOME PLAN

Seamless Sales and Transactions

User-Friendly Payment Systems

- Implement modern, secure payment systems that are easy to use both online and onsite.
- Accept a variety of payment methods, including credit/debit cards, mobile payment options (e.g., Apple Pay, Google Pay), and cash to accommodate all attendees.
- Ensure the system integrates with inventory tracking to streamline operations and provide real-time updates.

Sales Points

- Establish multiple sales points throughout the venue to reduce wait times and enhance accessibility.
- Designate areas for merchandise booths, concession stands, and mobile sales carts strategically located in high-traffic areas like entrances, exits, and performance spaces.
- Equip each sales point with sufficient staff and clear signage to guide attendees.



PART 7: ANCILARIY INCOME PLAN

Sponsorship Integration:

Sponsored Activities

Offer sponsors opportunities to underwrite ancillary activities, such as:

Branded Photo Booths: Attendees can capture memories in a space featuring sponsor logos and event branding.

Giveaways: Sponsors can provide branded items or prize packages to enhance the attendee experience.

Contests: Host fun and interactive competitions, like raffles or musical challenges, with sponsorship prominently displayed in materials and announcements.

Co-Branded Merchandise

Collaborate with sponsors to create co-branded merchandise, such as t-shirts, hats, or reusable water bottles. These items can be sold at the event, providing an additional revenue stream while increasing sponsor visibility. Both the event logo and sponsor branding should be prominently featured to appeal to attendees and highlight the partnership.

PART 7: ANCILLARY INCOME PLAN

Data Collection and Analytics: Sales Tracking

Use a point-of-sale (POS) system to monitor the real-time sales of ancillary items like merchandise, concessions, or photo booth access. This data can guide pricing adjustments, restocking decisions, and targeted marketing efforts during the event to maximize revenue.

Attendee Feedback

Collect feedback through post-event surveys or onsite questionnaires. Focus on attendees' experiences with ancillary activities, sponsored items, and the ease of purchasing. This feedback can help refine offerings for future events.

PART 7: ANCILARIY INCOME PLAN

Efficient Inventory and Logistics Management

Inventory Management

Implement a tracking system for all ancillary items to monitor stock levels throughout the event.

Offer pre-order options for merchandise during ticket sales to estimate demand and prevent overstock.

Logistics and Staffing

Develop a detailed plan for setting up and dismantling ancillary areas, ensuring they are accessible and efficient. Schedule adequate staffing, especially during peak sales periods, to maintain smooth operations and provide excellent service.

Post-Event Follow-Up and Analysis

Revenue Analysis

Analyze revenue streams generated from ancillary activities, identifying the most successful items or activities. Use this analysis to guide improvements for future events and to provide clear insights to sponsors.

Post-Event Sales

Offer remaining merchandise or exclusive digital items for sale post-event. Follow up with attendees through email or social media campaigns, encouraging additional purchases or early registrations for the next event. This streamlined approach ensures the event maximizes revenue, engages attendees, and builds long-lasting relationships with sponsors.

RESOURCES

<https://chatgpt.com/c/66f9e090-604c-800b-817f-39c6f6ec0982>

<https://chatgpt.com/share/66feac46-743c-800e-ad6d-7e154d9580fa>

<https://chatgpt.com/c/671a7f84-5f34-8000-aa97-ac2680942b6f>

<https://chatgpt.com/c/67325682-6728-800b-8b67-2534da65799d>

<https://chatgpt.com/c/6734dc96-65e4-8000-b586-087d6c32e928>

<https://chatgpt.com/c/6753d166-84ec-800b-9840-0ca07be68a98>