



## HOW TO GET FINANCIAL EVENT SUPPORT FROM SWBMAI

The Southern Wisconsin Bluegrass Music Association Inc. (SWBMAI) is a non-profit organization devoted to the preservation and promotion of Bluegrass music and is supported by the volunteer efforts of its members. The organization operates for the purpose of educating residents of Wisconsin about the history, art and craft of Bluegrass and the folk traditions from which Bluegrass was developed.

Financial requests must be for events that fall within the SWBMAI's mission:

- Promoting public awareness of Bluegrass and musicians who play it;
- Bringing together persons of all ages who enjoy singing, playing, and listening to Bluegrass;
- Organizing regular Bluegrass jam sessions;
- Periodically disseminating information of interest such as news and reviews of, and articles about, Bluegrass performances, recordings, festivals, musicians, publications, and history;
- Promoting events incorporating lectures, discussions and performances of Bluegrass;
- Helping people become engaged with Bluegrass music, for example, by facilitating instruction and obtaining of instruments; and
- Introducing Bluegrass to new listeners.

Financial assistance can include, but is not limited to, underwriting a performance event. By underwriting, SWBMAI would help to offset losses.

The following guidelines will help you when requesting financial assistance from SWBMAI. In your proposal, please provide the requested information as it applies to your event or project, plus any additional information you think is relevant to your request.

Please note:

1. Submit your request to an officer of the SWBMAI Board 4 to 6 months prior to the event. This will allow the Board sufficient time to consider the request and to publicize the event in Fireball Mail newsletter.
2. Requests from SWBMAI members will be given preference.
3. If you receive funds, you agree to:
  - a. Acknowledge SWBMAI in all publicity about your event or project by including the SWBMAI logo in all printed and electronic communications about the event and stating the full name of the organization in all verbal mentions (Southern Wisconsin Bluegrass Music Association Inc.);
  - b. Provide a table at your event for SWBMAI, for product sales and disseminating information;
  - c. Provide one free event admission ticket for each \$75 in funding for distribution by the SWBMAI Board to the SWBMAI membership;
  - c. Provide a brief narrative report and financial summary to SWBMAI following the event.



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### Proposal Outline

#### A. NATURE OF THE PROJECT/EVENT

1. Principals (organizer/s) of project/event (name, address, phone, e-mail)
2. Summary description of project/event (details in B below).
3. Rationale. How does project/event promote the mission of SWBMAI?

#### B. PLANNING

1. How will the project be staffed, both during the organizing phase and at the time of the event?
2. Describe the schedule of activities at the event and describe the facilities. (If relevant, note capacity of space, parking, security, reviewer/s, photographer, etc.)
3. How will the project be advertised and promoted? Provide a schedule indicating dates of projected press releases, paid advertising, and other promotional efforts. (If relevant, include ticket outlets.)

#### C. FINANCING

1. List estimated expenses of event, e.g., for a concert, the following: Fees to musicians, venue, sound, lights, publicity (permits, paid advertisements, postage, printing/copying fees, etc.); if applicable, administrative fee to organizer(s).
2. List estimated income from event, i.e., ticket price, refreshments, donations (monetary and in-kind), raffle, etc.
3. List the sources of funding for the project (beyond income listed in #2).

#### D. USE OF FUNDS

1. Is the project trying to (a) raise funds, or (b) just cover expenses?
2. If (1a), is this for a profit or a not-for-profit enterprise?
3. Whether (1a) or (1b), if income exceeds expenses, where does the income go?