



Indie Artist School Outreach Tour

*Independent U.S. and Canadian Artists Will Be Speaking to and Performing in 1500+ Schools and Youth Organizations, Encouraging Over 1.2 Million Students and Their Families Every Year**

www.indieschooltour.com

Beginning in March 2018, Indie Connect artists will be performing and sharing their personal stories related to topics such as depression, physical and mental abuse, bullying and more at school assemblies around the U.S. and Canada. Each concert has 3 primary goals:

1. The first goal is to let the students know that no matter what they are going through they are not alone. Others have experienced the same serious challenges, and many more are currently dealing with them.
2. The next goal is to help them understand that regardless of how bad things are, there is always a way out. They too can get past it and be happy if they reach out and ask for help.
3. Lastly the goal is to encourage them not to judge others because they might never know what that person is dealing with or going through.



Daniel Panetta

One week after an artist performs in 4 schools in close proximity, he/she will perform at a **ticketed fundraising concert** for the students and the families. The proceeds are shared with the host school(s). The remainder of the proceeds are used to pay the artists, pay for travel and lodging and to administer the program.

In addition, students are invited to join an exclusive social network where they will have access to a wide variety of family friendly videos, music and more. The network will have both a free and a paid subscription level. Paid subscriptions will generate ongoing funds for the participating schools or organizations.

Produced by Indie Connect, a Nashville-based company that has been helping artists succeed since 2009.



ARTIST SCHOOL OUTREACH TOUR

The Process

Note – There is no cost to the schools for the assemblies.

Confirm the dates and times and sign the appropriate agreements.

-) Our artists are willing to perform up to 8 assemblies per week in a specific region or city, and more in some cases. The goal is to perform for at least 2500 students/week. The reason behind this number is to draw enough attendance to the weekend fundraising concert(s).
-) Artists may stay in a city or region for several weeks or even months, visiting as many schools and touching as many students as possible.
-) One of the schools agrees to host the fundraising concert(s) in a gym or auditorium.
-) Based on school sizes, the artists are willing to do 1 or 2 fundraising concerts on a weekend. This might consist of an evening concert for the high school students and their families, and an afternoon concert for the grade school students and their families. A second show may also be added if a first show sells out.

Sound:

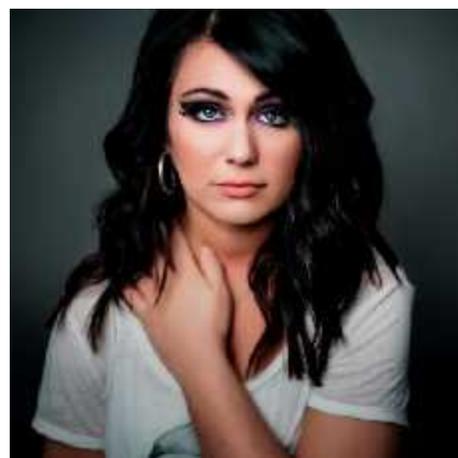
-) Together we determine if the available sound system is adequate. Each artist's requirements are different. The artists can provide minimal sound system in cases where the house system is inadequate.

Staff

It is important that the schools can provide someone familiar with running the house sound board during the assemblies and fundraising concerts.

Marketing

-) Indie Connect provides marketing materials that can be emailed to your students to prepare them for what they are going to see and experience. We can also provide PDFs of printable flyers and posters. The email copy can also make students and parents aware of any music or merchandise the artist will have for sale (only with the school's permission).
-) The school markets the assembly (optional)



Alayna

**Based on 10 artists performing every week of the school year*

Assembly Day

On the day of the event, the artist will show up 30-45 minutes before the scheduled start to set up.

-) Each artist and his or her accompanying musician or assistants will wear an easily identifiable official tour ID
-) Everyone on the artist's team is willing to participate in your standard security protocol

Space requirement

-) Each artist's requirements are different. However, in most cases a 16 X 8 space is more than adequate. Solo acts may require lesser space. Full bands (weekend concerts) will require more.
-) If the school permits the artist to sell CDs and merchandise, a separate table should be provided
-) Artists should be provided with a separate table or space (near the merchandise table) for the post-assembly meet and greet with the students.

The Assembly

-) The assembly itself will last 40-45 minutes. It will consist of uplifting music combined with the artist's personal stories. Some artists offer a Q&A period as well. Depending on the artist's history, he/she might talk about:
 - o Battling and overcoming suicidal tendencies
 - o Dealing with depression and fighting through it
 - o Dealing with and breaking away from physical, mental and/or cyber bullying.
 - o Escaping physical, mental or sexual abuse
 - o Dealing with a mental or physical disability
 - o Social acceptance as it relates to all of the above
 - One of the takeaways of these talks is recognizing the signs of these challenges. No one really knows what's going on in someone else's life. Often the parents are not aware as well (this the family-oriented concert).
 - Depending on the nature of the stories, the school may want to have a school counselor close the assembly by giving instructions to any student who needs a professional to talk to.
-) At the end of the assembly the artist announces the date, time and location of the upcoming fundraising concert. Recommended prices are \$8 per student and \$12 per adult.
-) The income from the concert is split 50-50 with the school or designated recipient. The goal is to sell at least \$6,000 in tickets, bringing in at least \$3,000 for the school.
-) The school may be asked to provide 2 people to stand at each exit door and hand everyone a flyer about the fundraising concert.
-) After the assembly performance and Q&A, the artist moves to his or her meet-and-greet/merchandise sales area. Students are invited to meet the artist and have items autographed
-) During or immediately after the meet-and-greet the artist's equipment is packed up, leaving the space exactly as he or she found it. Artists should be given at least 30 minutes to pack and remove their equipment.

Fundraising Concert

There is no up-front cost to the schools for the fundraising concert. Proceeds are divided evenly between the school (school district, school program etc.) and Indie Connect. Indie Connect then pays the artist.

The concerts are open to the students, their families and their friends. They may also be opened to the public to increase attendance. This maximizes the amount of money raised.

One of the schools needs to provide a large auditorium with sound for the concert. 500 seats or more is preferred since most concerts draw 500-1000 students, families and friends.

-) A table in the foyer should be provided for pre-and-post concert CD and merchandise sales and a post- concert artist meet and greet.

Fundraising Concert Marketing

-) Indie Connect provides the schools with a marketing video introducing the fundraising concert.
-) The post-assembly handouts have the concert information on them as well.

Ticket Sales

-) If the school has a payment processing system, we can use that for the advanced ticket sales. Otherwise they will be processed through a 3rd party processor so there is total transparency.
-) At least 2 people should be at the concert entrance for last minute cash and credit card sales.
-) 1-2 people should be stationed at each door to ensure only ticket holders enter.
-) 1-2 people should be positioned at the door to hand out concert programs.

The Concert

-) The artist will arrive 1 hour before the scheduled start of the concert unless directed otherwise
-) The concert will last approximately 75 minutes.
-) Similar to the assembly, the concert will consist of both speaking and music. They may also include one or more video presentations.
-) Counselors are welcome to take the stage after the show to give directions for getting help to anyone who needs them.
-) The artist recommends that all students join a specific Facebook group where they will receive ongoing positive music, videos, memes and other forms of relevant content (optional).
-) After the concert the artist moves to the meet-and greet/merchandise sales table.
-) The artist's team packs up the stage.
-) The total amount of time required for the event should not exceed 4 hours.

Post-Concert

-) Ticket sales and money collected for entrance into the concert are tabulated and reported.
-) Indie Connect sends ½ of those ticket proceeds to the designated recipient within 2-3 days after the concert.
-) The students and artists continue to communicate via the social network.

Note: Indie Connect plans to offer a paid level of the social network. Each school may choose to become an affiliate and receive a commission every month for each of their students who joins.