

Indie Connect

Indie Artist School Tour

Nashville Partnership Proposal



www.indieschooltour.com

Vinny Ribas

(615) 568-4736 - vinny@indieconnect.com

Indie Artist School Outreach Tour

Assemblies

Indie Connect provides free music-based assemblies to K-16 schools and youth organizations. The performers entertain the students while telling their own personal stories dealing with challenging issues and situations. The artists are never negative or 'preachy'. Instead their message is always positive and uplifting, focusing primarily on 3 key points:



1. No matter what you are going through, you are not alone. Others have either faced or are currently facing similarly serious challenges.
2. Regardless of how bad things are, there is always a way out. They too can get past it and be happy if you just reach out and ask for help.
3. It's not fair to judge others because you might never know what that person is dealing with or going through.

Indie Artist School Outreach Tour

Fundraising Concerts

- Within 1-2 weeks after the assembly, the same artists presents a fundraising concert for and at the same school (or organization).
- 50% of the proceeds are donated directly to the school. The goal is to raise \$1,500 or more for the school through each fundraising event.
- The entire assembly/concert series can be repeated with a new artist every 30-60 days, providing the school with an ongoing supplemental income.



Live Reach

- The program officially launches in January 2019.
- Each month the number of events will steadily increase.
- Artists will perform for approximately 500 students per week in the assemblies.
- Students are invited to return with their families for the follow-up fundraising concert.
- With 3 artists performing weekly, the total monthly reach will be 6,000+ students plus their family members.
- Schools may opt to bring new artists monthly or bi-monthly.

With bi-monthly programs, the total number of direct interactions will be well over 180,000 each year.



Other Reach

All students and family members will be invited to download a free app offering positive, uplifting and motivational stories, music, videos, TV shows etc.



All Partners Will Be Promoted Via The App!

Other opportunities for Partner promotions:

- Program handouts to all students and family members
- Indie School Tour website - www.indieschooltour.com
- Indie Connect website - www.indieconnect.com
- Indie Connect newsletter - **3,300 subscribers**
- Indie Connect Facebook page - **1,000 followers**
- Indie School Tour Facebook page (to be developed)
- Indie School Tour Instagram page (to be developed)
- Business Side of Music Podcast
- On-stage banner
- Recognition in the monthly tour newsletter

Gold Partnership

\$15,000/School Year

**Reach 180,000+ Students and
Family Members + Indie
Connect's Extensive Music
Industry Network**

- Your logo / ad on the homepage of the app
- Monthly video, audio or text ad on the app
- Your logo / ad on the student handouts
- Ad on the tour website home page
- Banner on fundraising concert stages
- Ad in the tour newsletter (students and families)
- Recognition in the Indie Connect newsletter
- 15-second insert in The Business Side of Music podcast
- Custom marketing options

Silver Partnership

\$10,000 for 1 School Year

Reach 180,000 Students and Family Members

- Prominent ad on the tour app
- Ad on the homepage of the tour website
- Ad posted monthly in the program app
- Logo on all performance handouts
- Ad in the tour newsletter

Bronze 'Artist' Partnership

\$5,000 for 1 School Year

Reach 75,000 Students and Family Members

- Ad in personal app
- Recognition on your artist's tour page
- Video, audio or text ad posted bi-monthly in the program's private social network page
- Recognition in the tour newsletter
- Video shout-out/promotion from your artist

Support Partnership

\$2,500 for the Year

- Recognition on Indie School Tour website and Indie Connect home page
- Promotion on the tour social app
- A thank you video filmed for you by one or more of the artists

In Kind Partnership

- Hotels, transportation, dining for touring artists
- Printing (e.g. flyers)
- Audio gear for times when a school's audio is inadequate - Powered mixer, speakers, microphones, cables, cases etc.

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Self-Funding Program

The Key To The Longevity Of he Program

Once this program is in full operation, it will be both self-funding and self-sustaining, making it a program schools can count on for ongoing additional revenue. This is due to the way the income from the fundraising concerts is allocated.

Use of Funds

- Initial partnership income will pay for the set-up and administration of the program.
- 50% of the fundraising concert revenues is given directly and immediately to the school.
- 35% of the fundraising income is paid to the artists
- 15% of the income is retained by Indie Connect to administer the program
- Subsequent partnership income will enable us to guarantee a minimum income to the schools and artists regardless of attendance or an unforeseen concert cancellation.

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