

Corporate Awareness	Audience Awareness
<ul style="list-style-type: none"> - Local businesses - 3 different levels of sponsorship - Create one pager with information on each sponsorship level- make sponsorship exclusive (1 company per industry) <ul style="list-style-type: none"> - 1 Platinum (\$1,500 per year) <ul style="list-style-type: none"> - full ad on back page of program - 5 comp tickets/concert - Recognition on website/social media page - Recognition during concert - Info table outside of concert before and after performances - 4 Gold (\$500 per year) <ul style="list-style-type: none"> - Half page ad in program - 2 comp tickets/concert - Social media/website recognition - 4 Silver (\$250 per year) <ul style="list-style-type: none"> - Quarter page ad in program - Grant <ul style="list-style-type: none"> - Arts and endowments foundations - Use various websites available to find grants that fit our mission statement... what is our mission statement? - Typing up a proposal that uses the language necessary 	<ul style="list-style-type: none"> - Social media <ul style="list-style-type: none"> - Solid 2 posts per week. <ul style="list-style-type: none"> - Posts should be actionable- example: join us on these dates, sign up for our newsletter, link in bio for tickets etc - Building awareness in PC through unexplored avenues <ul style="list-style-type: none"> - Setting up a table and flyers at local events <ul style="list-style-type: none"> - Every event in downtown plant city should be attended. - Most tabling opportunities are FREE for non-profits - QR code to donate or 50/50 raffle <ul style="list-style-type: none"> - People LOVE 50/50 Raffles - Track the ROI <ul style="list-style-type: none"> - "How did you hear about us?" - Dedicated effort to building and maintaining our email list of non-performers <ul style="list-style-type: none"> - Monthly newsletter should be going out

Find college students

- Limited budget
- \$1000-\$1500 per semester to manage social media/marketing intern from USF or FSC

Endowment Scholarships

- At least 2- \$500 scholarships per year that can be distributed to school in area (builds awareness and creates opportunities for us to receive additional funding)

Financial goals-

- Create enough revenue and funding to have 2 years of operating funds built up in savings account (minimum)
 - 3 year goal
- Create a \$25,000 endowment fund to be invested that can generate ~\$1,000/year for scholarships
 - 5 year goal