



A non profit 501(c)(3) corporation

PARTNERSHIP PROPOSAL

Rockliscious Scholarship For Girls

and

Peace, Love & Music, Inc.

April 26, 2017

**OBJECTIVE:**

Establish a partnership with Rockliscious and Peace, Love & Music, Inc.

**Background**

Peace, Love & Music is a non profit 501(c)(3) corporation, created to inspire and enrich lives through music education. The organization strives to provide access and opportunities for music education specifically to at-risk youth; families with financial challenges; and individuals with mental or physical challenges that may prohibit or hinder their access to music education through the available "traditional" channels. One of the prime activities is providing one year scholarships to formally study a musical instrument, voice, song writing or recording at Absolute Music Studios in Jupiter, Florida.

Rockliscious is a new concert series dedicated to discovering and showcasing female-led bands, singers, and songwriters. With the tagline, "Fueling The Voice of Women" a partnership is the perfect fit to promote music education for young women.

**Proposition**

Rockliscious will promote their event with a portion of the proceeds to benefit Peace, Love & Music in the form of a scholarship for girls. The agreed upon amount will be \$1,600.00 which will be used to provide a one year scholarship for private music lessons at Absolute Music Studios. Rockliscious will determine how proceeds are raised. This may include, but is not limited to tee shirt sales, solicited donations from other sponsors, matching donations from venues/sponsors and raffle. It is recommended that the funds be presented to Peace, Love & Music no later than August 1, 2017, with a scholarship selection committee chosen shortly after.

**Benefits**

Rockliscious will have a positive association with a credible, non profit 501(c)(3) corporation.

Cross public relations opportunities via press and social media.

Rockliscious logo and link placement on Peace, Love & Music website.

Promotion of Rockliscious concert dates at Peace, Love & Music fundraiser in June.

Promotion of the Rockliscious brand through Absolute Music Studios contacts, eblasts and Facebook page.

Additional cross marketing opportunities at Absolute Music Studios events.

Marketing opportunities following the selection of the scholarship recipient as she takes part in performances, recording and other opportunities through Absolute Music Studios.

### **Scholarship Application Requirements**

Peace, Love & Music has a relationship with local public schools and other non profit organizations that provide services to children that may be eligible for the scholarship. Applications are distributed to these organizations in early May and must be completed and returned no later than May 19. A sub committee meets to determine the recipients. As Rockliscious is slated to run their concert series between June 1 and July 27, it is suggested that an additional, separate sub committee be formed in August that will include representatives from Rockliscious, Peace, Love & Music, and Absolute Music Studios. The scholarship winner will be chosen with a tentative start date to coincide with the beginning of the school year. The scholarship will be for one year and must follow the requirements established by Peace, Love & Music for all of their scholarship recipients:

Must be a young woman who, through no other means, can not normally afford private music instruction. Exceptions can be made for more at-risk or mentally-challenged kids who can directly benefit from music lessons, but have most of their funds designated for therapies and other medical-related expenses.

The child will have to compose a letter of no less than 50 words why they would like to take music lessons (this gets the individual thinking of how music can help their life, what they want to achieve by playing music, and has them understand the value of the gift they are receiving).

The child must have the ability, through family members, friends or other means, to attend their lessons on the agreed to date and time each week. Excessive absences may be cause for removal of the scholarship, which would be given to another child.

Children must exhibit behavior appropriate for a professional, private lesson setting. Kids who are disruptive, disrespectful or destructive will be exempt from this scholarship. If a student acts inappropriately after lessons commence, the student may be removed from the scholarship, which would be given to another child.

In addition to the basis of "need" and the 50-word letter, prior music experience and participation will be given consideration. Principals, guidance counselors and other pertinent personnel will be consulted as needed because they will have first-hand knowledge and experience in working with these kids.