

Request for Proposals 2015 Illinois Music Entrepreneurship Competition

Entrepreneurship has become a buzzword in arts schools across the country, because today's ever-changing musical and artistic landscape requires musicians to create innovative performance and scholarly experiences that engage with society. In doing so, musicians are creating new models for developing sustainable and diversified careers in the arts.

Overview

The School of Music invites proposals from any music student enrolled as a major in the School of Music (SoM) for the 2015 Illinois Music Entrepreneurship (IMusE) competition. The School seeks to support entrepreneurial, creative endeavors and challenges students to develop projects or business models that will deliver their musical activities (performance and/or scholarly) in new and innovative ways.

Collaboration is a key component to launching a successful project. As such, applications must include a minimum of two student participants and a faculty sponsor. Partnerships between students from different SoM divisions and/or other academic disciplines within the University are strongly encouraged; similarly, partnerships with an outside (of SoM) organization or presenting agency are also strongly encouraged.

Proposal Content

This competition encourages students to identify new environments for creating and/or consuming music that engages with the public in meaningful ways. Aligning with the Chancellor's Visioning Future Excellence at Illinois, the IMusE Competition will give funding priority to applications that explain how the project connects with at least one of the Excellence themes (<http://www.oc.illinois.edu/visioning/themes.html>) within the proposal's objectives. Selected recipients will receive grants of up to \$3,000 as seed money to realize the goals and objectives of their proposal.

Proposals should clearly articulate the goals and objectives of the project. If a partnership or collaboration with a presenting agency or outside organization is a key component to successfully launch the project, please include a letter of support from the outside entity. Please include a specific timeline for completing the project as well as a proposed budget. All funded projects must be completed within 12 months of receipt of funding. To assist students in developing their proposals, applicants must attend or watch videos of the workshop co-sponsored by the College of Business and the School of Music. The workshop will be held on **January 20, 2015 from 5:00 – 6:30 pm** (see <http://go.illinois.edu/iMusE> for room location).

Complete Proposals must include

- Names and brief bios (150 words or less) of student participants.
- Statement of affirmation that student participants attended the required workshops
- At least one letter of support for the proposed project from a School of Music faculty member.

- Proposal Narrative (1,000-1,500 words) that clearly describes the objectives and significance of the project. The narrative should include:
 - o A title that captures the spirit and substance of the project
 - o A summary of the project's objectives and significance
 - o A detailed timeline for completing the project, including milestones that must be met for the project to be successful
 - o A consideration of how the project aligns with the Chancellor's Visioning Future Excellence Theme(s)
 - o The identification of a primary or target audience for the project
 - o A reflection on how the seed grant might create a viable path for the project to become self-sustaining after initial funding (possible long-term goals and vision for this project in 3-5 years)
- Proposed budget (include marketing costs, transportation, supplies, etc., and include additional funding/revenue sources and amounts, if applicable).

Application Reviews

Only complete applications submitted by **March 1, 2015** through the online webtools form will be considered. Students who submit a complete application must also present their proposal in a 10-minute public presentation for the iMusE committee. All group members must participate in the public presentation. Each group will receive 10 minutes to pitch their idea followed by a 5-minute Q & A session with the iMusE committee. The public presentation should summarize the project idea and address why the presenters believe the project is innovative, viable, and what the outcome goals will be, if the project is funded. **The 10-minute time allotment is firm; presenters should practice their pitch to ensure they can complete the presentation within the given time.**

Selection Criteria

- Quality and viability of the proposed project
- Expected impact in the field of music and the performing arts
- Potential impact the project may have on the target/primary audience
- Alignment with the Chancellor's Visioning Future Excellence Theme(s)
- Potential for project to continue after initial funding

Deadlines

Applications must be submitted by **March 1, 2015**. Public presentations will occur March 16 – 19, 2015; exact date and times will be announced by March 5. Projects that receive funding will be announced by **April 15, 2015**.

Expectations

Funded projects must be completed within 12 months of award notification. A final report (750-1,000 words) summarizing the project activities and outcomes must be sent within 12 months of initial funding date. The final report should include a reflection statement describing what the participants learned from the project, and how the project will continue to be sustained after the initial funding cycle. Funded participants may be asked to serve on future evaluation panels. Requests for a one-time extension of funding must be submitted in writing to the Director of the School of Music no less than six weeks prior to the expiration of funds.