

## Awareness Event Paper A

Concerts, especially within the college-aged demographic, are a surprisingly effective method by which to inspire people to gather in large numbers. Music is one of the only universally enjoyed mediums, and as such, has the power to move its listeners to a very generous place. Fortunately, generosity is exactly what one looks for when hoping to raise money for an important cause such as tsunami relief in Southeast Asia. Traditionally, benefit concerts have been widely employed to garner attention and donations for a certain cause (Live Aid, Bono's "48864," "We Are the World," etc.), and tsunami aid is one such cause that would profit from an event such as a concert. Therefore, our group's planned event to help aid the tsunami disaster area is to plan and put on a benefit concert.

Our concert will take place on Friday, April 1<sup>st</sup> in the Burge Union. In doing this we have followed University guidelines and are working with the Events Committee in getting a contract. The show will feature a collection of local bands and singers including Brian Sears, Groovelight, Box-Social, and Reggie Holiday, all four of whom have already committed to our project. While admission to the show will be free, once inside, the attendees will be highly encouraged to donate money to the cause. Also, we will be selling shirts featuring our concert logo to whoever wants one – the proceeds from which will also go entirely to the Red Cross. Our plan is to get companies to donate money and or shirts to get printed. The Red Cross is our charity of choice due to its positive image and highly recognizable and trusted name. We hope to raise at least \$500 to give to the Red Cross through donations and t-shirt sales. The best way to raise this money, we have decided, is to make our concert as highly publicized as possible. We have already been assured backing by the KU Student Union Activities (SUA), which will provide us with a substantial amount of resources and experience. Also, we have lined up

promotional shout-outs on the school sponsored radio station KJHK 90.7 during its “Jazz in the Morning” show. Along with those other forms of advertising, we plan to undertake a massive distribution of promotional flyers and campus-wide sidewalk chalking to alert students to our concert.

Since the genres of music being played at our concert are most commonly aimed towards those in our own age group, our target audience will be almost exclusively students. This makes our job of advertising the event a little bit easier since, obviously, the KU campus is saturated with students. With the help of the SUA, KJHK, and the extensive promotion with flyers and chalking, it will be difficult for the average KU student not to be aware of our concert. And this is our hope since we want our attendance to be as large as possible in order to raise a lot of money for the cause. If the previously mentioned methods of publicizing our benefit concert aren't enough, however, we also plan to provide free refreshments for all who attend. The company Treat America has already agreed to supply a variety of Coke products for our show, adding yet another element to encourage high attendance.

Sponsorship, like that which Treat America is providing, is something that we also hope to receive a lot of. In order to fund the production of the t-shirts we plan to sell at the concert, we will need a certain amount of funding. To manage this, we have typed up a formal letter that we plan to send to local t-shirt companies asking for their help with our charity concert. If no t-shirt companies are able to assist us, then we will then send a formal letter to many local businesses asking them for the funds that we need. Any business that donates funds to our event will have their name featured not only on our flyers, but on our t-shirts as well. We are hoping that help from the local business community will bolster our event and make it even more successful. We will formulate a letter that professionally asks for a donation of \$100 or more.

One hundred dollars can be a steep request but most businesses have received a letter of this sort and understand that any sum of money is accepted. We also ask for products, such as beverages, food, or door prizes instead of money. Also we formulated a special letter to send to T-Shirt printing companies asking for a donation of the concert shirts. For the other donations our plan is to ask companies like Sprint, Hallmark, UPS, The Kaufman Foundation, Russell Stover Candies, Hy-Vee, Dillons, Honeywell, and Coca-Cola, all have history as philanthropists. We have planned to be announced on a local college radio show on KJHK 90.7 FM. This, the t-shirts, and flyers will have the names of the companies, which is their incentive to give to our cause.

To ensure legitimacy we are asking SUA to collect the money because they are an established organization with a bank account. Companies will sign a formulated contract telling us how much they want to donate and we will then give the contract to SUA. The checks will be collected on April 6<sup>th</sup>. We have set it up this way so that if the t-shirt company does not give us money, we can ask another company to put their donation towards the sale of the t-shirts. After the concert is done, SUA will then give us the money in the form of a check made payable to the American Red Cross.

Our plan, if we get the donation for the t-shirts, is to sell them on the day of the concert. Obviously, we were directed to not take money from the donators but our plan will ensure legitimacy. Each purchaser of the t-shirts will sign a form that will be turned in. The left over t-shirts will be sold on April 6<sup>th</sup> and those not sold will be donated to the Salvation Army.

Some of our plans do not follow the rubric for this project. We understand that. Everyone in the group agreed that a concert would most definitely be a more successful endeavor for us to undertake than what was suggested in class. We care about this cause and wanted to put

together an effort that would raise the most possible money. Selling cookies on the beach was not a logical effort for us. We hope that you will understand our plan and rest assured that we are using every means possible to ensure legitimacy for our project. We have not devised an operation that will fail or be seen as illegitimate. Our support from SUA was only contracted so that we could tap into more options for publicity and have a recognized organization to back us. SUA understands that this is our project and they will only help us when we ask for them to. They have no plans to make this concert their own. XXXX, the event planner for rooms in both of the Unions was more comfortable renting a room to us with SUA backing us because, as we said earlier, they give us credibility and legitimacy.

With all of this lined up, the number of problems that we could potentially face is much smaller. Having SUA working with us will make every task we take on run much smoother. If we don't receive the funding that t-shirt production would require, that doesn't necessarily mean that we will have to scrap that plan altogether. There would still be options left for us. Since we aren't choosing to go door to door to collect donations, we have a lot more time to plan the specifics of our concert. We won't have to worry about frustrating ourselves by visiting people at home like so many other students will have to do. Overall, the biggest problems that could have arisen with our concert have already been surpassed. We have already booked a venue and at least 4 acts. We already have the guarantee of refreshments and an assurance that SUA will assist with publicity. The actualization of our idea to use this benefit concert as our awareness event has without a doubt proven its ability to run smoothly.