

## ABR 2020: FUNDRAISING

As you may have noticed while reading the Judging Criteria, a significant number of your points will be awarded for your efforts related to raising funds for Nuçi's Space. Please remember that there is only time for 10 (ten) bands to play the night of the event. **The initial fundraising deadline is April 30<sup>th</sup>** The top ten fundraising bands on this day will be competing for the Grand Champion title. The idea is to raise funds early to secure your spot and rehearse as the event approaches.

Here are a couple of tips for success...

- After you register your band, start promoting your performance immediately. Contact friends, family, and maybe even enemies that you want to make envious of your new found fame. Make sure they mark their calendars for Saturday, May 16th, and get them to help you promote!
- Encourage your co-workers and bosses to come out the night of your performance. You'll be representing them so make sure they are there to make some noise and cheer you on. You also earn points for every attendee at the show who says they are there to see your band!
- Let people know they can "vote" on the Athens Business Rocks website. Send them a link and encourage them to contribute a few bucks. Bands will receive 1 point for every \$1 contributed on behalf of your band.
- Get another business to sponsor your business. If another business does not have enough musically inclined employees to form a band but would still like to be involved in ABR, they can sponsor your band with a monetary donation. Get help from your employer/sponsoring business!
- Ask your employer to make a tax-deductible donation to Nuçi's Space to "vote" for your band.
- Ask your employer if you can promote the event to your customers. Here are a few ideas:
  - o Set out a dedicated tip jar for the event on your bar or front desk counter, or have a percentage of shared tips go to ABR votes (even \$5 a day would add up quickly!)
  - o Have an ABR percentage night, or have a special menu item or drink that will have a % of sales dedicated to ABR votes (for every "x" item sold, \$1 will go to ABR votes)
  - o Put signs around your place of business to let your patrons know about your participation in Athens Business Rocks

### Parting Words:

Have fun and play your asses off. This isn't a talent or song-writing competition– we're just trying to have a great time and raise a few dollars for an important cause. It's a great opportunity to build some camaraderie among your co-workers and build employee morale. So, be creative with your music selections, band name, make-up, hair, costumes, and performance. The more fun you have, the more fun the audience will have!



nuçi's space