



## APPLICATION

### Keep A Breast Music For Awareness

All 2009 applications are due at least 6 weeks before event.

You will be notified within one week if your application has been approved.

Thank you for your interest in Keep A Breast. We have developed a unique avenue for musicians and to donate their time and influence the lives of their fans and so many more. Introducing the Keep A Breast Music for Awareness Campaign. We are inviting all promoters as well as bands out there to really step in and start making a difference. This campaign will allow anyone to play a role with KAB and throw his or her very own benefit show in support of the cause. This campaign will acknowledge and enable the fact that young people do want to be activists, to play a part of a bigger and better good. This was developed to provide an outlet that inspires people to better themselves and their communities.

Following you can find a checklist for your event, photos, as well as our lovely application highlighting the pertinent information you will need for your fantastic extravaganza!

For more information on Keep A Breast please see our website

[www.keep-a-breast.org](http://www.keep-a-breast.org)

Contact:

Erica Leite

Youth Outreach Director

[Erica@keep-a-breast.org](mailto:Erica@keep-a-breast.org)

The Keep A Breast Foundation™ is a 501 (c) (3) non-profit organization. Our mission is to help eradicate breast cancer by exposing young people to methods of prevention, early detection and support. Through art events, educational programs and fundraising efforts we seek to increase breast cancer awareness among young people so they are better equipped to make choices and develop habits that will benefit their long-term health and well-being.

First things first. We recommend planning your event as least 6 weeks in advance. The fundraising minimum goal for a MFA event is \$500 so the more time you have to prepare the better. We will provide you with the necessary armor. Cool t-shirts for you/the band to wear on stage, KAB banners to decorate around the club, stickers, breast self-exam shower cards to pass out, and a big shout out to your band and your KAB event on our Myspace page! Think \$500 will be hard? We provide you with all the resources needed to make your event amazing including this step by step checklist, sample fundraising letters, KAB branded flyers and a entire fundraising idea think tank with suggestions from bands, promoters and others whom have done MFA events in the past.

## KAB MFA EVENT CHECKLIST

**Pick your bands!** Keep A Breast has partnered with many adored musicians and artists such as Gym Class Heroes, Foo Fighters, Devo, Sonic Youth, Angels & Airwaves, No Doubt, Taking Back Sunday, Fall Out Boy, Hot Rod Circuit, Bayside, Paramore, Jacks Mannequin, Say Anything, Reel Big Fish,, Katy Perry, Cobra Starship, Envy on The Coast, Circa Survive, Chiodos, Poison the Well, Meg & Dia, The Matches, All Time Low, Maylene and the Sons of Disaster, Oliver Peck, Story of the Year, Shwayze, The Color Fred, Pink, Arturo Vega, Anthony Green, Tom DeLonge, Mark Hoppus, Kat Von D and many more. These artists have donated their time to help us educate youth today through their music, art and inspiration. Pick bands that really get the message and will be willing to donate their time for Keep A Breast.

- Find out about them, get their bios and samples of their work before you agree to have them in the show.
- Make a list of artists you like, and contact your favorites first.
- You may notice as soon as you decided on your artists, their friends/families/coworkers will also want to get into the show and display their creative talents. You need to use caution here- although we appreciate everyone wanting to support the cause and think it is absolutely wonderful, you need to draw the line somewhere. Everyone cannot participate in every show- there just isn't enough room! Use discretion, however, as there may be some people you should not refuse lightly. For example, a local band who has connections with local radio stations or magazine/newspapers. This may lead to an editorial the following month on KAB and the event.

**Pick your Date!** Make sure to keep that in mind when you are choosing your bands, as often times there are many willing bands make sure you can find a time where you all are able to do it together. Make sure that they understand that their time will be donated.

**Location, location, location!** Where would you like to have the event? Can you think of a really cool place in your area that you know your KAB event would take off at? How big are the bands doing this event? Make sure you realize that some bigger venues require a minimum amount for the house in order to pay for staffing and production costs. If you don't think your bands can meet this minimum and raise money for KAB choose a coffee house, a local community center, warehouse or a rec center. Search out local businesses that might have a history with doing breast cancer or charity events and see if they are willing to help. Try to pick a location that is easy to get to, where you would draw a good amount of attention, and where they might donate the space for you.

**Budget.** Money. You need to figure out how much money it will take to throw your KAB event. Your goal is to have everything completely paid for and donated, so keep this in mind when you ponder the latest DJ or catering crew. If you would like to pick a local non-profit breast cancer organization to share the proceeds, KAB will donate 15% of the total proceeds from the night to that organization.

**Sponsors.** Who do you know? Who would you like to know? Sponsors are a key element in KAB events, as they really make the event possible. You will need them to either donate their services or donate money to help pay for the costs you encountered, such as venue costs, equipment rental, production costs, flyers, posters, advertising, location, alcohol, etc. Remember; don't be afraid to tell them this is a good deal for them too-what company doesn't need a little extra publicity concerning their generosity (plus, it's a tax write off!)

**PR.** PR is extremely important in your event, as it means getting the word out. The more the word is out, the more people will attend your event, and the more money you will raise for KAB. Do you know of a local PR firm who would donate their time to help you out? Again, this would be beneficial to the firm, as word would spread that they donated their services to a good cause. Often times PR firms have connections to local media opportunities and local celebs, which would be of much needed assistance to your event. Our PR firm here in San Diego would work directly with your people in supplying them with details and info to get the ball rolling.

**Revenue Streams** Here are some ideas to make your show better, your benefit bigger, and your overall night legendary. Learn more online at our fundraising idea think tank where you can take fundraising letters to local businesses to donate, learn how to make things to sell at your event, unique ways to pre-sell tickets and more.

- Presale tickets, offer free stickers or pink ribbon to the lucky early birds.
- Create a raffle with prizes donated from local businesses. If you know someone who would like to donate their services, what about a raffle? Dinners, gift certificates and movies are just some of the raffle prize options.
- Sell pink ribbons, bracelets, cookies, or anything you can think of that you, your friends or street team can make for you.
- Request the venue donate a % of the drink and/or door sales to KAB.
- Donate a % of band merch sales to KAB.
- **Put Keep A Breast in your Top Friends on Myspace and tell all of your friends!!!**

## LEGALITIES

Now, the fun stuff. We are so happy that Keep A Breast has become what it is today, and so grateful that you want to throw your own event in your town. And we want to make sure everything goes on without a hitch-that way, it'll run smoothly for the both of us. So, lets get down to the nitty-gritty:

As stated before, each event needs to raise at least a \$500 donation for Keep A Breast, we do this to as we pride ourselves in being a 501 (c) (3) organization, and do not want our name used for any profit making. If you do not agree with this, we will not allow our namesake/likeness to be used in your event. I know, we sound tough, but we have to keep everything in line to protect the KAB organization and brand, as well as it takes recourses from us to send tees, posters ect for your event. You would not believe how many people are out there trying to make a buck for the wrong reasons!!

If you would like to sell merchandise pertaining to the evenings cause, please contact Keep A Breast. Please do not make your own Boobies! t-shirts modeled after ours-we have plenty, official ones for you!! We can provide you with all of the merchandise we sell at our events-t-shirts, tote bags, bracelets, stickers, and magazines. We will provide you with the pricelist and communicate with you on how many you think you need of each merchandise. We will also provide our breast self-exam shower cards, which are necessary at any event and given out complimentary to raise awareness and knowledge. All use of Keep A Breast logos must be approved by KAB prior to event. If you have a band donating their time to the event, please let us know and we can coordinate on their sizing/color choice to wear on stage and promote KAB!

We are here for you!! Any questions, concerns, and moral support you seek? Let us know. Call or email with questions. We want your event to be something you never forget, a huge success you are proud of and want to do again and again!

**APPLICATION FOR KAB LOCAL OUTREACH EVENT PROGRAM FOR COMMUNITY AWARENESS:**

**Due: 6 weeks prior to event**

**Send via e-mail to Erica@keep-a-breast.org**

**By e-mailing this application you agree to all terms stated above by KAB.**

**You submit below requested information in a Word Document.**

**1. MAIN CONTACT NAME, ADDRESS, EMAIL, AGE, PHONE NUMBER:**

**2. BANDS NAMES:**

**3. CITY AND STATE**

**4. DATE:**

**5. VENUE**

**6. VENUE CAPACITY AND AGE DEMONGRAPHIC**

**7. FUNDRAISING GOAL:** (Minimum Goal \$500)

**8. PLANNING COMMITTEE:** Who is part of your KAB team? What roles will each person play to make this happen?

**9. WHY DO YOU WANT TO THROW A KAB EVENT?**

**10. WHAT/ WHO ARE YOUR LOCAL RESOURCES?** (i.e. Sponsors, restaurants, PR firms)