

New submission from 'Fall 2016 Funding Application'

Cannon McNair <advertising@idleclassmag.com>

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To: Funding Request <fundingrequest@experiencefayetteville.com>;

 1 attachments (40 KB)

57f00dd6931ce-Black Apple 2017 Proforma.pdf;

You have a new submission.

Name of organization

The Idle Class Magazine

Year organization was established

2013

Address

[PO Box 4853](#)

City

Fayetteville

State

[AR](#)

Zip

[72704](#)

Project Title

The 2017 Black Apple Showcase

Frequency

Annual

Primary Contact

Cannon McNair

Email

advertising@idleclassmag.com

Phone

8703177841

Start Date

04/14/2017

End Date

04/14/2017

Project Location

Fayetteville - Dickson St (Tactical Urbanism)

Amount Requested

\$7,500

Event summary

The 2017 Black Apple Showcase will feature nominees for the annual Black Apple Awards, which recognize creatives from across Arkansas. Categories include Favorite 2D artist, Favorite Chef, Favorite Craft Beer & more. This is a celebration of the nominees and not an "Awards Show".

Each year we partner with a local, art-affiliated non-profit to co-organize the event. This helps us both grow. Every dollar we raise goes to the arts in Arkansas. The Idle Class is a for-profit business, but we operate much like a non-profit. We do this because we love the arts, our city, and throwing a really cool event.

The target audience is 22-50 year olds who love being involved in their communities. They shop local, drink local and eat local. They're the people you see at the Farmer's Market on Saturday morning or the ones who are catching a show at TheatreSquared. Income level is primarily middle class. We have many people from Fayetteville who attend but we also draw heavily from Benton County.

Some people drive from Little Rock. We are seeking to expand our audience to include more attendees from Benton, Carroll & Sebastian Counties.

How will funds be used

These funds will be used to secure a venue plus items (tents, etc.) for the event and generate pre-event ticket sales using digital advertising tactics. Year one the venue was The Garden Room. Year two, we expanded to include The Garden Room and its parking lot, Puritan Brew Co., Nighthbird Books and Fayettechill. The collection of these venues was the first time (to our knowledge) that it had been used in this way.

This year, our venue goal is "Tactical Urbanism" on Dickson St. We're planning a space that is familiar but hasn't fully been used as venue before. Our first target is the top two floors of a parking garage.

Recognition

The Fayetteville A&P Commission's logo will be featured in our print ads, our fliers, some event signage, email blasts and in the cover photo for our Facebook event. We will also mention the A&P as a sponsor during our radio and print interviews leading up to the event.

Funding from other sources

Sponsorships from AR businesses with an ideal amount of \$7,500. We will also generate ticket sales.

prior funding

Nope. This will be our first year to receive funding..

not funded impact

This event will happen with or without A&P funding.. A lack of funding will slow our ability to secure a venue and leave us with much fewer options to generate ticket pre-sales using digital advertising.

Also, we see a grant from the A&P as more than money.. We look forward to our connection with the city we love and operate in. We greatly respect Matt Petty and the leadership within the A&P, and it would be our hope to work closely with A&P to strengthen our advisory team.

In conclusion, we want a partnership.. Our mission is celebrate the arts in Arkansas. The Black Apple Showcase is a celebration of artists, art lovers, and the creative energy of Arkansas.

budget

[57f00dd6931ce-Black Apple 2017 Proforma.pdf](http://www.experiencefayetteville.com/images/fundingapps/fall2016/57f00dd6931ce-Black Apple 2017 Proforma.pdf)
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Supporting Docs