

**[NAME OF ORGANIZATION]**

**BUSINESS PLAN**

[Date business plan issued]

**Contact: [name], CEO [or President]  
[address]  
[phone no. & fax no.]  
[email]  
[web site]**

The information contained in this business plan is confidential and proprietary to [NAME OF ORGANIZATION] (the "Organization") and is intended only for the persons to whom it is transmitted by the Organization or its representatives. Any reproduction of this document, in whole or in part, or the divulgence of any of its contents without the prior written consent of the Organization, is prohibited.

This is a business plan. It does not imply and shall not be construed as an offering of securities. Persons interested in pursuing an investment should contact their professional advisors.

**Business Plan Copy No. \_\_\_\_\_**

## **Confidentiality Agreement**

The undersigned reader acknowledges that the information provided by [NAME OF ORGANIZATION] in this business plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF ORGANIZATION].

It is hereby acknowledged by the undersigned that the information to be furnished in this business plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [NAME OF ORGANIZATION].

Upon request, this document is to be immediately returned to [NAME OF ORGANIZATION].

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

## TABLE OF CONTENTS

<b>Confidentiality Agreement</b> .....	<b>i</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>1</b>
<b>I. FESTIVAL GOALS &amp; OBJECTIVES</b> .....	<b>2</b>
1.1 Festival Concept .....	2
1.2 Goals & Objectives .....	2
1.3 Venues .....	2
1.4 Program Highlights.....	2
1.5 Milestones .....	3
<b>II. THE ORGANIZATION</b> .....	<b>3</b>
2.1 History & Background .....	3
2.2 Board of [Governors/Directors/Managers] .....	3
2.3 Outside Consultants & Professional Advisors .....	3
2.4 Strategic Alliances & External Partners .....	4
2.5 Facilities & Operations.....	4
<b>III. MANAGEMENT &amp; ORGANIZATIONAL STRUCTURE</b> .....	<b>4</b>
3.1 Management Team .....	4
3.2 Organizational Structure .....	4
3.3 Personnel Plan.....	4
<b>IV. MARKETING PLAN</b> .....	<b>5</b>
4.1 Marketing Strategy .....	5
4.2 Media Campaign .....	5
4.3 Merchandising.....	5
<b>V. FINANCIAL PLAN</b> .....	<b>6</b>
5.1 Key Assumptions .....	6
5.2 Year 1 Targets .....	6
5.2 Sales Forecast.....	6
5.3 Capital Requirements .....	6
5.4 Break-Even Analysis .....	7
5.5 Exit / Repayment Strategy .....	8
5.6 Projected Profit and Loss .....	8
5.7 Projected Cash Flow .....	9
5.8 Projected Balance Sheet .....	10
<b>APPENDIX "A" [support documents]</b> .....	<b>11</b>

**[NAME OF ORGANIZATION]  
BUSINESS PLAN**

**EXECUTIVE SUMMARY**

*(NOTE: The Executive Summary is the section of the business plan in which you give an overview of the business, its present status and future direction, and highlight the key points and the purpose of your business plan. This section should be written after the rest of the business plan, and should not exceed 3 pages in length - that's why it's called a "summary".)*

***Organization Background***

[NAME OF ORGANIZATION] (the "Organization") is in the process of being formed/created as a non-profit performing arts organization in the [State/Province] of \_\_\_\_\_ for the purpose of staging a \_\_\_\_\_ music Festival in the \_\_\_\_\_ area.

***Festival Concept***

The Organization's concept is to stage a yearly \_\_\_\_\_-day music festival ("Festival") in \_\_\_\_\_ [month] of each year commencing in 20\_\_\_\_, encompassing a range of music, including \_\_\_\_\_ *[list]*, to be held at \_\_\_\_\_ venues in and around the \_\_\_\_\_ area, with an anticipated attendance of \_\_\_\_\_ people over the \_\_\_\_ days.

***Purpose of Business Plan***

The purpose of the business plan is to set out the goals, objectives and vision of the Organization, and to raise sufficient funds to begin the task of obtaining sponsors and donations, booking venues and acts, planning the marketing and merchandising campaigns, and involving the community in the planning and staging of the Festival.

***Capital Requirements***

The Organization requires an estimated \$\_\_\_\_\_ in funding to stage the first Festival. We plan to pursue the following funding sources: (i) private foundations; (ii) public grants; (iii) corporate support and sponsorship; and (iv) contributions from individuals.

## I. FESTIVAL GOALS & OBJECTIVES

*(NOTE: This section sets out the corporate objectives, mission statement, current phase of your business, and the Organization's goals and objectives for future growth.)*

### 1.1 Festival Concept

The Organization's concept is to stage a \_\_\_\_\_-day music Festival to be held each year in the month of \_\_\_\_\_, commencing \_\_\_\_\_ to \_\_\_\_\_, 20\_\_\_\_, and encompass a range of music, including \_\_\_\_\_ [list], to be held at \_\_\_\_\_ venues around the \_\_\_\_\_ area, and to be packaged and promoted as a single event under the title "\_\_\_\_\_ Festival". The Festival will be launched at an evening concert held on \_\_\_\_\_, and will wrap up with \_\_\_\_\_. [Describe the special performances and attractions, fireworks, etc which will mark the beginning and end of the Festival.]

### 1.2 Goals & Objectives

The Organization's goals are:

- to develop and promote the largest yearly music festival in the [State/Province/etc];
- to promote tourism and cultural development in \_\_\_\_\_;
- to support and promote local businesses;
- to ensure that the Festival becomes self-sufficient by Year \_\_\_\_ of the Plan;
- [list other goals]

In order to attain the above goals, the Organization will carry out the following specific objectives:

- present a wide range of music in as many indoor and outdoor venues as possible during the \_\_\_\_ days of the Festival, and to package and promote all performances as one single and complete event;
- launch the Festival with a high profile concert performance by one or more well-known artists in order to achieve a minimum of \_\_\_\_\_ ticket sales;
- showcase local talent at as many venues as practicable;
- develop additional funding sources and revenue streams for the Organization;
- obtain a minimum of \$\_\_\_\_\_ in corporate sponsorships in Year 1 and to expand the amount of sponsorship by \_\_\_\_\_% in each of the following \_\_\_\_ years of the Festival;
- [list other objectives which must be carried out in order to meet the goals]

The Organization anticipates total attendance at all venues of approximately \_\_\_\_\_ people over the \_\_\_\_ days of the event. Passes will be available for the entire Festival or for single day attendance, and additional tickets for evening performances will also be sold.

The Organization will encourage the business sector to take part by sponsoring performances or by staging coinciding events which will be included under the Festival banner, which will allow local businesses to take advantage of the Organization's professional promotion and marketing and to benefit from Festival advertising by being associated in the public's mind with the Festival.

### 1.3 Venues

Performances will be staged at existing venues in and around the city. The venues which the Organization has already identified include: [list]

### 1.4 Program Highlights

[Describe highlights of the Organization's planned schedule of events, artists, concerts, workshops, etc]

**1.5 Milestones**

It is important to accomplish each of the following milestones on time and on budget.

ITEM	Est. Completion Date	Est. Budget
Initial fundraising Identify & secure venues Advance marketing campaign Identify & sign contracts with major artists		

**II. THE ORGANIZATION**

**2.1 History & Background**

[NAME OF ORGANIZATION] (the "Organization") is in the process of being formed/created as a non-profit performing arts organization in the [State/Province] of \_\_\_\_\_ for the purpose of staging a \_\_\_\_\_ music Festival in the \_\_\_\_\_ area.

The Organization [is/will be] managed by a team of \_\_\_\_\_ individuals with a total of \_\_\_\_\_ years experience in the field of live music production and promotion, a chief financial officer with \_\_\_\_\_ years of accounting and administrative experience, and \_\_\_\_\_ [list].

**2.2 Board of [Governors/Directors/Managers]**

The following persons [will make up the/are the current] Board of [Governors/Directors/Managers] of the Organization: [list each person on the Board]

*Name of Person*  
business & educational background, past industry experience, other companies in which the person played a key role

*Name of Person*  
business & educational background, past industry experience, other companies in which the person played a key role

**2.3 Outside Consultants & Professional Advisors**

At present, no outside consultants or professional advisors have been retained. [if outside consultants have been retained, list them and their credentials:] The Organization's outside consultants and professional advisors provide tremendous input and support to enable management to make well-informed, creative and appropriate decisions:

- [accountant/cpa]
- [legal counsel]
- [others]

## **2.4 Strategic Alliances & External Partners**

*[List strategic alliances / partnerships which the Organization has already established in order to help it achieve its aims under the Business Plan]*

## **2.5 Facilities & Operations**

*[Describe the Organization's office(s), square footage, location, etc, and whether the Organization owns or leases its office(s). Describe computer systems, pagers, wireless, etc]*

# **III. MANAGEMENT & ORGANIZATIONAL STRUCTURE**

*[It is essential to include all relevant past experience, education, etc for each member of the management team. Potential investors / sponsors will want to know that the people running the show have the necessary expertise & experience before they commit funds.]*

## **3.1 Management Team**

*Name of Person, President (include professional designations, degrees, etc)*  
business & educational background, past industry experience, other companies in which the person played a key role

*[include a section for each member of the team - resumes / CVs of each director and manager should be included with the supporting documents]*

## **3.2 Organizational Structure**

*[Describe the organizational & reporting structure, each person's responsibilities, who is responsible for what, etc].*

## **3.3 Personnel Plan**

**THIS IS A 14-PAGE TEMPLATE.**