

Fayetteville A&P Commission Funding Application

Name of Organization: Magdalene Serenity House
Year organization was established: 2015
Address: P.O. Box 3394 City: Fayetteville State: AR Zip: 72702
Project Title: Krugel Brothers Benefit Concert
Year Project was established: 2016 Frequency (i.e. semi-annual, etc.): Annual
Name of Primary Contact/Project Manager: Amy Hardwick
Phone: 479-283-0083 Email: amy@lovehealsnw.org
Project Start Date: May 14, 2017 Project End Date: May 14, 2017
Project Location: St. Paul's Episcopal Church
Dollar Amount Requested: \$7,500.00

Give a summary of your event and its target audience. (limit to 2000 words)

The Krugel Brothers Benefit Dinner and Concert has become an annual event to benefit Magdalene Serenity House of Northwest Arkansas. Dinner will be cooked by St. Spatula, a mission of St. Paul's Episcopal Church. Admission to the event is free, but there will be appeals for donations throughout the event. Proceeds collected from the concert will be used to support operations of this sanctuary for women survivors of sexual exploitation. The venue holds approximately 250 people and brought in close to \$14,000 in donations at the 2016 concert. The concert is open to anyone in the region but will appeal primarily to music lovers who appreciate acoustic, folk and classical music.

How will these funds be used? (limit to 1000 words)

Funds granted to us by the Fayetteville A&P Commission will be used to complete the \$7,500 payment to Krugel Brothers Band. The remaining money will be used to house the band at a local hotel per contract requirements, pay advertising fees, hire stagehands and sound/technical crews, and purchase food and supplies for the St. Spatula's dinner.

How will you recognize the Fayetteville Advertising and Promotion and Commission during your event or in its promotion? Please be specific. (limit to 1000 words)

The Fayetteville Advertising and Promotion Commission will be recognized as a key sponsor in all of our concert advertisements and marketing materials, both in print media (newspapers and flyers) and on social media (Facebook and Instagram). We will also thank the Fayetteville A&P Commission from stage at the concert and will welcome a representative to the stage for comments. All printed material and program correspondence will follow the A&P Commission's recognition guidelines.

Is the project seeking funding from other sources? If so, please indicate from where and for how much. (limit to 1000 words)

The project will not be seeking funding from other sources. However, we do have a private donor who has already agreed to pay \$5,000 of the Krugel Brothers' \$7,500 fee.

Have you received prior A & P funding for this project? If so, please indicate when and the total amount received. (limit to 1000 words)

Magdalene Serenity House has never received prior A:P funding for this project.

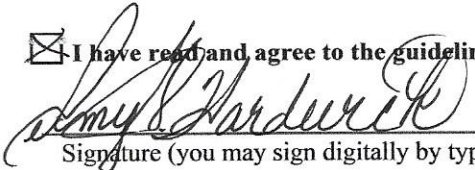
If the project is not funded or only partially funded, what impact will this have on the project? Will the event still take place? Will the venue or location change? (limit to 1000 words)

The Krugel Brothers benefit dinner and concert will still take place if the project is not funded or is only partially funded. The venue will remain the same.

It is required that you attach a budget for your proposed project.

Optional: You may attach supporting documents to further communicate your project or idea

I have read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.


Signature (you may sign digitally by typing in your name)

Oct. 1, 2016
Date

Please email completed application to:
fundingrequest@experiencefayetteville.com

All applications must be submitted by 11:59 p.m. on October 1, 2016.
Upon review, applicants will be contacted regarding next steps.

Final funding decisions will be made and communicated November 21, 2016

Kruger Brothers Benefit Concert Budget
Magdalene Serenity House

Artist Fee:	\$ 7,500.00
Hotel:	\$ 997.93
Advertising:	\$ 650.00
Stagehands, Sound, Lighting & Other Tech Rider Requirement	\$ 2,716.00
Food & Supplies:	\$ 635.35
	\$ 12,499.27