



**Finding The Money:
Raising startup capital for a band in United States.**

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Prepared by: Lionel Wayne
Music Media Entertainment Group
lionel@musicmediaentertainmentgroup.com
<http://www.musicmediaentertainmentgroup.com>



Introduction

Starting a new business is not an easy task. Starting a new business in the music industry is an even tougher endeavor. At Music Media Entertainment Group we are trying to help new musicians to get their music out in front of the public. We are doing everything we can to bring new sounds and new music to life.

So now you ask... How can I get some money together to form my own band? Well if you live in the United States then this article is for you! If you live somewhere else then you should point your browser to the music media website at: <http://www.musicmediaentertainmentgroup.com/> and download the "Finding Capital" article for your country of residence.

Sources of Funding

Starting a band or Group is not much different then starting a business. You need; people to perform, musical instruments to play, a place to play, and people that want to listen to you. My guess is, you probably have a few people that you jam with and a select group of people that enjoy hearing you perform. So how do you get what you need to start your music business? In most cases you have to buy it; and to do so you need money. This is where we can help.

Funding for a band will generally come from three different sources. The first and most common method of securing funds is through the bands own members. They borrow, and beg for money from their friends, and families for their shot at the big time.

The second most common source of funds for bands is through the use of sponsors. These sponsors may be private patrons or corporations that allocate money for artistic endeavors or investments.

The third source of funds is through the use of government programs that provide money through various agencies to help the creative spirit, and promote small business. This is the least common method used for fund raising yet represents the least expensive money you will ever get.



How Do I Get This Money?

Now here is the really funny part. You see all you need to do is ask for it! Sure you have to know where to go and who to ask. You have to know how to ask, and you have to be able to explain why they should give the money to you rather than to some one else. Does that sound hard?

Well in fact it's not really all that difficult. By the end of this white paper you should have an idea where these programs may be found, and an understanding of what needs to be done to submit your application for the funds.

Government Programs

The programs available through government agencies are administered by the various levels of government. The funding programs offered by the federal government are usually offered to all citizens or full time residents. These programs may require certain prerequisites in order to qualify and they will vary depending on the agency or ministry under which the program is being funded.

Programs of this nature are also offered through both state and municipal agencies as well. The eligibility for these programs may vary from place to place so read carefully the eligibility requirements for each one thoroughly.

Most programs offered through government sources often come in the form of grants, where repayment is not necessary, and low interest guaranteed loans which do require repayment. The bad news is that these programs are not funded quickly. They require a lot of paperwork, red tape, and much patience but the results are well worth it!

Call your local government office and they will be able to direct you to the appropriate agency to apply for funding. Further information is also available through the [Music Media](#) website.



The Corporate Programs

Corporate and Private Institutions provide funds when they perceive they will benefit from doing so. Generally for a corporation to be interested in sponsoring your band you need to fulfill either of two basic requirements.

1. You have to attract a huge audience.
2. You have to attract a smaller but very well targeted audience. (An example might be that you target a specific age group or a group of professionals in a certain field.)

When selecting companies as potential sponsors pick with care. These people are very busy and will not appreciate being inundated with your materials when they have little relevance to the markets that they service.

Once you have decided who you are going to approach develop your proposal. Make your calls and be sure you are submitting your proposal to the correct person. Use the phone to begin the process of building relationships with the people that are going to handle your proposal. Follow up, be professional and most of all be patient.

The Private Programs

Private programs are very unique in that the benefactors may or may not want any form of publicity. These programs are treated as high risk investment opportunities or are run by local philanthropists that just enjoy that which they sponsor and do so to ensure their continuation.

These programs/investors are very hard to find and are often fleeting, meaning they exist one day and are gone the next. The Music Media Entertainment Group does track a number of investors and will on occasion arrange for this type of sponsorship but this is done on a very selective basis.

The best advice we can offer is be professional and appreciative because this type of funding usually only happens when some one really likes what they hear and is willing to back it personally with their own funds.



Places to Approach for funds

American government agencies are too numerous to mention in this short article but here are a few agencies that you could approach that may have funding programs which you may qualify for:

- The American Music Centre
- The Adele Marcus Foundation
- Kansas Arts Commission
- Your local State office of Arts and Culture.

There are many more agencies to approach for funds. For a list of funding sources with contact information please visit our website pick up one of our available e-books. For up-to-the minute updated information either join our website for access to our live and constantly updated database of funding sources, or subscribe to our "Finding the Money for your band" newsletter, which features up to the minute information on new sources of funds and new programs as they become available. For more information or to subscribe go to the URL at: <http://www.musicmediaentertainmentgroup.com/catalogue/fundnews.html>

Music Media Entertainment Group Music Purchase Program

Musicians that produce original content are eligible for this program. In an effort to assist new bands, groups, and individual musicians to make names for themselves we have set up a program that will purchase finished pieces (music with and without lyrics) to add to our music library. This library of music is used by companies as stock audio for corporate presentations, and videos and provides an avenue to musicians and songwriters to begin to establish names for themselves within the industry.

Only original works may be submitted to this program and all songs submitted to the program must not have been played, issued or distributed in the public domain ever. Studio quality recordings are not required. Recordings should be clear and noise free. All musicians accepted into this program will be notified by email with an offer outlining the purchase conditions for the submitted music. Further information is of course available from our website at <http://www.musicmediaentertainmentgroup.com>



Music Media Entertainment Group Music Competition

The Music Media Entertainment Group offers musicians, bands, and groups an alternative means of securing funds. All new artists and musicians are encouraged to submit a few pieces for review in our music competition. The performance of original works is encouraged but not necessary. Every piece must in some fashion reflect the personality of the new performing artist.

These pieces must be submitted according to the established rules of the contest and successful entries will receive cash awards and other prizes if their music advances through the various levels of the contest.

Initial submissions to the contest must be A Cappella works meaning they must be vocal's only, without any musical accompaniment of any kind. Every piece is judged on its own merits with the top 10% proceeding to the next level of the competition.

Entries for next year's competition are being accepted now so see our website for details at: <http://www.musicmediaentertainmentgroup.com>

References & Links

The following links will provide you with additional information on securing funds to help you grow your musical career. This is just a small list. Please visit the Music Media Entertainment Group for more information.

The Music Media Entertainment Group Website
<http://www.musicmediaentertainmentgroup.com>

The Music Media Entertainment Group Blog devoted entirely to the topic of finding money for your band..
[Music Media "Musc Funding" Blog](#)

The insiders guide to finding sponsors
<http://www.howtofindsponsorship.com>