

THE 2013 HALSTEAD GRANT

Be NEXT.

Are you launching a jewelry line at the national level?

Do you have what it takes to make the cut in both design & business planning?

Halstead, Inc is calling for entries into its 8th Annual Business Grant Competition. You could join our exclusive circle of grant winners & finalists. You've seen them in magazines, juried shows and stores across the country.

Win start up funds, jewelry materials, media exposure and recognition by the only business grant competition of its kind in the industry. Halstead is proud to support American jewelry designers every day with our great products & services as well as this development program.

WINNER WILL RECEIVE:

- \$5,000 cash business grant.
- \$1,000 Halstead, Inc. gift certificate.
- One page feature profile & jewelry showcase in our next catalog and on our website.
- Press release announcing the winner to relevant industry publications.
- Engraved Plaque.

*All top finishing finalists will also be recognized.

ELIGIBILITY REQUIREMENTS:

We welcome the full range of jewelry design styles and techniques such as casting, wire work, beading, lampwork, art clay, hand fabricating, etc.

Applicants must meet all of the requirements below to be considered for this competition.

- Applicant must be a student or professional jewelry designer.
- Applicant must intend to pursue a full-time career in silver jewelry design.
- Applicant must intend to develop a branded line of silver jewelry for resale.
- Applicant must intend to sell their branded line at a regional or national level.
- Applicant must have started their silver jewelry business after January 1, 2010.
- Applicant must not have ever been convicted of a felony.
- Applicant must be a U.S. citizen.

INSTRUCTIONS:

Deadline: Postmarked between April 15 – June 9, 2013.

Winner notification: August 2013

TO APPLY:

Visit www.halsteadbead.com/grant to download application instructions and receive further information on the grant program.



CALL FOR ENTRIES

grant application

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Instructions

Deadline: Postmarked between April 15, 2013 and June 9, 2013

Winner Notification: August 2013

Carefully review this brochure and application form. It should be included with your completed application package. Application requirements are extensive and will require a great deal of preparation time. Late or incomplete submissions will not be considered. FAQ's, tips and hints are available on the grant website. All applicants are advised to review these materials prior to completing your submission. Submission materials will not be returned to you. We will confirm receipt of your materials via email.

Mail submission to:

**Grant Application
Halstead Bead, Inc.
6650 Intercal Way
Prescott, AZ 86301**

Application Questions

Short Answer Questions

Answer each of the following questions on a separate sheet(s) of paper. Each answer should be 1/2 page or less per question.

1. What business/brand name will you be using for your creations? Why did you choose this name?
2. How did you get started in jewelry design? What events motivated you to start your company?
3. Who are your target buyers? What image do you want to project for your brand name?
4. List how you would budget the \$5,000 cash grant if you were to win this award.
5. What sales and distribution channels do you plan to use for your jewelry?
6. How do you plan to market your business?
7. How do you plan to use your website and the internet for marketing? If you do not plan to use the internet to market your company, please explain why.
8. What is your pricing strategy? How does this relate to your target market and your competition?
9. What skills do you have to run a business? What skills do you need to attain and how do you plan to do so?

Long Answer Questions

Answer each of the following questions on a separate sheet(s) of paper. Essay format or spreadsheet format is acceptable.

1. Outline a three year timeline for your business development including steps to take, necessary purchases/investments and goals to achieve.
2. Describe your direct competition. What competitive advantage do you bring to the bridge jewelry market?
3. Detail your sales goals for the next three years in both revenue dollars and piece quantities. Also detail your anticipated business costs.
4. What is your current production capacity? How do you plan to adapt your production capacity to meet your sales goals over the next three years?

5. When will you break even on your business venture? What will it take for this company to be viable in the long-term and provide you with a realistic salaried income for your lifestyle and location?

Application Checklist

Please initial by each section to confirm that it is included in your application packet.

- Short Answer Application Questions.
- Long Answer Application Questions.
- Application Form.
- Signed Contest Terms and Declaration of Originality.
- 5-10 Color photographs of your original bridge jewelry designs. No sketches, CDs, or videos will be accepted.
- List of materials used in each design.
- Wholesale and/or retail price for each design.
- Resume; including education & employment history.

Optional:

- Marketing collateral materials – tags, brochure, catalog etc.
- Photos of store, trade show displays, etc.

grant application

For more information, visit us at www.halsteadbead.com/grant

Name _____

Position _____

Business Name _____

Mailing Address _____

City, _____ State, _____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

Year business established _____ U.S. Citizen Yes | No

Mark all of the professional service providers you have worked with to date
(check all that apply):

- | | | |
|---|---|--|
| <input type="radio"/> Public Relations | <input type="radio"/> Sales Representation | <input type="radio"/> Accountant |
| <input type="radio"/> Legal Counsel | <input type="radio"/> Web Designer | <input type="radio"/> Graphic Designer |
| <input type="radio"/> Business Consultant | <input type="radio"/> Production Assistants | |
| <input type="radio"/> Others: _____ | | |

Current Sales Channels (check all that apply):

- | | | |
|---|---|------------------------------------|
| <input type="radio"/> Your own retail store | <input type="radio"/> Other retail stores | <input type="radio"/> Galleries |
| <input type="radio"/> Your own internet store | <input type="radio"/> Other internet stores | <input type="radio"/> Home parties |
| <input type="radio"/> Sales Rep | <input type="radio"/> Others: _____ | |

Terms & Declaration of Eligibility

All applicants agree to the following terms of participation:

Non-cash prizes are not redeemable for equivalent cash awards unless stated otherwise.

1. If selected as the winner, applicant agrees to provide a headshot photograph and a brief personal biography within one week of notification to be used in press releases and promotional materials.
2. Applicant grants Halstead Bead permission to use their name, business name, educational institution name, photograph and design photos in promotional advertisements and press releases including, but not limited to, print media and internet without any additional compensation.
3. Applicant understands that receipt of this award in no way guarantees the success of their business venture.
4. Applicant understands that starting a business poses inherent personal and financial risks. Business reputation, management and finances are the sole responsibility of the applicant (and any legal partners), who hereby agrees to indemnify Halstead Bead against any liability.
5. Applicant assumes sole responsibility for the legal use of their own logos, graphic designs and artistic works.
6. Applicant certifies that they have not violated any confidentiality agreements, non-compete agreements or other employment agreements in the development of their business or the completion of this application packet.
7. Applicant certifies that all their design works are completely original.
8. Halstead Bead gift certificate must be used within one year of award presentation.
9. Applicant agrees not to use any prize package components for illegal or illicit purposes.
10. Applicant understands that selection is at the sole discretion of the Halstead Bead, Inc judging committee. Results may not be appealed.
11. Relatives of Halstead Bead employees, past or present, are not eligible to apply.

I certify that all information given in my application package is true and original, to the best of my knowledge. I certify that all submitted jewelry designs are my original works and have not been copied from another artist. I have read and agree to all the terms of participation and meet all published eligibility requirements.

Signature _____

Date _____