



www.HowBigIsYourDream.org

2026

How Big Is Your Dream?! Foundation

Partnership Proposal

How BIG Is Your Dream?! Foundation, Inc.

P.O. Box 1017 Lithonia, GA 30058 Office: (678) 712-4348 Fax: (404) 220-7616

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HBIYD Spring Break M.A.D.E. Academy of the Arts: April 6-10, 2026

The How Big Is Your Dream Spring Break M.A.D.E. (Music.Arts.Diversity.Education) Academy of the Arts is held during the spring when students are out of school on a short one week spring break. This program enhances the skills and talents of student artists that have an interest in music and arts entertainment and encourages growth and expounds on the adaptability of music theory. Sessions are offered to youth ages 10-18 years of age with no musical experience to advanced artistry. Annual sponsorships are needed for students with financial hardships.

The Spring Break Bash Culminating Event will showcase what the attendees have learned from this experience through playing various instruments, music technology, voice, dance, lyric writing, drama/theater, academic achievement and lifestyle management.

Goal: *We strive to provide young singers, dancers and musicians useable, real world knowledge through direct interaction with exemplary music educators and small group clinics with industry professionals. (\$30,000)*

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HBIYD Summer M.A.D.E Academy of the Arts: June 1-26, 2026

The How Big Is Your Dream Academy of the Arts and M.A.D.E (Music.Arts.Diversity.Education) is held during the summer months. We provide a positive environment of learning, offering a comprehensive curriculum designed to encourage individuals that aspire to have a career in the field of music and arts entertainment. Instructed by professional, world-renowned artists and lead regional music and academic educators, the programs are offered to youth ages 10-18 years of age with no musical experience to advanced artistry. These sessions focus on areas of Music and its effect in Technology, Arts both visual and performance creativity, Diversity which focuses on the theory of music, and Education where music and arts involvement enhances academics and learning

Similar to Spring Culminating Event but with heavier content, the Summer Finale Concert will showcase what the attendees have learned from this experience through playing various instruments, music technology, voice, dance, lyric writing, drama/theater, academic achievement and lifestyle management.

Goal: We strive to provide young singers, dancers and musicians useable, real world knowledge through direct interaction with exemplary music educators as well as live performance opportunities with experienced professionals. (\$90,000)

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Winter Bash - December 2026

This FREE event awards youth ages 12 and older the opportunity to celebrate completing the first semester of the school year and the excitement of entering the second semester next year. The evening will consist of food, dancing, photo ops, networking and, live performances by talented singers, song writers, musicians, and Atlanta's hottest new youth group, birthed out of the How Big Is Your Dream Foundation, **Under 21 The Band**. Most of all, we will incorporate a toy drive for youth 12 and under. Donations have been solidified and distribution will take place during the event.

What's the ultimate purpose? Law in the education sector requires public schools to offer all K-12 students instruction in visual and performing arts, but in reality many don't have access to consistent and high-quality arts and music education. When school budgets tighten, programs like music, dance, theater and art are often the first to be cut. Many children have missed out on that learning because of the short-sighted decisions of state lawmakers and school district officials who send the message that arts and music programs, while nice to have, are not essential. That's unacceptable in a state that is known throughout the world as an arts and entertainment capital and where creative industries are an important part of the economy.

Goal: Every child deserves to experience the joy of the season, and we're here to make that happen! Families are invited to register and pick up toys for their children and young music and arts lovers can experience different aspects musicianship among their peers. (\$15,000)

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To maximize success, the HBIYD?! Foundation requests support in funding, marketing, advertising, and public relations for all events and initiatives. *The ultimate goal is to create local and national awareness, tourism activity, and publicity for the initiatives that are being implemented in DeKalb County while maximizing the potential of our youth so that they can become positive contributors to the community in the future.*

During the entire year, we will execute the marketing mediums below, that will maximize exposure and branding, announce scheduled events, ongoing initiatives, and accomplishments.

- Promotional Materials: Signage (Flyers, Billboards, Posters, Banners, etc.), Correspondence, Postage, Mailers
- Prepare and distribute press/news/media/video releases to local media (TV, Radio, Print, and Online)
- Secure eMarketing for all events and initiatives through promoters, event and media sites
- Securing media coverage/broadcasts among local and surrounding media outlets for pre-event, on-site, and post-event coverage.
- Develop and distribute post-event photo releases for additional coverage and reviews
- Coordinate onsite media accommodations and interview opportunities (TV, Radio, Print, Online)
- Share photos and event updates with social media fans and media outlets on Facebook, Instagram, and Twitter
- Cross promotions with other business outlets (Guerrilla Marketing Distribution Team and Mailers)
- Commercials for Radio Air Play and Television
- Increase awareness and Promote community involvement initiatives.

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