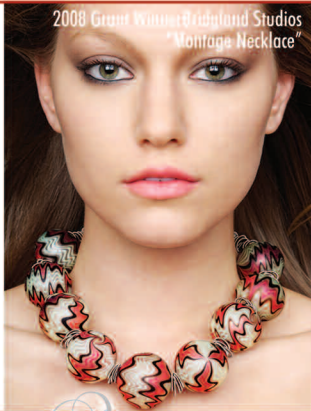


# THE Halstead G · R · A · N · T



Are you launching a jewelry line at the national level? Do you have what it takes to make the cut in both design and business planning? Halstead Bead, Inc is calling for entries to its sixth annual business grant competition. You could join our exclusive circle of grant winners and 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 Bead 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 Bead, Inc. gift certificate • Engraved plaque

One page feature profile & jewelry showcase in our 2011 Catalog & on our website • Press release to relevant industry publications

## APPLICATION QUESTIONS

**Short Answer Questions:** Please answer each of the following questions on a separate sheet(s) of paper. Each answer should be 1 page or less per question.

- What business/brand name will you be using for your creations? Why did you choose this name?
- How did you get started in jewelry design? What events motivated you to start your company?
- Who are your target buyers? What image do you want to project for your brand name?
- Please list how you would budget the \$5,000 cash grant if you were to win this award.
- What sales and distribution channels do you plan to use for your jewelry?
- How do you plan to market your business?
- 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.
- What is your pricing strategy? How does this relate to your target market and your competition?
- 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:** Please answer each of the following questions on a separate sheet(s) of paper. Essay format or spreadsheet format is acceptable.

- Please outline a three year timeline for your business development including steps to take, necessary purchases/investments and goals to achieve.
- Describe your direct competition. What competitive advantage do you bring to the bridge jewelry market?
- Please detail your sales goals for the next three years in both revenue dollars and piece quantities. Also detail your anticipated business costs.
- 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?
- 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?

## SUBMISSION PACKET CHECKLIST:

Please include all of the following in your 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 and past employment
- OPTIONAL:
- \_\_\_\_\_ Marketing collateral materials – tags, brochure, catalog etc.
- \_\_\_\_\_ Photos of store, trade show displays, etc.



## THE 2011 JEWELRY DESIGN BUSINESS DEVELOPMENT GRANT APPLICATION FORM

Name \_\_\_\_\_

Position \_\_\_\_\_

Business Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Year business established \_\_\_\_\_ U.S. Citizen Yes No

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

Public Relations	Sales Representation	Accountant
Legal Counsel	Web Designer	Graphic Designer
Business Consultant	Production Assistants	
Others: _____		

Current Sales Channels (check all that apply):

Your own retail store	Other retail stores	Galleries
Your own internet store	Other internet stores	Home parties
Sales Rep	Others: _____	

## ELIGIBILITY REQUIREMENTS:

*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 bridge jewelry design
- Applicant must intend to develop a branded line of bridge jewelry for resale
- Applicant must intend to sell their branded line at a regional or national level
- Applicant must have started their business after 1/1/2008
- Applicant must not have ever been convicted of a felony
- Applicant must be a U.S. citizen

## INSTRUCTIONS:

**DEADLINE:** Postmarked between April 15, 2011 and June 6, 2011

**WINNER NOTIFICATION:** August 2011

Please carefully review both sides of this 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 at [www.halsteadbead.com/grant](http://www.halsteadbead.com/grant). All applicants are advised to review these materials prior to completing your submission. All forms should be filled out legibly and clearly. Other application components should be typed in a standard business font. Submission materials will not be returned to you. We will confirm receipt of your materials via email. Please mail all submissions to:

**GRANT APPLICATION** · Halstead Bead, Inc.  
6650 Intercal Way · Prescott, AZ 86301

## TERMS AND 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.

Halstead Bead is not responsible for maintenance, repairs, or re-work on any prize package components once they are presented to the applicant. Applicant assumes sole ownership and responsibility for these items once they arrive in their possession.

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.

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.

Applicant understands that receipt of this award in no way guarantees the success of their business venture. 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.

Applicant understands that this award is a one time business grant that does not imply any ongoing business relationship or obligation on behalf of either party.

Applicant assumes sole responsibility for the legal use of their own logos, graphic designs and artistic works.

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.

Applicant certifies that all their design works are completely original.

Halstead Bead gift certificate must be used within one year of award presentation. Certificate is not redeemable for cash.

Applicant agrees not to use any prize package components for illegal or illicit purposes.

Applicant understands that selection is at the sole discretion of the Halstead Bead, Inc judging committee. Results may not be appealed.

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 \_\_\_\_\_