

**ON THE WATERFRONT
WAITING LIST REPLY FORM**

**Please return this completed form to be added to the Not for Profit
FUNdraising Waiting List.
On the Waterfront, 308 W. State St. Suite 115, Rockford, IL 61101
or fax to 815.964.4399 Attn: Business Manager**

ORGANIZATION NAME:

PRIMARY CONTACT:

TITLE:

ORGANIZATION ADDRESS:

WORK PHONE:

FAX:

OTHER PHONE:

EMAIL ADDRESS:

DATE:

NATURE OF BUSINESS:

MISSION of ORGANIZATION:

HOW WOULD YOUR PROFITS FROM ON THE WATERFRONT BE USED?:

ON THE WATERFRONT FESTIVAL has designed several fundraising opportunities for local NFP's. Please read the following descriptions very carefully and prioritize your organization's interests by ranking them 1-8. 1 being most interested, 8 being least interested.

Place a 0 next to the opportunity if you would not be interested in it at all.

FOOD BOOTH OPERATION

On the Waterfront features an average of 45 food booths operated by not-for-profits each festival. There is an initial food booth fee of \$550, which pays for your space and tent. All operations of the food booth are managed and maintained by the NFP including food purchase, preparation and clean-up. There is an extensive amount of planning required prior to the festival. Approximately 400 volunteer hours are required to operate a food booth throughout the weekend. Average earnings range from \$ 1,500 - 20,000 per NFP per festival. (A more detailed description is in the FUNdraising brochure.)

BEER TENT MANAGEMENT

Each major music or special events venue includes one or two beer tents, which are managed by NFP's in exchange for an "incentive commission." Profits range from \$1,200 - 4,000 per NFP per festival. Approximately 500 volunteer hours are required to operate a beer tent. There is no financial risk involved for the NFP. One pre-festival training session is required for all beer tent volunteers. (A more detailed description is in the FUNdraising brochure.)

TICKET BOOTH OPERATION

On the Waterfront uses tickets as its cash medium. There are 12 ticket booths located throughout festival grounds, each one requiring four to six sellers at a time. An average of 180 man-hours is required. There is no financial risk involved for the NFP. One pre-festival training session is required for all ticket booth volunteers. (A more detailed description is in the FUNdraising brochure.)

SPECIAL EVENT COORDINATION

On the Waterfront features more than 30 special events throughout the course of the festival. Each event or program has a different range of compensation, typically averaging from \$ 250 to over \$1500. No financial risk is involved for the NFP. (A more detailed description is in the FUNdraising brochure.)

ADMISSION BOOTH OPERATION

There are 5 admission booths located at Festival entrances and each is staffed by a Not-For-Profit organization. Admission booth operating organizations are compensated based on efficiency and accuracy. Approximate earnings are \$800-\$1100 and an estimated average 100 man-hours are required throughout the weekend. (A more detailed description is in the FUNdraising brochure.)

TEAM PEPSI

All Pepsi tents and trailers at the festival are operated by Not-For-Profit organizations. Approximately 120 volunteer hours are required. Currently an "incentive commission" program is being developed for the TEAM PEPSI Program. A minimum of \$425 will be earned by organizations operating a Pepsi tent or trailer. (More details will be available soon.)

GREEN TEAM

On the Waterfront prides itself on cleanliness. OVER 800 hours are required. \$3000 in compensation is paid **if ALL** volunteer requirements are met. (A more detailed description is in the FUNdraising brochure.)

OTHER

Every year in accomplishing all that needs to be done to make the festival a success we find new ways to include and help Not-For-Profit organizations raise money and help us at the same time. Some of those opportunities are listed in the Other Activities in the FUNdraising brochure.

Please note: ON THE WATERFRONT Board of Directors has established a policy stating that not-for-profits may only participate in one fundraising program each year.