



strategy + support for
musicians creating change

Air Traffic Control

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SAMPLE ORGANIZATION QUESTIONNAIRE

This is a sample questionnaire for musicians and managers to give to organizations in order to gather all of the information that they need to determine if they are able to participate in an event or project. It can and should be customized for each artist's needs and interest. For a digital version of this, please email erin@atctower.net.

To help us determine if we can accommodate your request, please answer the following questions *concisely* (no more than 3-4 sentences). If your request is feasible and under serious consideration, we'll reach out to you for additional information, including: budgets, annual reports, strategy, board members and contact info for three references for your work with musicians. Thank you.

Type of Request, circle one:

- Cash donation
- Auction item
- Performance
- Media/press/interview/speech
- Fact-finding trip
- Song licensing
- Signing onto a letter of support, initiative or project
- Forwarding information or call-to-action to fans (via email, web, mobile, twitter or social networks)
- Other, please explain:

Organization Information

Name of organization:

Tax ID + Tax Status + Proof of Current Status:

Year organization was formed:

Last year's annual budget:

This year's projected budget:

Main contact name/number/email:

Organization website address:

Organization's mission:

Event, Campaign and/or Project Description and Information

1. Primary goal of the project you're asking us to participate in:
2. Date/duration/deadline of event/campaign/project:
3. Location (city + venue) and exact time if your request is for an event:
4. Specific "ask" of artist/band (What do you want them to do?):
5. Deadline for artist/band response:
6. List others you've asked to participate, and note who has confirmed their participation (to date).
7. Brief outline of your strategy for achieving success around this particular effort:
8. Description of why this particular artist (and not others) will help this event achieve its goal. (e.g. What does this artist bring to this event that will differentiate this request from the other requests they receive?)
9. Please describe previous work that you have done with musicians. Include the name(s) of musicians you have worked with, what you asked of the musicians, and the impact of the effort.
10. Please describe if and how this effort will raise money for a cause, and exactly where the money will go. Please include estimated revenue, any affiliation with a corporation or corporations, and ticket price.
11. If this request is an event, please list expected event attendance with this artist and without this artist:
12. If the event is a rally or outdoor event, what is the alternate or indoor location?
13. If you are requesting this artist to give a live musical or speaking performance, please provide spec details and budget allocated to provide adequate sound system and staff for the performance, including name of vendors or sound engineers. Please also provide the name of the person responsible for quality of the production, and will review production rider information.
14. Describe the budget allocated to cover necessary transportation, meals and accommodations costs for the artists and their production staff.
15. Please describe the press strategy. Who is responsible and what experience do they have in garnering the type of press you need to achieve the above stated event goal:
16. Briefly outline your assessment of any potential media risk to artists (i.e. backlash if advocating for or against a particular position).

17. Briefly outline your strategy for mitigating risks in order to successfully achieve stated goal:
18. Briefly outline the timeline associated with this event, including when the artist can expect an impact report delivered:

Air Traffic Control (ATC) exists to help musicians play an effective, unique and vital role in the promotion of social justice. Musicians and managers established ATC five years ago to assemble an experienced and trusted team of leaders, resources and tools that would help them to create more effective social change collaborations with each other and with social justice organizations. As a result, ATC became an artists' air traffic control—one that develops capacity, efficiency, and coordination to produce stronger and more creative social change partnerships. For more information, please go to www.atctower.net.