



The 15th Annual Halstead Grant
APPLICATION

Postmark Deadline: August 1st, 2020
Notification of Results: September 2020



2020 APPLICATION

Carefully review 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. 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

Applicant Information:

Name _____
Business Name _____ Year Business Established _____
Address _____
City _____ State _____ Zip _____
Website _____
Email _____ Phone _____

Eligibility Requirements:

(Must be able to check all)

- Must be a student or professional jewelry designer
- Must intend to pursue a full-time career in metal jewelry design
- Must have a cohesive collection of metal jewelry for resale
- Must have a line that includes significant sterling or fine silver elements
- Must intend to sell at a national level
- Must have started selling jewelry after January 1, 2015
- Must not exceed three submissions
- Must not have ever been convicted of a felony
- Must be a U.S. citizen

See FAQs on grant website for further clarification.

Mark all of the professional service providers you have worked with to date:

(Check all that apply)

- | | |
|----------------------|-----------------------|
| Public Relations | Web Designer |
| Legal Counsel | Graphic Designer |
| Business Consultant | Production Assistants |
| Sales Representation | Accountant |
| Other _____ | |

Current Sales Channels:

(Check all that apply)

- | | |
|-------------------------|-----------------------|
| Your Own Retail Store | Other Retail Stores |
| Your Own Internet Store | Other Internet Stores |
| Galleries | Home Parties |
| Sales Rep | |
| Other _____ | |

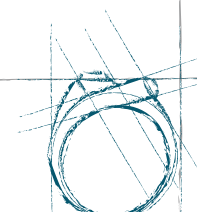
All applicants agree to the following terms of participation:

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

1. Applicants agree to provide a headshot, high resolution digital photographs of jewelry and bio/artist statement copy upon request via Dropbox.
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 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.
6. Applicant assumes sole responsibility for the legal use of their own logos, graphic designs and artistic works.
7. 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.
8. Applicant certifies that all their design works are completely original and do not violate any copyrights.
9. Halstead Bead gift certificate must be used within one year of award presentation.
10. Applicant agrees not to use any prize package components for illegal or illicit purposes.
11. Applicant understands that selection is at the sole discretion of the Halstead judging committee. Results may not be appealed.
12. Applicant may apply a maximum of three times.
13. Relatives of Halstead Bead employees, past or present, are not eligible to apply.
14. Please do not send jewelry samples.

Judging Committee:

- | | |
|--|---|
| • Hilary Halstead Scott - President of Halstead, Grant Program Founder | • Kelli Greene - Marketing Development Specialist at Halstead |
| • Suzanne Halstead - Founder of Halstead | • Guest Juror - TBD |





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Short Answer Questions:

Answer each of the following questions on a separate sheet(s) of paper. Each answer should be about one paragraph long. Be concise.

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. What are the signature elements of your collection?
4. What are the key visuals for your brand?
5. Who are your target buyers? What image do you want to project for your brand name?
6. List how you would budget the \$7,500 cash grant if you were to win this award. Outline how you will spend the \$1,000 Halstead gift certificate.
7. What sales and distribution channels do you plan to use for your jewelry?
8. How do you plan to market your business?
9. What is your strategy for approaching and developing relationships with retailers, galleries, and stores?
10. What is your pricing strategy? How does this relate to your target market and your competition?
11. What skills do you have to run a business? What skills do you need to attain and how do you plan to do so?
12. What is your "elevator pitch?" An elevator pitch is a few sentences that sum up your artist biography and company tagline in a memorable way. Three brief sentences maximum.

Long Answer Questions:

Answer each of the following questions on a separate sheet(s) of paper. Limit to one page of text plus any additional chart/graph pages for each question.

1. Outline a three year timeline for your business development including steps to take, necessary purchases/investments and goals to achieve.
2. Who is 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?

Social Media Handles:

Please include your social media links.













Checklist:

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

- | | |
|--|---|
| _____ Application Form | _____ List of Materials & Techniques used in each design |
| _____ Short Answer Application Questions | _____ Wholesale and/or retail price for each design |
| _____ Long Answer Application Questions | _____ Resumé, including education & past employment |
| _____ Signature of Authenticity & Eligibility | _____ Marketing collateral materials - tags, brochures, catalog, etc. |
| _____ 5-10 Color photographs of your original bridge jewelry designs | _____ Photos of store, tradeshow displays, etc. |

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

