

3. Proposals will be handled confidentially but the legal protection of the ideas and plans submitted by the applicants is the applicants' responsibility.
4. Project proposals will not be returned. Applicants should keep a copy for their reference.
5. Decisions made by the p.a.v.e. committee are final and not open to appeal or negotiation
6. In consideration of the time, expertise, and other resources provided by p.a.v.e., each applicant hereby voluntarily releases p.a.v.e, or any of its officials or representatives from further liabilities, responsibilities, and accountabilities relating to or arising from their participation in this initiative.

Dear **p.a.v.e** Applicant:

If your project is awarded funding and/or in-kind support (space and equipment) from the **p.a.v.e** Initiative, would you be willing to allocate 5% of the project's future revenue (e.g. ticket sales, distribution rights, licensing income) to ASU to further support the **p.a.v.e** Initiative?

_____ Yes

_____ No

_____ Maybe, I need more information.

_____ Other (please specify)

TEAM OR VENTURE NAME: _____

TEAM LEADER NAME: _____

TEAM LEADER SIGNATURE: _____

DATE: _____

Please note that the answer to this question not affect your chances of being awarded funding by the **p.a.v.e**. initiative.

THE PROJECT PROPOSAL

Your project proposal is a clear yet concise representation of your idea. The proposal can be of any length, but 5-7 pages is suggested. Judging criteria and recommended length of each section is listed below. An appendix consisting of the resumes of team members and other supporting materials may also be included.

Project Description, Creativity and Innovation **(2 pages, 20%):**

Describe the general nature and scope of the project and its desired outcomes. Specifically explain in what way(s) this project is innovative and meets the mission and goals of p.a.v.e. Define the audience or market need for your project. Explain the organizational structure for your project and the steps needed to successfully launch and potentially complete it.

Project Audience **(1 pages, 20%):**

Who is the audience for your project? What is your plan for reaching that audience? If there is a deliverable (e.g. film, video, web content) what is your plan for distribution or dissemination?

Creative Team and Qualifications **(1 page, 25%):**

Summarize the goals, experience, and/or training of the team members, demonstrating that the team has the ability to carry out the project. Include descriptions of the full scope of capabilities of the team. Describe any relationships with advisors and mentors the team will utilize. Provide a letter of support for the project from at least one mentor/advisor and resumes for each team member in the appendix.

Budget/Finance **(1 1/2 pages, 20%):**

Provide a brief financial summary of the project, including a description of how p.a.v.e funds would be used and how other funding, sponsorship, and in-kind contributions, if needed, will be secured. The budget must include all sources and uses (revenues and costs) and must be broken down by fiscal year if you anticipate the project will continue beyond the award year.

Examples of budget line items include:

<i>Revenue</i>	<i>Costs</i>
p.a.v.e. funds	Supplies/materials needed to produce goods/services (raw materials)
Other funding	Marketing (advertising, promotion, market research, etc)
Ticket Sales	Legal fees
In-kind	Fees for services or products
Sponsorship	Space and/or Equipment rental
Other (specify)	Other (specify)

Completion and Sustainability **(1 page, 15%):**

What is the schedule for your project? What specific milestones will you achieve between project initiation and completion? Will the project result in a potentially sustainable entity (e.g. a theatre company, a film production company)?

Appendix **(15 page maximum)**

Include resumes for team members, and at least one letter from a mentor or advisor supporting the project. Include any other supporting materials, if needed.