Music Forward programs connect passions to professions in the music industry for high school and college-aged young people. We provide information, tools, access, and opportunity to break the barriers of gender, poverty and race to enter the music industry.

Music Forward transforms young lives, inspires careers, and champions a more inclusive music industry.

**ARTIST DEVELOPMENT**

- Industry Panels
- Open-Mics
- Coaching
- Performances
- Grants

**CAREER DEVELOPMENT**

- Industry Panels
- Career Fairs
- Mentorship
- Internships
- Scholarships
WHY MUSIC FORWARD?

There is only 1 female producer for every 37 male producers in the music industry.

4.5 million of our nation’s 16-24-year-olds are not currently enrolled in school or working.

Only 28% of music executives listed on Billboard’s Top 100 are people of color.

MUSIC FORWARD HAS A RATIO OF 2:1 FEMALE TO MALE PARTICIPANTS

98% OF MUSIC FORWARD ALUMNI ARE SUCCESSFULLY ENGAGED IN HIGH SCHOOL, COLLEGE, OR A CAREER

68% OF MUSIC FORWARD’S PARTICIPANTS IDENTIFY AS YOUTH OF COLOR
You can become a foundational partner of Music Forward’s comprehensive music industry program menu. This opportunity allows you to be integrated into valuable content while aligning your company with the Foundation’s clear purpose of elevating and empowering the next generation of the creative economy.

Not only does this opportunity connect you with tens of thousands of young people across the country, as well as music industry professionals and educational communities nationwide, but it provides you a tangible moment to play a critical role in bridging our communities to the music industry, moving culture forward, and championing the youth and industry we serve.
Programs Include:

Industry Sessions
Industry panels on careers and trends

Online Modules
Educational curriculum for classrooms

Open Mic
Emerging artist showcase with industry pros

Spotlight
Instagram Live artist spotlight performance

Scholarships
Support for college students pursuing industry careers

Mentorships
Framework to achieve personal and professional goals

Gigternships
Industry internships for real world experience

All Access Fest
Music industry career fair to spark discovery and define pathways
PROGRAM DETAILS

• Weeks: Spring 2021 + Fall 2021

• 30+ weeks of programming

• 120+ distinct programs and performances

• Events will first air live on Zoom and then VOD will live on the Music Forward’s YouTube channel and website

• 5000 young people empowered
• 2000 teaching communities connected
• 300 industry professionals engaged
MEASURABLE OUTCOMES

Our programs support college and career planning, building 21st Century Skills through content and practical experiences following a Positive Youth Development model.

**CONNECTION:** Increase a sense of competence, confidence, contribution, critical thinking, and collaboration through hands-on learning, mentorship, and peer support.

**CAREER SKILLS:** Greater knowledge of the music industry and related careers; improved ability to network, interview, and pursue employment in the creative sector.

**PERSONAL ENRICHMENT:** A greater understanding of how their personal goals and preferences can guide them in identifying a future career.

*We build in pre-and post surveys to assess program outcomes.*
As an investor in our 2021 programming, you can be integrated into content and featured as a partner for our educational events throughout the calendar year in the following ways:

- Logo placement on collateral such as:
  - Bi-weekly email blasts to educators
  - Music Forward website
  - Event flyers and listings
- Social posts, inclusive of accounts such as:
  - Music Forward Foundation
  - House of Blues
  - Select Live Nation Club & Theater accounts
- Customizable VOD content
  - title/end card inclusion
- On-air announcements/acknowledgment
- Employee engagement and volunteering as panelists and mentors
  - including employee highlight/feature with headshot on event collateral
THANK YOU

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