



LIGHT OF DAY

\$10,000 Award

Artistic Projects for a National Audience by February 2026

THE PEOPLE

Lead Artist:

Creative Team and Roles:

(If not a solo project, list key collaborators and bio blurb(s) approx. 150 words)

THE PROJECT

Project Title:

Artistic Genre(s):

Project Description: (1 line)

THE PURPOSE

How do you define “Light of Day” for this project? For example, exhibiting the work in what physical location(s) in what manner, publishing with a certain publisher, performing live on which stages, recording/releasing how, exhibiting where with the help of whom. Attempt to quantify and qualify potential audience reached. It’s acceptable to liken the project to similar case studies, leveraging those audience numbers and characteristics. Help us understand your dream of sharing your work in this particular space, time and manner. Finally, successfully bringing this project into the Light of Day on a national level would surely open doors for your artistic career. Dreaming outlandishly, what ultimate career destination could you hope to reach as a result of having first succeeded with this project?

THE PROBABILITY OF SUCCESS

Detail the non-artistic resources the Lead Artist is bringing to the table that make the project likely to succeed. For example, sponsorship/other funding, venue agreement(s), previous successful relationships/partnerships, potential deals or signed deals relating to the project. To what extent do these assets add up for probable success?

THE PITCH: 90 Seconds

Now put it all together and describe your extraordinary and promising project that begs to reach a national audience by February 2026. Submit a 90 second (approx.) video pitch — simple is good! Speak to camera, hire a friend to, or use visuals and voiceover employ what’s necessary to sell the selection panel. In 200-250 words, please also summarize the pitch in written form. The written pitch blurb may mirror the video script, but it’s not a requirement.

NITTY GRITTY

Project Genesis/History:

Current Project Status:

LIGHT OF DAY \$10,000 GRANT, CONT'D.

BUDGET DRAFT

Include a table or a simple description showing how in round numbers you will allocate the full \$10,000 in funds. [See sample Budget Table in the online application.] Include an Artist Fee of no less than 10% and up to 25% or more if the project can afford it. If the project must be staged as a stand-alone with no marketing sponsor or partner, include a Marketing and Promotion allocation of a minimum of 15%. Include any waived values in your budget with a (-). Have you lined up free or low-cost practice space? Negotiated a preferential rate for recording? Is your publisher paying for your plane ticket? Would a colleague or fan be willing to host your crew kickoff or wrap party? Include these values as budget-boosting credits.

Maximizing the cash grant: Is there a way to make your project part of a larger effort with a built-in audience and a marketing budget supplied by another party? Start approaching patrons now regarding Matching Funds if your Alexa Rose grant application should be successful. Implementing these savvy ideas and more portrays your good business sense and ability to generate excitement and support for the project. It helps strengthen your application and frankly, stands to boost your Artist Fee. Do not be surprised if the comprehensive project budget exceeds \$10,000—a strong application leverages the cash grant to secure other resources.

BONUS! If your project is selected, you will have the opportunity to meet with the Alexa Rose Fellows and Staff, who may assist you in refining your draft budget and/or support you in a creative or business capacity throughout your project timeline.

PROJECT PLAN / MILESTONES

Please illustrate your proposed timeline, highlighting 5-8 key milestones ending with projected dates for the work to see the Light of Day with a national audience.

LINKEDIN PROFILE & RESUMÉ

For the Light of Day grant, a LinkedIn profile is required, as is a resum  generated with one click through LinkedIn. This standardized format helps selection panelists focus on content over style, and just may open doors you never dreamed of.

REFERENCES WHO BURN WITH BELIEF (Contact info for 1-3)

Start talking with colleagues now about your Light of Day project.

OPTIONAL: OTHER SUPPORTING INFO (Up to 5 links)

NEXT STEPS: Apply online at www.AlexaRoseFoundation.org

