



BUSINESS PLAN

Overview

The All-City Drumline is a collaborative, community-driven music initiative that aims to unite student percussionists from across Greater Cincinnati in a dynamic and highly visible performance for the 2025 Findlay Market Cincinnati Reds Opening Day Parade. This ensemble will showcase the talents of students from diverse backgrounds, encourage music education in public schools, and highlight the unity of Greater Cincinnati's vibrant music culture.

Mission Statement

The Cincinnati All-City Drumline unites high school percussionists from across Greater Cincinnati to create a collaborative musical experience. Our mission is to elevate the arts in our community, advocate for music education, and provide memorable performance opportunities to highlight the talents of student musicians.



Goals and Objectives

1. **Recruitment and Participation:**
 - Engage at least 10-30 student percussionists from high schools across Greater Cincinnati.
 - Ensure a diverse group of participants from varying skill levels, representing different school districts.
 2. **Sponsorship and Fundraising:**
 - Partner with local music stores, like Buddy Roger's Music, for discounted or sponsored equipment.
 3. **Rehearsals and Preparation:**
 - Plan and execute 2 rehearsals leading up to Opening Day 2025.
 - Partner with local schools to host rehearsals, providing accessible locations for students from all over the city.
 4. **Community Engagement:**
 - Generate media attention by highlighting students' progress on social media platforms, local news outlets, and through partnerships with the Cincinnati Reds organization and Findlay Market.
-

Analytics

Target Audience:

- **Students and Schools:** High school band directors, percussion instructors, and students (*grades 10–12*) across Greater Cincinnati.
- **Corporate Sponsors:** Local businesses, especially those related to music, education, and community enrichment (e.g., Cincinnati Reds, Buddy Roger's Music, Procter & Gamble, Kroger, and local banks).
- **Audience at Parade:** Thousands of Cincinnati residents and Reds fans who attend Opening Day celebrations, as well as viewers of the televised parade.

Competitive Analysis:

- Currently, there is no collaborative, large-scale, student drumline participating in local parades. The Cincinnati All-Star Drumline has the potential to become a unique and recurring feature of Cincinnati's Opening Day Parade, filling a niche for music education advocacy and collaborative student performance.
-



Marketing Plan

1. Branding and Promotion:

- Develop a recognizable brand (name, logo, and slogan) for the Cincinnati All-Star Drumline.
- Use social media (Instagram, Facebook) to engage students, parents, and music educators. Create behind-the-scenes content, student testimonials, and countdowns to build excitement.
- Partner with Findlay Market, the Cincinnati Reds and local media outlets to promote the drumline's participation, potentially through press releases, TV spots, and radio interviews.

2. Community Outreach:

- Work with area band directors to promote participation within their programs.

3. Media Strategy:

- Live-stream performances on social media to reach a broader audience and increase engagement.
-



Operational Plan

1. Timeline:

- **November 2024:** Finalize partnerships with local music programs and businesses, recruit participants.
- **December 2024:** Secure rehearsal venues and finalize logistics (transportation, permits, insurance).
- Finalize student roster.
- **Jan 2025:** Outreach emails and collect Director Nominations, create roster.
- Collect Fees
- **February 2025:** order shirts, hats
- **March 2025:** Conduct (2) rehearsals, and organize all necessary parade logistics.
- Execute performance at Cincinnati Reds Opening Day Parade **Thursday, March 27, 2025 at 12 PM**

2. Logistics:

- **Rehearsal Locations:** Secure central locations such as high schools and community centers that are accessible to participants from various districts.
- **Transportation:** Students must provide their own transportation to and from all events.
- **Instruments: students provide their own instruments, carriers, sticks/mallets.**
- **Uniforms:** Secure uniforms with a unified color scheme.

3. Rehearsals:

- Organize a team of percussion instructors to help prepare students.
 - Create and share a basic warm up routine.
 - 8-8-16, double/triple beat, doubles (pep band drumline)
 - Students should have the skill sets to learn music before rehearsals and apply skills quickly in an ensemble setting.
 - Write 2 street beats for parade performance.
 - Rehearse music and drill formations, ensuring that all students are proficient and confident in their performance.
-



Financial Plan

1. Budget Overview:

Item	Est. Expense	Notes
Reglan	\$20 per shirt	Purchase reglans and have printed
Ball Cap	\$35	<i>Have donated by Reds</i>
Marketing and promotion		
Rehearsal space rentals	\$0	Milford HS
Miscellaneous (insurance)		<i>boosters</i>

2. Funding Sources:

- **Corporate Sponsors:** Local businesses can contribute through financial donations, or in-kind donations such as equipment or transportation.
- **Community Donations:** ~~Set up a GoFundMe or other fundraising platforms to allow community members to support the drumline.~~
- **School Participation Fees:** ~~Charge a small participation fee (\$25) per student to offset rehearsal planning, uniform, and additional costs.~~

3. Sponsorship Packages:

- Offer various levels of sponsorship (e.g., Platinum, Gold, Silver) with corresponding benefits such as logo placement on uniforms, banners at the parade, and mentions in media promotions.



Leadership and Staffing

1. Leadership Team:

- **Project Manager:** Oversees all aspects of the program, from recruitment to parade logistics. Sets roster. Collects fees and administers uniforms, hats. Communicates with all parties.
- **Percussion Coordinator:** Designs the music and instructional framework, hires sectional coaches, and manages rehearsals.
- **Marketing Director:** Manages promotion, social media, and media outreach.

2. Volunteers:

- Engage band directors as volunteers to assist with logistics and chaperoning.
-

Risk Analysis

- **Student Participation:** There may be challenges in recruiting enough students from different districts, especially with varying schedules. To mitigate this, early and consistent communication with band directors is essential.
 - **Sponsorship Shortfall:** If sponsorship goals are not met, alternative fundraising methods will be necessary.
 - **Weather Contingency:** Cincinnati Reds Opening Day is an outdoor event, so backup plans for bad weather will need to be coordinated with the parade organizers.
 - Release Waivers (copy WGI waiver)
-

Conclusion

The All-City Drumline for the Cincinnati Reds Opening Day Parade 2025 presents a unique opportunity to showcase the talent of Greater Cincinnati's student percussionists while strengthening the city's support for music education. By executing this strategic business plan, the initiative will highlight the region's vibrant music culture and provide an unforgettable experience for the participants and the audience alike.