




(Sample) Proposal Overview

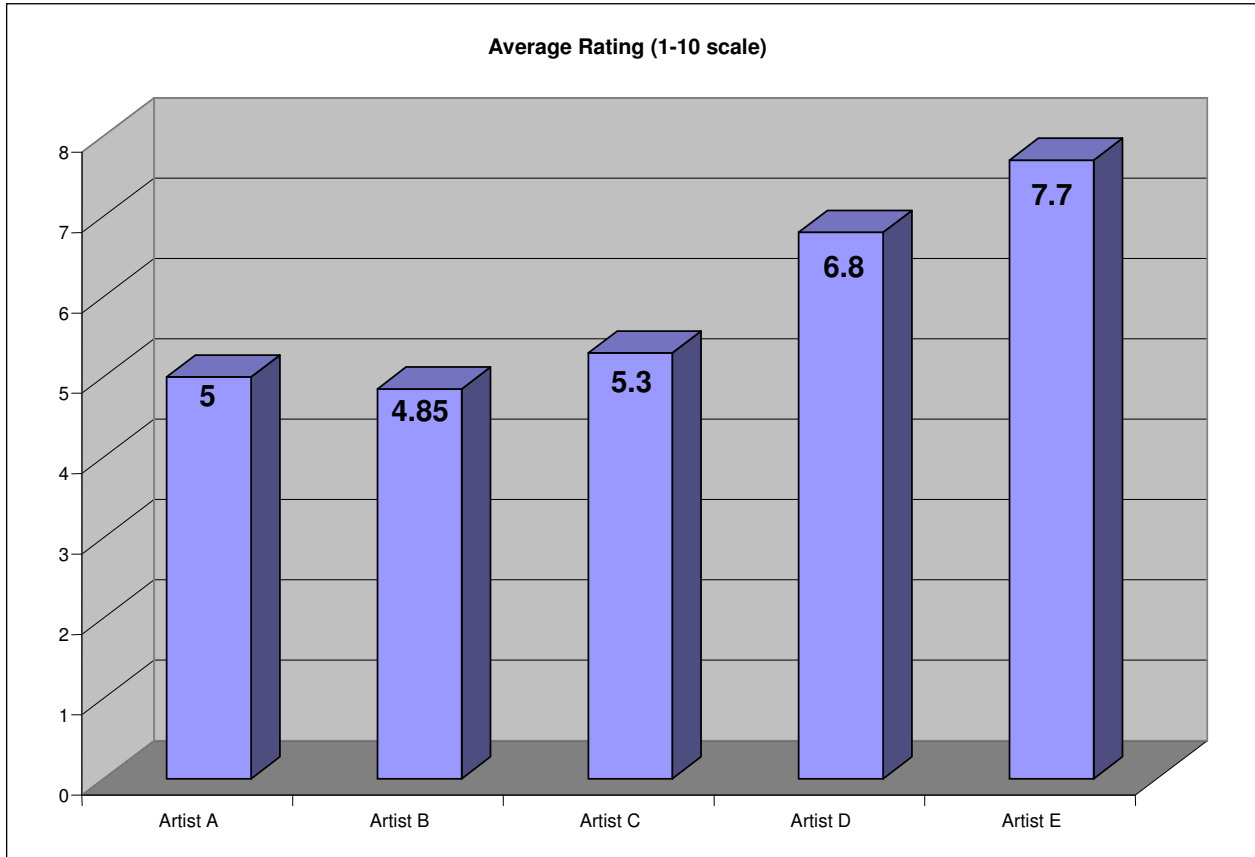
Our company conducted extensive market research to come up with a list of the hottest artists who are available to perform at the proposed July 4th concert for the City of Brooklyn. We surveyed a sample group of high school students and asked them to provide ratings on a 1-10 scale for five top artists. Using the results of this survey, we have developed a list of the three artists who should headline this concert. We have also completed an analysis of the costs involved in producing this show, and we have included the total cost at the end of this document.

1. We would like to propose that the concert include the following artists:
 - Artist C
 - Artist D
 - Artist E
2. More information about each artist can be found in the table below:

Name	Picture	Website
Artist C	R&B 	www.artistC.com
Artist D	Rap 	www.artistD.com
Artist E	Pop 	www.artistE.com

3. To make this decision, we polled a sample group with the following characteristics:
 - Number in Sample = 10
 - Number of Males = 6
 - Number of Females = 4
 - Age Range = 14 - 18
 - Average Age = 15.9

4. Each member of the sample group provided ratings from 1-10 on each of the 5 artists we identified as being available on July 4. The results of this ratings poll are illustrated below:



5. The total cost for the concert will be \$37,275.00. For a detailed breakdown of costs, please see the attached budget.