



Calling All Dreamers Application Packet

Applications must be submitted online
by 5 p.m. September 1, 2023

Thank you for your interest in Calling All Dreamers! Please review the following information prior to completing your online application. This document will cover key dates, details on application requirements, and the participation release and official rules and regulations.

2023/2024 KEY DATES

August 1	Competition Opens
September 1	Applications Due by 5 p.m.
September 18	Cohort Announced
September 25	Orientation for Cohort (location and time TBD)
September–December	Business Bootcamps
December 1	Revised Business Plans Due by 5 p.m.
December 15	Finalists Announced
January – February 2024	SCORE Sounding Board Final Business Plans Due Finalist Pitches Winner Announced

** Dates subject to change*

PROCESS

To be eligible for the Calling All Dreamers competition you must be a legal US resident, 18 years of age or older at the time of submittal of competition application. The competition is open to new startup businesses, existing businesses outside the City of Sacramento or existing businesses in the City of Sacramento hoping to expand and/or open a new concept.

1. Electronic application with all required submittals, including the business concept, and a \$50 registration fee must be submitted by **5 p.m., September 1, 2023**, online at www.callingalldreamers.org.
2. Applications and required submittals received past the deadline will not be considered.

3. All entries must be original and free from any claim of copyright or other restriction relating to the competition.
4. The selection committee will accept up to 15 applicants to advance to the next stage of the process. All other applicants will be informed that they will not move on in the program by **September 18, 2023**.
5. The 2023 Calling All Dreamers Cohort will be required to:
 - a. Attend a special orientation on **September 25, 2023**.
 - b. Refine and submit an updated business concept plan with supporting documents that are site-specific and address any selection committee follow-up questions, including requests for additional detail.
 - c. Submit a competition 'status update' short video for public relation purposes. Further directions will be provided by DSF.
 - d. Participate in the Calling All Dreamers bootcamp sessions.
 - e. Turn in a revised business plan on **December 1, 2023** and a final business plan in **mid-January 2024**.
6. Selection committee will choose up to 5 applicants as finalists.
7. Finalists will be required to test their business concept before SCORE's Sounding Board in an effort to maximize their chance for success. A special Calling All Dreamers Sounding Board will be scheduled in **January 2024**.
8. Finalists may be asked to participate in a short interview style video that will be produced by DSF and utilized online to further audience engagement.
9. Credit, reference, and background checks will be conducted for remaining finalists.
10. In **late January 2024**, finalists will appear before the Calling All Dreamers Selection Committee to present their respective business concept models, demonstrate via product or electronic media how the business might be featured, displayed, marketed, etc. During the pitch, the finalists must be prepared to answer questions from the panelists and to demonstrate product and business acumen as well as to discuss financial planning for the purpose of sustaining a minimum three-year business plan.
11. Upon concurrence of credentials, validity of concept, and applicability of the business to Downtown Sacramento, the DSF Board will confirm a winner in **February 2024** with an accompanying public announcement.
12. In the event the selected winner cannot be contacted following a period of seven days, an alternate winner will be selected.
13. The winner must then negotiate with a property owner in Downtown Sacramento Partnership's defined downtown district to finalize the site-specific details and construct a working lease agreement no later than **March 1, 2025**.

SUBMITTAL REQUIREMENTS

Create **ONE** Dropbox folder that contains the following:

1. Business Model Concept

Your submittal must include the following components and not exceed 10 pages:

Executive Summary

Provide a detailed description of the business concept not to exceed one page. Be clear and concise in providing the vision for your business. Include your mission statement.

- Business Model** What are the products or services that would be delivered or sold? What will the name of the business be, and why? What kind of operational requirements will you have? Is this a new or expanded or relocated business? If yes, provide detail on existing store(s).
- Financial Plan** What resources and assets will be needed (personnel, financing, inventory, equipment, licenses, permits) and what is available? What would the prize monies be used for?
- Management Plan** Have you ever managed a business before? What has that experience taught you about this opportunity? What key personnel would your business require? Do you have a plan for the management structure?
- Marketing Plan** Define the target market for the business and your core customer. How will you drive customers to your store? Who is your competition in the downtown district and outside the district that may affect your business? Why will they come to your business as opposed to other similar businesses? How will you get the word out to your customers? Please include any market research.
- Startup Timeline** Outline timeline for startup. What will you need to start your business? Identify schedule and necessary resources to develop the concept (equipment, staffing, build out, permits and licenses).
- Value Proposition** How will the business enhance downtown? Are there any similar businesses downtown? If so, how will your business distinguish itself?

2. 60-second video pitch

Your 60-second video is your personal business pitch that gives us a flavor of your brand and business concept. It should showcase your personality and tell a compelling story about why downtown needs your business. Have fun and be creative. The videos may be shared with the public via the Calling All Dreamers website or DSP's social media channels.

3. Résumés of all business partners and include any existing key partnerships or resources you may have.

4. Any other digital assets you may have

This may include headshots of partners, any logos, or other supporting documents you feel will illustrate why you are the best candidate for this competition.

All information will be kept confidential, to the extent allowed by law, and is for the use of this business plan competition. We will not provide, sell, or distribute information about your company or your business plan to other parties or third parties. The Selection Committee or DSF Board may require verification of certain information during the review of the proposed business plan. Only complete business plans will be considered, i.e. plans including all of the aforementioned sections.

Any questions regarding submission of business plans should be addressed to Andrew LaFrance at alafrance@downtownsac.org.

Please review the following participation release and official rules and regulations. You will be asked to agree to the terms stated below in the online application.

PARTICIPATION RELEASE

I, being at least eighteen (18) years of age, hereby authorize and irrevocably grant the representatives of the *Calling All Dreamers* competition, its successors and assigns, the following rights: to record my likeness, image, name, voice, performance, biographical information, or otherwise on film, video, audio, CD, DVD, or other media; to edit such media at its discretion; to incorporate that material into a recorded program print publications, electronic publications, software, movie and sound films or tapes, broadcasts (radio and television), programs, or otherwise, and to use and license others to use such publications, recordings, software, movie and sound films and tapes and broadcast programs in any manner of media whatsoever, including unrestricted use for purposes of publicity, advertising and sale promotion, and to use my name, likeness, voice, and biographic or other information in connection therewith.

I understand that the representatives of the *Calling All Dreamers* competition exclusively owns all rights to these recordings irrespective of the form in which they are produced or used, and I am authorizing the use of the aforementioned items, at any time or times, throughout the world in perpetuity, without further compensation or permission. I represent that I have the right to enter into this Agreement, and that my performance and the rights I have granted in this Agreement will not conflict with or violate any commitment or understanding I have with any other person or entity.

I further agree to indemnify and save harmless the representatives of the *Calling All Dreamers* competition liability for damages, losses, or expenses of any sort arising from

the making of such recordings and their use, including, without limitation, claims with respect to inaccuracy or breach of any provisions of this Agreement.

I further agree that in no event shall the *Calling All Dreamers* competition, its affiliates, agents, successors and assigns, including but not limited to, Downtown Sacramento Foundation (“DSF”) and Downtown Sacramento Partnership, be liable to me for any direct or indirect, special, incidental, or consequential damages in connection with or arising out of any awards or prizes promised to be awarded, available to be awarded, and/or awarded to me by the *Calling All Dreamers* competition, its sponsors and affiliates, agents, successors and assigns. I acknowledge and agree that DSF and Downtown Sacramento Partnership shall not be sureties or guarantors for any award or prize.

I further affirm ownership of the business plan and concept as original and free from any claim of copyright or other restriction relating to the competition.

I have read and understood the contents hereof and have the right and authority to execute this release and indemnification. I understand that this Participation Release is to be interpreted under the laws of the State of California without resort to its conflict of laws rules, and I hereby submit to the jurisdiction of the courts of the State of California. This agreement represents the entire understanding of the parties and may not be amended unless mutually agreed to by both parties in writing.

OFFICIAL RULES AND REGULATIONS

- 1) By submitting an application, all applicants agree to these Official Rules and Regulations and to all decisions of the selection committee, which are final and binding.
- 2) DSF reserves the right to accept or reject any submission. Participants retain the rights to their business concept at all times.
- 3) The Selection Committee will review plans with strict confidentiality.
- 4) Printed business concept proposals and electronic media submitted for consideration will not be returned.
- 5) Decisions, judgments, and selections of the committee are at the discretion of DSF and are final.
- 6) DSF reserves the right to use all participants’ names, likenesses, pictures, portraits, voice, biographical information, written submissions, and written or oral statements, for advertising and promotional purposes without additional compensation to participants.

- 7) By submitting the application, candidate releases and discharges DSF, Downtown Sacramento Partnership, participating sponsors, property owners and any other legal entity or individual involved with or otherwise providing services related to this competition and all their respective employees, officers, directors, representatives and agents from liability or damage due in whole or in part to participation in this competition.
- 8) By submitting the application, candidate affirms ownership of the business plan as original and free from any claim of copyright or other restriction relating to the competition.
- 9) By submitting an application for and entering the competition each applicant advancing to the final phase of the competition authorizes DSF to conduct a credit and background check.
- 10) DSF seeks to consider support to any viable business entering the competition whether or not that business wins the *Calling All Dreamers* competition. All entrants with feasible business plans may be contacted by Downtown Sacramento Partnership with information about available retail property in downtown Sacramento.
- 11) DSF reserves the right to change these Official Rules and Regulations at any time, in its sole discretion, and to suspend or cancel the competition or any entrant's participation in the competition.
- 12) Winner's Obligations
 - a) Be open to public no later than approximately one year from winner announcement.
 - b) Participate in *Calling All Dreamers Competition* public relations campaign for a 12-month period following the award.
 - c) Abide by all laws and regulations necessary to operate legally in the City of Sacramento.
 - d) DSF may request a review of finances and strategies from the winner on a quarterly basis for the first year.
 - e) Carry liability insurance listing DSF, Downtown Sacramento Partnership, property owner and applicable sponsors as additionally insured for a period commensurate with fulfillment of prize package including services provided.
- 13) Prize Package
 - a) One (1) Grand Prize package will be awarded. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize Package. DSF and Downtown Sacramento Partnership accepts no responsibility for repairing any real or supposed damage to any portion of the prize.
 - b) One (1) Runner-Up prize package will be awarded. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize Package. DSF and Downtown Sacramento Partnership accepts no responsibility for repairing any real or supposed damage to any portion of the prize.
 - c) Up to three (3) finalist prize packages will be awarded. The winner(s) will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize Package. DSF and Downtown Sacramento Partnership accepts no responsibility for repairing any real or supposed damage to any portion of the prize.
 - d) There are no substitution, transfer, or cash equivalent for prizes, except that DSF may, at its sole discretion, may make substitutions as necessary. The prizes are expressly limited to the item(s) listed and unless otherwise expressly specified, do not include taxes, gratuities, or any other expenses. Other restrictions may apply.

- e) Winner will be responsible for initiating consult and have up to a 12-month period following the date of award to utilize pro bono services. Any unused portion of the prize package at the 12-month point will be forfeited.
- f) There is no guarantee, expressed or implied, that any business will receive an award. Should no entries into the competition meet the entry criteria, should no entry have a reasonable chance for success, and should the selection committee determine no winner exists for that year of the competition, no award will be made for that year and the award money will be used for the following year's competition
- g) Winner will be subject to and responsible for all legal requirements regarding the acceptance of the award, including but not limited to IRS Code regarding prizes and awards.
- h) By accepting the grand prize award package, the winner releases and discharges DSF, Downtown Sacramento Partnership, participating sponsors, property owners and any other legal entity or individual involved with or otherwise providing services related to this competition and all their respective employees, officers, directors, representatives and agents from liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the prize or from participation in this competition.
- i) Failure to honor this agreement may result in the business owner being mandated to pay back, in full or in part, award monies and equal expenditures of services provided in the prize package.

Anyone with a dream can apply! Both first-time business owners as well as existing businesses hoping to expand to Downtown Sacramento are welcome to submit a Calling All Dreamers application.

You must submit a Business Model Concept that includes:

- Executive Summary
 - Provide a detailed description of the business concept not to exceed one page. Be clear and concise in providing the vision for your business. Include your mission statement.
- Business Model
 - What are the products or services that would be delivered or sold? What will the name of the business be, and why? What kind of operational requirements will you have? Is this a new or expanding business concept?
 - If you're looking to expand your business, please provide detail on existing store(s).
- Financial Plan
 - What resources and assets will be needed (personnel, financing, inventory, equipment, licenses, permits) and what is available? What would the prize monies be used for?
- Management Plan
 - Have you ever managed a business before? What has that experience taught you about this opportunity? What key personnel would your business require? Do you have a plan for the management structure?
- Marketing Plan
 - Define the target market for the business and your core customer. How will you drive customers to your store? Who is your competition in the downtown district and outside the district that may affect your business? Why will they come to your business as opposed to other similar businesses? How will you get the word out to your customers? Please include any market research.
- Startup Timeline
 - Outline timeline for startup. What will you need to start your business? Identify schedule and necessary resources to develop the concept (equipment, staffing, build out, permits and licenses).
- Value Proposition
 - How will the business enhance downtown? Are there any similar businesses downtown? If so, how will your business distinguish itself?
- 60-second video pitch
 - Record a personal business pitch that gives us a flavor of the brand and business concept. It should showcase your personality and tell a compelling story about why downtown needs your business. Applicants

are encouraged to have fun and be creative. The videos may be shared on social media and the Calling All Dreamers website.