



“Out of My League” CD project  
Investment Proposal

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My name is **Billy Caldwell** and I'm a **singer/songwriter** from **Shelburne, Vermont**. I play an energetic blend of **alt-country, rock, and blues** reminiscent of Bruce Springsteen, John Hiatt and Lyle Lovett. I am currently trying to **raise \$10,000 for the production and manufacture of my debut CD**, tentatively titled, "Out of My League". I am searching for individual investors with a **sense of adventure** to help me in this process.

In the following proposal, you will find descriptions of: 1. my **background and goals** as a musician, 2. "Out of My League" **CD project**, 3. **investment options** offered and 4. the investment **repayment plan**.

### Background

In 1996, I left my career as a helicopter pilot and flight instructor in the US Navy to pursue one of my first loves – music. That year, I started writing songs while playing in a rock and roll band in Austin, Texas. In 1999, I moved to the small ski town of Crested Butte, Colorado where I began to flourish as both a **songwriter and solo acoustic performer**. Longing for a similar small town environment without the oxygen deprivation, I moved to Vermont in 2002. Since arriving in the Green Mountain State, I have continued to write and perform as a solo artist while honing my craft and developing contacts in the local music industry.

Producing a **quality recording** of the best of my original material is **the next logical step in my development as a singer/songwriter**.

This CD will allow me to share my music with a much **larger audience** and will open up new creative avenues for me to explore. It will provide **additional income** through sales at my live performances and local, regional, and internet music vendors. "Out of My League" will also serve as a **valuable promotional tool**, generating reviews from the music media and promoting airplay on local and regional radio stations.

### Project Overview

Recording of "Out of My League" is **scheduled to begin July 5th** at Ad Astra Recording Studios in Williston, Vermont. The CD will contain 11 of what I consider my best songs and a cover tune to be selected through a poll of my live audiences. **I am convinced of the quality of the material** I intend to include on the CD, but instead of trying to convince you here of its merit, **I have provided a demo CD** which contains a collection of my original songs, 7 of which I intend to include on "Out of My League." (Songs to be included are marked with an asterisk on the demo CD.)

Recorded in 2002 on a shoestring budget, this demo CD is a little rough around the edges, but it should acquaint you with my songwriting style and give you a good idea about the quality of the of songs that will appear on "Out of My League".

### Investment Packages

To raise the \$10,000 for this project, I have chosen several ways for individuals to invest in the production of "Out of My League" including:

- Generous merchandise packages for those who wish to **donate funds** or **loan funds interest-free**
- **Attractive interest rates** for those looking for an investment opportunity

More information on investment options can be found on page 5.

### Budget Overview

The actual projected budget for this project is \$10,090. This budget **includes the costs of producing and manufacturing the CD** as well as several aspects of the **CD's marketing**. A simplified breakdown follows:

• Tracking (Recording)	\$1920
• Mixing	\$1920
• Mastering	\$600
• Graphic Design for CD artwork	\$500
• Photography	\$750
• Web Site Design	\$500
• CD Manufacturing	\$2400
• Postage and Handling	\$500
• Miscellaneous and Unanticipated Costs	\$1000
Total Budget	\$10,090

### Investor Repayment Plan

Individual investors will be **repaid through sales of the “Out of My League”** CD which will be sold at all my live performances, on its own dedicated website ([www.outofmyleaguethalbum.com](http://www.outofmyleaguethalbum.com)) and through local, regional, and internet music vendors.

In the year following the CD's projected release on October 31, 2004, I **expect to perform at 150 to 200 shows** where copies of “Out of My League” will be available for purchase by audience members for \$15 apiece (including sales tax).

With an average CD **sales rate of only 5 CD's per show**, “Out of My League” will generate enough income in live performance sales alone to **repay each investor their entire investment within 1 year of the CD's October 2004 release**. This projection is based on estimated demand derived from audience requests for recorded material in the past. Also, these projections do not include income received from internet or music vendor sales.

### Conclusion

Thank you for taking the time to consider this proposal. If you have any questions or **you are interested in participating** in the creation of “Out of My League”, please contact me at 802.683.9248 or via email at:

[bcaldwellmusic@yahoo.com](mailto:bcaldwellmusic@yahoo.com).

## Investment Options

### 1. Donations

- a. \$100 – Merchandise Package includes:
  - i. Advance **copy** of “Out of My League” (available October 1, 2004)
  - ii. Thank you in CD liner notes
  - iii. **Invitation** to CD release party
  
- b. \$500 – Merchandise Package includes:
  - i. **2** Advance **copies** of “Out of My League”
  - ii. **Special** thank you in CD liner notes
  - iii. **2 Invitations** to CD release party
  - iv. **2 T-Shirts** (available after CD release)
  
- c. \$1000 – Merchandise Package includes:
  - i. **2** Advance **copies** of “Out of My League”
  - ii. **Extra special** thank you in CD liner notes
  - iii. **2 Invitations** to CD release party
  - iv. **2 T-Shirts**
  - v. A **live performance** at your party or function.
  
- d. Other Levels: Packages for other donation amounts are **negotiable**

### 2. Interest Free Loans: Principal repaid no later than **Nov. 1, 2005.**

- a. \$500 – Merchandise Package includes:
  - i. Advance **copy** of “Out of My League”
  - ii. Thank you in CD liner notes
  - iii. **Invitation** to CD release party
  - iv. **T-Shirt** (available after CD release)
  
- b. \$1000 – Merchandise Package includes:
  - i. **2** Advance **copies** of “Out of My League”
  - ii. **Special** Thank you in CD liner notes
  - iii. **2 Invitations** to CD release party
  - iv. **2 T-Shirts** (available after CD release)
  
- c. Other Levels: Packages for other loan amounts are **negotiable**

Investment Options (con't)

**3. Interest Bearing Loans:** Principal and interest balloon payment no later than **Nov 1, 2005.**

- a. \$1000 – 6.0 percent APR
- b. \$5000 – 8.0 percent APR
- c. Other Loan Amounts and corresponding interest rates are **negotiable**