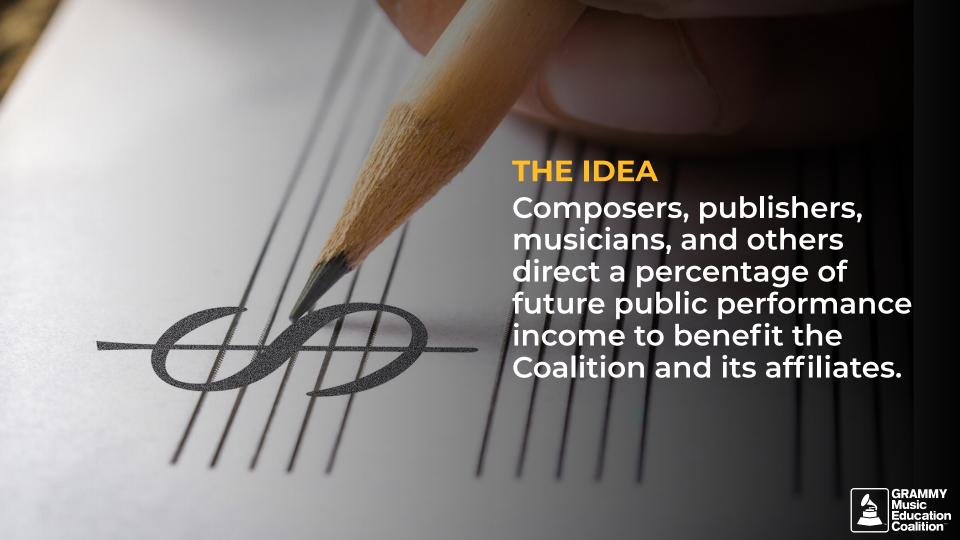


Cues for Kids

A perpetual development campaign with the GRAMMY Music Education Coalition







CUES FOR KIDS CREATORS



Richard Foos, Founder, Rhino Records CEO, Shout Factory

Senior music industry executive, Coalition founding board member



Larry Kohorn,
President, Kohorn Company
Former SVP, Sony Pictures
Entertainment

Senior music industry executive, social entrepreneur



HOW IT WORKS

A composer, publisher or musician donates 3, 5, or 10 percent of future performing rights income in perpetuity (opt-out option after five years).

Current income does not have to be affected.



HOW IT WORKS

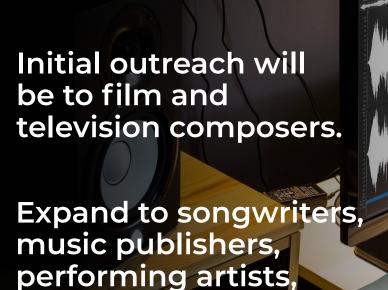
Contribution can go to the Coalition or to any of a select group of affiliates.

Cues for Kids Advisory Board will:

- Designate and approve beneficiaries
- Manage fund disbursement
- Oversee reporting



HOW IT WORKS



record labels, PROs.





The Coalition's Role

Manage the mechanics:

- Marketing materials
- Legal
- Online donation site

- Text-to-give
- Social media
- Advertising & press

Minimum [TBD%] of contributions go to the Coalition to cover administrative costs.



EXAMPLE USE CASE5 Steps





Larry approaches Composer X. Uses Coalition-produced marketing materials to:

- Discuss our universal music education mission
- Introduce Cues for Kids







- Composer X signs a one-page "Assignment of Royalties" form
- Commits to donating 3%, 5%, or 10% of performance income from the next film to Cues for Kids
- Acknowledges opt-out opportunity after five years











Coalition submits assignment to applicable PRO.





















Specified percentage then goes directly to Cues for Kids fund.

Coalition tracks and accounts donations.













FUNDS RECEIVED



FUNDS DISTRIBUTED

Coalition manages funds distribution to beneficiary underserved schools, as approved by Coalition Grants Committee.



