



R.B. Zack & Associates, Inc.

Case Study: TalentFunding.com Connects Musicians and Sponsors

Bryan Farrish Radio Promotion, a leading Southern California independent radio promotion company, helps unknown independent musicians and bands with radio airplay campaigns. While working with these bands, Bryan discovered that one out of every eight received its promotion budget from an outside sponsor.

Challenge: Connecting musicians with potential sponsors

Bryan wanted an easy and affordable way to connect potential sponsors with bands. Knowing that some people want to sponsor independent bands, but don't want to be bombarded with frequent phone calls, Bryan had the idea of creating a website to bring musicians and sponsors together.

Solution: TalentFunding.com brings people together

Bryan was specific about the functionality and "look" the website needed. RBZ&A designed a front-end application complete with a database and a search engine to meet those requirements.

TalentFunding (www.TalentFunding.com) went live in summer 2006. A built-in messaging function allows the musician and the sponsor to communicate through the system. Artists can ask for sponsorship, and potential sponsors can search for bands using various criteria including genre and geographic location.

Within months, the site had more than 500 users and has been consistently gaining in popularity. Bryan Farrish Radio Promotion knew what it wanted and got the application it needed.

"When I decided to embark on this project I wanted a company I could rely on. R.B. Zack & Associates came through for me as promised, and continues to be there for me every time I call."

- Bryan Farrish

Results

- Turned an idea into a working business application
- Successfully connecting musicians and potential sponsors
- Built-in communication tool protects anonymity until "fit" is established
- Multi-search criteria matches the right musician with the right sponsor

Technologies Used

- ASP.Net
- SQL Server 2000

For more information, contact us today at sales@rbza.com or 310.303.3320.