

Enriching Lives



# Ford Amphitheatre

## 2012 Summer Partnership Program

**Deadline: Wednesday, August 31, 2011**

### General Information

The Ford Amphitheatre Summer Partnership Program, running from May through October, supports Los Angeles County resident arts organizations by assisting them to successfully present performances in its 1,200-seat amphitheatre. It seeks to develop new audiences for the partner arts organizations, John Anson Ford Theatres, and the larger Los Angeles County performing arts community. The Arts Commission provides significant presentation support (outlined below) to participating arts organizations which, in turn, provide the residents of Los Angeles County with a rich cultural sampling of performing arts of the region.

Under the Ford Amphitheatre Summer Partnership Program, the Arts Commission is interested in receiving proposals for:

- **Performing Arts Performances:** These are typically two-hour (or longer) evening events that are geared for adults or families with older children. Work may be in any performing arts discipline.
- **Film Events:** As the Ford is equipped with 35mm projectors and a full size movie screen, proposals for film screening events are also sought and will receive full consideration.

Similar to a grant program, proposals for the Ford's Summer Partnership program are considered on a competitive basis. The accepted projects receive significant presentation support and assistance toward realization of the proposed project. To submit a proposal under this program, carefully read through the entire guidelines presented here and then complete an application available at <http://www.fordtheatres.org/en/opportunity/summerpartnership>.

### Application Workshops

Ford Theatre staff will host two workshops to review the application process, discuss eligibility and requirements of applying arts organizations, and answer questions about the partnership program and producing at the Ford. Applicants are strongly encouraged to attend. These workshops will be held at the Ford Theatre at 2580 Cahuenga Blvd. East in Hollywood on the following dates and times:

Tuesday, July 26, 2011 at 7:00 p.m.  
Tuesday, August 9, 2011 at 7:00 p.m.

Parking for these workshops is free. If your organization plans to attend a workshop, please RSVP with your name, organization, email address and phone number to [publicevents@arts.lacounty.gov](mailto:publicevents@arts.lacounty.gov) or call (323) 856-5793.

### Presentation Support Provided by the Arts Commission

The Arts Commission provides substantial support to organizations selected to participate in the Ford Amphitheatre Summer Partnership Program. The following information itemizes some of the principal support provided by the Arts Commission as well as key responsibilities of the organizations selected to participate in the program.

### The Facility

L.A.'s oldest outdoor theatre, the Ford Amphitheatre is a beautiful 1,200-seat open air venue. Although greatly improved over the last decade, the Ford is a rustic facility and should be viewed in that light. The Ford's entryway,

renovated in 2000, features accessible winding paths from the box office to the amphitheatre, a waterfall, two-dozen species of trees and plants, and tables and chairs for picnicking.

The Ford's small indoor theatre, [Inside] The Ford, which seats 87, is available for activities held in conjunction with events scheduled in the amphitheatre. These events may include pre-performance lectures and receptions. An outdoor picnic area for special receptions is also available on-site.

### **Light, Sound and Projection Equipment**

The Ford Amphitheatre has sound, lighting and 35mm projection packages that are made available to producers participating in the Partnership Program at no charge. A complete inventory of equipment is available on-line at <http://www.fordtheatres.org/en/rent/techinfo>. The Ford is also equipped with a stage monitor sound system that is available for use for a nominal fee. Events combining film and live performance elements should consult with the Ford's Production Manager to discuss technical details of the proposed project. Any additional equipment needed for a production will be the financial and organizational responsibility of the Licensee. For additional technical information about the theatre, contact Arthur Trowbridge, Production Manager, at [atrowbridge@arts.lacounty.gov](mailto:atrowbridge@arts.lacounty.gov) or (323) 856-5785.

### **House Management**

The Arts Commission will provide a house manager and house staff for each performance at no additional cost to Summer Partnership Program producers.

### **Box Office**

Centralized box office services are provided at no cost to groups participating in the Summer Partnership Program. The Ford's box office has the capacity to handle phone orders, mail-in orders, web sales and walk-up window sales (both advance and day-of-event sales). Summer Partnership groups may choose to participate in the Ford's Group Sales program in which groups of 8 or more will receive a group discount on tickets. They may also consign tickets from the box office to use for their own off-site sales and promotional activities. For additional information about the Ford's box office services, contact Eve Childs Cakar, Ticketing Services Manager, at [echilds@arts.lacounty.gov](mailto:echilds@arts.lacounty.gov) or (323) 769-2147.

### **Marketing**

One of the most valuable components of the Summer Partnership Program is the Arts Commission's marketing campaign designed to raise overall awareness of the Ford Amphitheatre and to promote season events. As part of this campaign, the Arts Commission provides:

- A season-long social media campaign;
- A Web site that includes descriptions of all events included in the Summer Partnership Program, with an on-line sales mechanism to allow for internet sales and the capability to host audio and video promotional clips provided by artists;
- A season press release to the region's media announcing the season and including information about events included in the Summer Partnership Program;
- Placement in the Ford's electronic (e-mail) newsletter;
- Placement on the Ford's electronic sign seen by nearly 2 million each week;
- Individual event postcards for mailing or other distribution in the community;
- Use of the Ford's ticket buyer mailing lists for promoting the organization's event at the Ford;
- Marketing and public relations consultations.

Because the Ford Amphitheatre season is marketed as an entity, each organization has primary responsibility for the marketing and public relations of its individual event. The marketing efforts of the Arts Commission are not intended to replace, but rather to supplement the organization's own efforts.

---

### **Responsibilities of Selected Partners**

If selected as a participant in the 2012 Ford Amphitheatre Summer Partnership Program, your organization will be responsible for the following elements of production.

### **Licensing Fee**

Partners benefit from the program by reducing the financial risk of event production. Instead of a flat rental fee, the County utilizes a licensing fee that is based on a percentage of the box office sales. As indicated below, percentage “splits” are based on the type of producing organization and the day of the week of the performance(s); no additional fee is charged for rehearsal days. Because the Ford’s percentage is modest, producers receive the majority of event ticket revenue. The Ford’s percentage is deducted from ticket sales at the time of settlement.

	Non-Profits with 501(c)(3)		All Other Producers	
Performance Time/Day	Ford	Producer	Ford	Producer
Saturday	15%	85%	25%	75%
Friday and Sunday	10%	90%	20%	80%
Monday through Thursday	5%	95%	10%	90%

### **Production Manager & Technical Crews**

The Ford has a Production Manager that will meet with partner organizations in advance of events to discuss all aspects of their technical and production requirements and to develop a detailed plan for their scheduled time in the theatre. Technical crews are scheduled for rehearsals and performances as needed, and are paid for by each organization. Costs for crew members are billed according to the following rate schedule:

Type	First 8 hours in a day	Hours over 8, but less than 12, in a day	Hours over 12 in a day
Stage Supervisor, Sound Monitor Engineer	\$28.00 per person per hour	\$42.00 per person per hour	\$56.00 per person per hour
House Master Audio Engineer, House Master Electrician	\$33.00 per person per hour	\$49.50 per person per hour	\$66.00 per person per hour
Other Technical Crew	\$23.00 per person per hour	\$34.50 per person per hour	\$46.00 per person per hour
35 mm Projectionist	Call Ford Production Manager for details (323) 856-5785		

These rates apply for both rehearsal and performance days, and for set-up, rehearsal, performance, strike and restore. Under normal circumstances, and for budgeting purposes, event producers should plan on at least six crew members during set-up, rehearsal, performance, strike and restore: a stage supervisor, master electrician, audio engineer, and three additional crew members. The Production Manager, in consultation with the event producer, will determine exact staffing requirements and provide the producer with an estimate of anticipated crew costs prior to the event. Typically crew costs for Partnership Program events are deducted from ticket sales at the time of settlement with the producer.

Partner organizations may be allowed to use their own crew (with the prior approval of the Production Manager) for load-in, load-out, set-up of set, props and costume operation, but must use Ford Amphitheatre crew when hanging and focusing lights, rigging, and operating the Ford's sound and lighting control consoles.

Each organization must have a professional Technical Director and/or Production Manager dedicated to working on the project that is familiar with the artistic and technical details of the event. This person **must attend** at least two production/technical meetings with the Ford's Production Manager – one in January and a second one thirty (30) days in advance of the event. This person must also be present for all Ford rehearsals and performances.

### **Security**

The Ford will provide a standard professional security staff for performances that require security personnel. The standard Security staff includes one supervisor and a five person team who are scheduled for a minimum of four hours per shift. Any additional security staff needed (as determined by the Ford's Event Services Manager) will be billed at \$30 per hour. The cost for this will be deducted from ticket sales at the time of final settlement with the producer.

### **Marketing**

Each organization must have a marketing/public relations staff person dedicated to working on the proposed project, or hire a public relations firm/consultant to publicize its event. This staff person, or the publicist, must attend the December introductory meeting and a marketing workshop.

In addition, each participating organization shall make its mailing list available for joint marketing efforts. The organization's mailing list will be merged/purged against the lists supplied by other organizations for the season postcard mailing. The organization's mailing list will only be used for the 2012 Ford Amphitheatre season and will not be sold or added to the Ford's permanent list. Participating organizations with e-mail lists are also expected to transmit an announcement regarding their Ford performance to their list that also offers an opportunity to sign-up for the Ford's e-blast. For additional information about marketing, contact the Ford's Communications Department at [communications@arts.lacounty.gov](mailto:communications@arts.lacounty.gov) or (213) 202-5934.

### **Insurance**

Organizations participating in the Summer Partnership Program are each required to provide a certificate of third party liability insurance in the sum of at least \$2,000,000 thirty (30) days prior to their event. This can be provided through any qualified insurer.

Organizations are also responsible for providing Workers Compensation and Employers' Liability Insurance for the artists, administrators and crew employed by the organization. Automobile insurance may also be required, particularly in cases where larger delivery vehicles will be needed.

### **Merchandising**

Merchandise sales are possible and must be coordinated and approved by the Ford's Event Services Manager.

---

## **Application Considerations, Eligibility and Evaluation Criteria**

Before preparing an application proposal for the Ford's Summer Partnership Program, each organization should carefully review the services and support provided by the Arts Commission and Ford Theatre staff and responsibilities of the selected partners. Organizations should also consider the following:

### **Production Expenses & Budget**

Organizations should budget for all production expenses, including costs of:

- Artists and designers, including light and sound designers, etc.;
- Licensing fee for use of the amphitheatre;
- Producer's Stage Manager, Technical Director and/or Production Manager;
- Event technical crew (both the Ford's technical crew and any other crew needed, for rehearsal and performance);

- Sets and costumes;
- Supplemental lighting, staging and sound equipment;
- Royalties/Licensing Fees;
- 1,000 house programs for each evening performance (note: programs may not be sold);
- Marketing and publicity;
- Public Relations firm/consultant, if organization does not have dedicated marketing staff;
- Expendables (everything from water to gaffer's tape);
- Insurance, including liability insurance and workers compensation insurance.

### **Exclusive Presentation**

Programs and artists identical to those featured at the Ford Amphitheatre may not appear at any other site in Los Angeles County within the period three months prior to or three months after the scheduled Ford performance. Other Los Angeles appearances too close to the Ford appearance often lead to diminished audience attendance and ticket sales.

### **Length of Runs**

The following are suggested based on past seasons at the Ford:

- Dance organizations should propose one performance.
- Music organizations should propose one performance program, or may propose a series spread over the summer.
- Theatre productions and Film Festivals may run a maximum of one week, if time permits.

### **Evaluation Criteria**

The following criteria will be considered in evaluating and determining the relative strength of proposals:

- Artistic excellence;
- Suitability of proposed work and/or artists for a 1,200-seat outdoor venue;
- Demonstrated financial, administrative and producing capabilities of producer and/or artist(s);
- Realistic marketing plan with an adequate budget;
- Realistic production plan with an adequate budget;
- How proposal will contribute to a diverse, interesting and stimulating multi-disciplinary season that reflects the diversity of the County's population;
- Ability to work cooperatively with other organizations and Ford staff.

As the popularity of the Summer Partnership Program has grown in recent years, competition has increased and acceptance to the program has become more selective. Applications should be sure to carefully address each of the above evaluation criteria.

### **Collaboration**

If appropriate, organizations should consider collaborating with others to submit a joint proposal. For collaborative projects, the applicant should be that entity which will have primary fiduciary responsibility for the project being proposed.

## **Filing a Partnership Program Application**

### **Application**

Each organization must submit a complete application to be considered for the 2012 Summer Partnership Program. To access the Summer Partnership application, please visit <http://lacounty.culturegrants.org>. You will be directed to the Arts Commission Culture Grants homepage where you will be required to register and login.

### **Opening an Application**

1. On the Arts Commission grants homepage click on **Sign Up**.
2. On the registration page provide contact information for yourself or organization. You will be asked to provide a username and password. Your password must have one uppercase letter, one lower case letter, one number and a special character within the password. **Remember to write down your username and password** as you will not receive an email confirmation. Click on **Submit**.
3. Click **Yes** on the Terms and Conditions agreement and then **Submit**.
4. You will then be directed to the **My Forms** page. On the My Forms page, you will see the following folders: **All Available Programs** and **My Grants**. The All Available Programs folder contains **open** applications for all Arts Commission programs. The My Grants folder contains the application(s) you are working on or have submitted. Click on **All Available Programs** to access the Summer Partnership application.
5. On the All Available Programs page locate the Summer Partnership application on the list and click on the **green arrow** under **Actions**.
6. You will then be directed to the Summer Partnership application. **IMPORTANT:** once you begin the application, please remember to click **Save** or **Save & Continue** at the bottom of each page before proceeding to the next page or closing your application.

### **Notes on Completing your Application**

The following addresses commonly asked questions to assist you as you complete your application.

**Organization Information:** Provide main contact information for your organization. **Please Note:** If your organization is a non-profit entity, you will be required to include your organization's 501(c)3 letter. For-Profit organizations are also eligible to apply.

**Organization Background:** Include the organization's artistic mission, brief history, biographies for the Artistic and Executive Directors, and a description of the applicant's community/core audience.

**Performance Proposal:** In this section you will provide information about your proposed production including title, premiere status, number and length of performances and preferred date range. You will also enter detailed information about your project including narrative, marketing plan and technical information. **Please note:** All applicants will be required to submit a standard technical rider or any technical documentation relevant to the proposed production and one 2010 or 2011 review of a past production. New applicants are also required to submit a list of references.

**Past Productions:** Provide information for the three most recent productions that your organization has produced, including program name, date, venue and location, seating capacity, attendance, price of admission and the producing organization.

**Productions Scheduled for Upcoming Season:** Provide information for upcoming productions in 2011-2012 that your organization will produce, including name of program, date, venue and location, seating capacity, price of admission and who it will be produced by.

### **Instructions on Attaching Supporting Documentation**

All applicants are required to submit supporting documentation with their application. Supporting documentation must be digitally uploaded. **Hard copies of documents/photos, CDs or DVDs will not be accepted.** Below are directions on how to upload supporting documents to your application. Please see the subsequent section "Supporting Documentation" for more information about what documents are required to complete your application.

1. On the Summer Partnership Support Material form in the application click on the **Assign Portfolio Folder** button.

2. To upload your supporting material click on the green plus sign located next to the folder titled **Summer Partnership Application – FPP FY2011-2012**.
3. Provide a title and description for each document or sample you would like upload. The system accepts the following file extensions: jpg, jpeg, gif, bmp, png, tif, 3gp, avi, flv, mov, mp4, mpg, rm, wmv, doc, docx, txt, xls, xlsx, pps, ppt, pptx, pdf, aac, mp3, mpa, ra, wav, wma, eps. Each item should be less than 256MB.
4. After you have uploaded all of your support material close the popup window and click "**Save**" at the bottom of this page **OR** on the popup window next to the portfolio folder click on the white radio button next to the red x, and then click on "**Map Folder**."

The titles and descriptions of the uploaded support material will display in a table in your application.

## Supporting Documentation

The following documentation must be uploaded to your application:

- **501(c)3 letter:** Copy of 501(c)3 letter, if applicant is a non-profit organization.
- **Organization/Artist's Technical Rider:** A copy of the organization/artist's standard technical rider. If available, the specific technical rider or requirements for the proposed program should be submitted. Include preliminary technical or scenic plots or visual materials relevant to your proposal. Concept drawings of staging, costuming, lighting, or sets are accepted as well as photographs and other visual materials. Please provide descriptive information about each document and how it relates to your proposal (submit in PDF or JPEG format)
- **2010 or 2011 Review:** One 2010 or 2011 review of a relevant past production.
- **References:** A list of references with contact information for at least three venues/presenters for which the organization has performed in the past. References are required for new applicants only.
- **Artistic Documentation:** Artistic documentation is crucial for evaluating the artistic quality of the applicant and/or project and is required of both new applicants and applicants that have participated in the Partnership Program in the past. Your artistic samples should be recent, of high quality, and as relevant to the proposed project as possible. Please adhere to the following guidelines when submitting artistic documentation
  - a. Sample Format Guidelines
    - **Dance Features:** Applicants featuring dance in their proposals must submit artistic documentation of a recent past performance of the proposed dance company's or choreographer's work. Documentation should not exceed 5 minutes in length. Where possible, rehearsal footage featuring an excerpt of the proposed program should be submitted in addition to performance footage and should not exceed 5 minutes in length.
    - **Music Features:** Applicants featuring live musical performance or musical playback must submit a minimum of three audio tracks or a five minute clip of a live performance featuring the proposed musical artists' or composer's work.
    - **Theatrical Features:** Applicants featuring theatrical performance must submit artistic documentation featuring an excerpt from a recent past performance produced by the applicant. Documentation should not exceed 5 minutes in length. If proposing the presentation of a play, attach a copy of the script.
    - **Film Features:** Applicants featuring film in their proposals must submit a full narrative synopsis of the film not to exceed 1 page in length, single spaced with 12 point font. Where possible, film stills should be included.
    - **Interdisciplinary Features:** If featuring more than one of the above performance genres, please follow guidelines for each feature that is included in your proposal.
  - b. Additional Instructions regarding Artistic Documentation: Do not submit marketing/promotional materials as artistic documentation. Preview the artistic documentation before submitting them to ensure that there are no technical problems that might interfere with the panel's review of the work. While panelists

generally spend no more than three to five minutes on the work sample(s) for each application, please be aware that the entire sample (not just the selected segment) is considered a part of the application package and may be reviewed. Panelists respond more favorably to substantive artistic excerpts rather than short edited clips with heavy narration. Place selection(s) in priority order.

### **Submitting the Application**

The Ford Amphitheatre application and supporting documentation must be submitted online by **4:00pm on Wednesday, August 31, 2011**. Applications submitted after the deadline will not be considered.

---

### **Applicant Review and Notification Timeline**

#### **October 2011**

- Proposals audited and evaluated by staff to determine completeness of application, meeting of eligibility requirements and fulfillment of criteria.

#### **November 2011**

- Recommendations presented to Arts Commissioners.
- Recommendations of the Arts Commissioners are sent to the Los Angeles County Board of Supervisors for adoption.
- Letters sent to organizations announcing whether their proposals have been accepted or declined.

#### **December 2011**

- Joint meeting for all companies selected to participate in the Ford Amphitheatre 2012 Summer Partnership Program.

### **Questions and Comments**

For any questions or other communication regarding the Ford Amphitheatre Summer Partnership Program or application process, please contact the Ford's Administrative Office at (323) 856-5793 or email [publicevents@arts.lacounty.gov](mailto:publicevents@arts.lacounty.gov).

Information about the Ford Amphitheatre and its current Summer Season, can be accessed on the Ford Amphitheatre Web site: [www.FordTheatres.org](http://www.FordTheatres.org). For information on other programs of the Los Angeles County Arts Commission, visit [www.lacountyarts.org](http://www.lacountyarts.org).