ARTISTS PARTNERSHIP PROGRAM
2019 SEASON APPLICATION INSTRUCTIONS

STARTING AN APPLICATION

Full application submissions are by invitation only, as a result of LOI panel review. Applications for this program must be completed using the online application system. Applicants are invited by email and sent a link to the online application. Once you click on the link, the application will open and you may begin filling it out. Following are step-by-step instructions on how to open, fill-out and submit an application.

NAVIGATING THE APPLICATION

- To advance in the application, click on the green "NEXT" button at the bottom of each page.
- To revisit parts of the application, click on the gray "PREV" previous button at the bottom of each page.
- The system will save your information on each page **only when you hit the NEXT button**.
- If there is an error on a page (ex: you have exceeded the word limit in a section) the system will not let you advance to the next section. A red exclamation point will indicate which questions require your attention.
- The system will allow you to complete the application over a period of multiple sessions, if needed. To access an application that you have started, click on the application link which was sent to you by email. Once you do so, it will open a webpage with your application from where you left off.

QUESTIONS OR TROUBLESHOOTING?

Ford staff are available via phone or email to answer questions related to the application as they arise. Call (323) 856-5793 for assistance or email admin@ford.lacounty.gov and a member of our staff will respond to your inquiry within 24 hours, Monday through Friday.

Thank you for considering the Ford Theatres as a partner for your production!

COMPLETING THE APPLICATION

The Partnership Program application is divided into five sections designed to augment the information provided in your submitted LOI and provide the evaluation panel with a comprehensive understanding of your organization and proposed work.

1. **Applicant Information:** Complete this section with your organization and contact information, including the LA County supervisorial district in which you are located and where you present the majority of your work. To look up districts by address, visit the [LA County Online District Map App](#)
For a map of County district boundaries, visit [here](#).
You will also identify the type of producing organization you are as well as your goals for the proposed production.

2. **Proposal Detail:** Use this section to describe your proposed event from an artistic and technical standpoint.
   a) You will be asked to enter your proposed title and provide more detail and information about artists featured in your proposal. You may also use this section if you have any updates or changes to the proposal you provided in your LOI. If you would like to include artistic documentation not submitted with your LOI, please add it into the next section labeled "Additional Artistic Documentation".
   b) Provide information about the anticipated major production elements in your proposed event.
   c) Provide a brief overview of your marketing and media relations strategy for your proposed event.
   d) You will be asked to list key personnel on your team or key personnel you plan on hiring/recruiting but have not done so yet. Key personnel may include a Production Manager, Publicist, Marketing Manager, Co-Producer, Ticketing Manager, Director, etc.
   e) Indicate the estimated running time, including intermission. Shows cannot exceed 3 hours in length. You will also be asked for your top four preferred dates for your event. Please pay special attention to the dates you submit and make sure they are correct. Dates must fall within the Ford Theatres regular season: **June 1 – October 13, 2019**.
   f) Please attach letters of commitment or agreements with any featured performers, groups or collectives you are proposing.

3. **Additional Artistic Documentation:** If you would like to include additional artistic documentation that was not included in your LOI, you may add them in this section. Artistic Documentation will allow the review panel to assess the quality of the artists that you are proposing. Artistic Documentation is crucial for evaluating the quality of the proposed project and is required of all applicants. If you upload files please note that only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported. Please make sure the names of the files are descriptive of the content. You may also include web links in the indicated fields and include a description alongside each link. View the *Artistic Documentation Guidelines* section below for more information about acceptable forms of media and submission requirements.

4. **Project Budget Workbook:** This Project Budget Workbook is a tool to aid in estimating potential revenue and projected expenses for your proposed event. Applicants are required to upload a Project Budget to their application. The document is accessible on our [website](#). This excel worksheet provides detailed financial information about how the partnership program is structured. It is highly recommended that you review the [Project Budget Workbook Instructions](#) on our website in advance of completing an application to be aware of the potential costs of producing through the program. When you download the document do not forget

to save a copy onto your computer before filling it out to retain the information you input. When you have completed your Project Budget, you must convert the *entire workbook* into PDF so that it may be uploaded into the system. For instructions on how to convert an Excel workbook into a PDF you can follow this [online tutorial](#). When you save your PDF document rename the file in the following format: "**Applicant Name-Organization_Budget**"

5. **Producing History:** In this section you must also upload artistic documentation and final budget, which detail the sources of revenue and expense lines for each event profiled for the past production you referenced in your LOI. The review panel may utilize online tools to research your producing history, including searching for images, video and audio documentation. If you were a partner in the 2017 or 2018 Artists Partnership Program, you will not have to fill out this section.

SUBMITTING THE APPLICATION

The final section of the application includes a submission form asking you to certify the information you have submitted. To submit your application you will need to click on the green SUBMIT button at the bottom of the page. Once you do so, you will not be able to go back into your application to make any edits. If the application is submitted successfully, the website will take you to a Thank You Message page from SurveyMonkey.

ARTISTIC DOCUMENTATION GUIDELINES

At minimum, artistic documentation must consist of media files (video or audio) that provide a sample of the quality of the artists presented. All documentation should be recent, of high quality and as relevant to the proposed project as possible. Documentation should consist of substantive artistic excerpts rather than short edited clips with heavy narration. Marketing or promotional materials will not be accepted as artistic documentation. Before submitting your documentation, preview them to ensure that there are no technical problems that could interfere with the panel's review of the files.

Artistic documentation may be submitted as web links (i.e. Youtube, Vimeo, Soundcloud, Flickr, etc.) and entered into the sections indicated. **IMPORTANT: You must label your materials by placing a short (1-5 words) description in the caption of each document/video/audio/image that you are uploading.**

You may also upload artistic documentation as well. Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported. If you choose to upload a file, please make sure the name of the file is descriptive of the content. Please attach letters of commitment or agreements with any featured performers, groups or collectives you are proposing.

Adhere to the following guidelines when submitting Artistic Documentation. **For proposals that feature more than one discipline, artistic documentation for each discipline, as outlined below, must be submitted.**

Discipline	Required Artistic Documentation	Submission Requirements
Dance	*Video*	Up to 2 samples for each proposed dance company may be submitted Samples must: • be no longer than 5 minutes long • be provided as YouTube or Vimeo links • feature the proposed company and choreographer's work At least one sample must show work of a fully staged production. Rehearsal or workshop footage featuring an excerpt of the proposed program is desirable.
Live Music	*Video —and/or— Audio*	Up to 2 samples may be submitted for **each** musical act proposed. Video Samples must: • be no longer than 5 minutes long • be provided as YouTube or Vimeo links • feature the proposed performer's and composer's work in a concert setting Audio samples: • must feature one full-length song each • may be provided as YouTube or Vimeo links or uploaded as mp3 files into the application system

Discipline	Required Artistic Documentation	Submission Requirements
Theatre	*Video –and— Script*	Up to 2 video samples may be submitted Video Samples must: • be no longer than 5 minutes long • be provided as YouTube or Vimeo links • feature the proposed theatre company's work At least one sample must show work of a fully staged production. Rehearsal or workshop footage featuring an excerpt of the proposed program is desirable. Script samples must be in PDF format
Film	*Synopsis –and— Film stills and/or Trailer*	Synopsis must: • be in PDF format • be typed single spaced with 12 point Arial font • not exceed 1 page in length Film stills must: • be limited to 4 images • be uploaded directly onto the CGO system Trailer must be submitted as a youtube or vimeo link Film Festivals can submit a description of the curatorial process instead of a synopsis

Other Accepted Forms of Artistic Documentation
In **addition** to the above, applicants may also submit the following additional artistic documentation if available.
All files must be uploaded in MS Word, PDF or jpeg format.
- Still images
- Reviews or feature stories about the artists proposed or past produced events
- Stage plots and/or technical riders for featured artists or past produced events