



**THE FORD THEATRES**  
*2020 Artists Partnership Program*



# The John Anson Ford Theatres ARTISTS PARTNERSHIP PROGRAM 2020 SEASON APPLICATION GUIDELINES

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## ABOUT THE FORD THEATRES

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Owned by the County of Los Angeles, the Ford Theatres is a 1,180 seat outdoor amphitheatre located in the Cahuenga Pass that is operated in partnership with the Ford Theatre Foundation and the Department of Parks & Recreation.

### VISION

We envision the Ford Theatres to be at the cultural center of Los Angeles: a global, 21st century region that embraces the arts and creativity in all sectors; where creative thinkers from all cultural communities imagine and build our collective future; and where there is an active exchange of ideas between artists and a vibrant engaged community. The Ford Theatres is building towards a future where artistic and creative aspirations have the space and resources to become reality by making such resources available to our artists and the communities we all serve.

### MISSION

The Ford Theatres contributes to a more vibrant Los Angeles County by supporting artistic expression and innovation and by providing access to exemplary arts and culture experiences representative of our multifaceted communities that deepen human connections and broaden cultural understanding.

## ABOUT THE ARTISTS PARTNERSHIP PROGRAM

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Every year, the Ford Theatres presents an eclectic season of music, dance, theatre and film events that celebrate the region by reflecting on stage the cultural and artistic diversity of the people of Los Angeles County. Approximately one half of the events in the season are Artists Partnership Program events. The Artists Partnership Program is a competitive application process open to Los Angeles County-based nonprofit organizations, independent producers and producing collectives. Selected applicants participating in the program receive the following benefits:

- Access to preferred dates in a historic venue with artist and audience amenities
- Shared risk/revenue model with no upfront cash deposit nor rental fee. For a full description of the Ford's risk/revenue model financial split, please see the [Project Budget Workbook](#) in the Artists Partnership Program [Artists Portal](#)
- Inclusion in a broad marketing campaign about the season as a whole and the venue that targets Los Angeles County residents and visitors with an interest in arts and culture
- Access to an experienced staff of professionals in production, marketing, publicity, box office and guest services
- Skill building opportunities and practical knowledge required to successfully present in a 1,180-seat performing arts facility

## HOW DOES THE ARTISTS PARTNERSHIP PROGRAM WORK?

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The program is structured as a cooperative effort between the Ford Theatres Foundation, the County of Los Angeles and the selected Partner. The Ford Theatres provides access to equipment, space and select resources that support partners' producing capacity and lowers production costs (as compared to a rental). The Partner is responsible for bringing their proposed event to fruition at the Ford Theatres and for executing a targeted marketing campaign to reach and expand their audience. **Specific benefits are illustrated below:**

	WE PROVIDE	YOU PROVIDE
Venue and Staffing	<ul style="list-style-type: none"> <li>• <b>Full box office services</b>, including pricing and seating consultations, staff to handle web, phone and walkup ticket sales, group sales support, will call and night-of-show ticket sales and post-show reporting</li> <li>• <b>Access</b> to newly renovated venue</li> <li>• <b>Standard house staff</b> for performance, including ushers, house managers, custodians and basic security staff</li> </ul>	<ul style="list-style-type: none"> <li>• <b>10% to 20% of gross ticket</b> revenues as a licensing fee, based on the day of the week of the show. No deposit is required. Licensing fee is deducted from ticket revenue after the event</li> <li>• <b>Certificate of Insurance</b></li> <li>• <b>Close coordination</b> with box office and event management staff to plan for your event and adherence to box office policies and event deadlines</li> </ul>
Production	<ul style="list-style-type: none"> <li>• <b>Full package of current technical inventory</b>, including sound and monitor systems, lighting equipment, microphones and music stands (operated and managed by Ford crew)</li> <li>• <b>Consultations</b> with the Ford's Production Manager to vet ideas and explore creative solutions for potential technical challenges</li> <li>• <b>Discounted crew charges</b> from Ford's standard rental rate</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Dedicated production manager</b> to interface with the Ford's production team and ensure successful planning for day-of-show production needs</li> <li>• <b>Cost of Ford's production crew</b> for event and rehearsals</li> <li>• <b>Attendance</b> at initial production meeting and at a meeting 30 days before event date to finalize production schedule</li> </ul>

<p><b>Marketing</b></p>	<ul style="list-style-type: none"> <li>• <b>A broad marketing campaign</b> intended to raise the visibility of the Ford Theatres and to promote the season as a whole to LA County residents and visitors. The marketing campaign includes: <ul style="list-style-type: none"> <li>- Season announcement press release that includes your event</li> <li>- Print piece promoting the season and all of the events mailed and distributed via street team across the region</li> <li>- Digital, print and radio advertising that promotes the season as a whole</li> <li>- Email newsletters to 17,500 subscribers</li> <li>- Social media marketing and advertising promoting the season</li> </ul> </li> <li>• <b>Consultations</b> with Ford marketing staff on marketing and PR campaign for your event</li> <li>• <b>Web page</b> on FordTheatres.org</li> <li>• Placement on the <b>Ford's electronic sign</b>, seen by 1.9 million cars that drive through the Cahuenga Pass each week</li> <li>• <b>Show program wraparound</b> with venue specific information</li> <li>• <b>Postcard template and branding strip</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Targeted marketing</b> plan specific to your show</li> <li>• <b>High quality photography</b> promoting your event</li> <li>• <b>Design &amp; distribution of event postcard</b> (if needed)</li> <li>• <b>Creation and duplication of show program</b></li> <li>• <b>Coordination and communication</b> with Ford's marketing staff to ensure successful execution of your marketing plan</li> <li>• <b>Publicist</b> or dedicated personnel to manage creation and circulation of press release about your event and coordination of media, photographers and/or camera crews at your show</li> </ul>
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<b>Professional Development</b>	<ul style="list-style-type: none"> <li>• <b>Professional workshops</b> focusing on topics such as social media, fundraising, sponsorships, and contract negotiation</li> <li>• <b>Networking opportunities</b> with fellow partners at orientations and receptions</li> <li>• <b>One-on-one consultations</b> facilitated by Ford staff</li> <li>• <b>Open minds</b> to receive feedback, discuss and respond to individual goals and needs</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Attendance</b> at the offered marketing and/or professional development workshops</li> <li>• <b>Adherence</b> to all administrative and production deadlines</li> <li>• <b>Prompt and open communication</b> with Ford staff</li> <li>• <b>Open mind</b> to receive feedback, negotiate, understand limitations and partner for joint success</li> </ul>
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### AM I ELIGIBLE TO APPLY TO THE ARTISTS PARTNERSHIP PROGRAM?

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If you are a Los Angeles County-based independent artist, nonprofit organization, presenter, producer or producing collectives with a history of presenting arts events, you are eligible to apply to the Artists Partnership Program.

### WHAT KIND OF EXPERIENCE AND QUALITIES SHOULD I HAVE?

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LOIs and proposals will be assessed according to the **following criteria**:

Successful applicants will demonstrate...

- a strong background in producing **artistically excellent events**.
- the skills and staff necessary to **bring high-quality large-scale events to fruition** from all producing aspects, including financing, budgeting, marketing and event planning.
- an existing **supportive audience**.
- the ability and willingness to **communicate** with Ford staff in accordance with The Ford Theatres [Code of Conduct](#), provide and receive constructive feedback, and meet production deadlines.

Successful applicants will propose an event:

- with an artistically excellent program featuring high-quality performers.
- that is no more than three hours long, including intermission.
- that is scaled and adaptable to the Ford’s stage, technical capabilities and audience capacity and can be produced during the Ford Theatres 100<sup>th</sup> Anniversary Season (June 1, 2020 - October 15, 2020).
- that contributes to a culturally and artistically diverse and stimulating multidisciplinary season of events.
- that reflects the Ford’s [mission and vision](#).

[Letters of Intent](#) and full applications will be evaluated according to the above criteria.

In addition, the Ford Theatres strongly recommends applicants complete the [Project Budget Workbook](#) to assess if the Artists Partnership Program is the **right financial model for your production**. The Project Budget is part of the application and is available in the Artist Portal at [FordTheatres.org](#). The form provides detailed

budgetary information on what it takes to produce at the Ford Theatres and is a good place to evaluate if the Partnership Program will work financially for you and/or your organization.

### HOW WILL THE ARTISTS PARTNERSHIP PROGRAM BENEFIT ME?

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The Artists Partnership Program is designed to help producers with the following goals:

- Expand attendance beyond my established core audience.
- Leverage a high-profile production to get additional press, publicity and visibility for my organization and/or the artists or art form that I present
- Increase the production values of my work
- Expand my skills as a producer

### HOW DO I SUBMIT A LETTER OF INTENT?

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The Ford Theatres has initiated a two-tier application format to minimize the work for applicants at the first stage. The Ford Theatres will consider Letters of Intent that reflect the Ford Theatres’ mission. **You can submit your LOI through the Slideroom website linked [here](#).** You are required to create a Slideroom Account in order to submit in LOI. LOI’s must be received no later than **June 10, 2019** to be considered.

### HOW DO I SUBMIT A FULL APPLICATION?

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**Full application submissions are by invitation only, following an LOI panel review. Invitation to submit a full application will be sent by July 15, 2019.**

### WHAT IS THE TIMELINE FOR THE APPLICATION PROCESS?

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Monday, April 29	Open to receive LOIs
Monday, June 10	LOIs Due
Monday, July 15	Invited to Apply Full Application
Friday, August 30	Full Application Due
Monday, October 28	Notifications Sent
November-December	Initial Production Meetings
January	Mandatory Orientation

### HOW DO I LEARN MORE?

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Ford Theatres staff are available to answer your questions and provide more information through the following:

- **Office Hours:** The following specialized Ford staff will be available by appointment (in-person or by phone) to answer your questions on the following topics:

Program Manager Dawn Robinson-Patrick	General Information
Production Manager Arthur Trowbridge	Production
Director of Marketing & Communications Kim Glann	Marketing
Box Office Manager Ann Jensen	Box Office

Email [admin@ford.lacounty.gov](mailto:admin@ford.lacounty.gov) or call (323) 856-5793 to schedule your appointment.