

Ford
THEATRES





The John Anson Ford Theatres ARTISTS PARTNERSHIP PROGRAM 2018 SEASON APPLICATION GUIDELINES

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GUIDELINES

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WHAT IS THE FORD THEATRES?

The Ford Theatres, a 1,180 seat outdoor amphitheatre located in the Cahuenga Pass, is owned and operated by the County of Los Angeles. The Ford Theatres bring people together for transformative arts experiences that inspire, empower and ignite cultural exchange.

Recognizing that active participation by all communities in Los Angeles County's cultural life is integral to building a society where all people have a voice, the Ford Theatres embrace the following guiding principles:

- The creative and cultural expression of all people of the region is of equal value
- Programming that illuminates the complex diversity of the region sparks curiosity and dialogue and opens pathways to greater understanding of Los Angeles' many communities
- Access to top-of-the-line amenities is crucial for under-resourced and growth ready artists and producers to realize their work and raise their visibility
- Skill building and peer-to-peer learning opportunities for artists and producers strengthens the region's artistic infrastructure
- Welcoming environments encourage participation, innovation and collaboration

WHAT IS THE FORD THEATRES ARTISTS PARTNERSHIP PROGRAM?

The Ford Theatres 2018 summer season will take place from June through mid-October and will be chiefly programmed through the Partnership Program, a competitive application process open to nonprofit organizations, independent producers and producing collectives. Selected applicants participate in the Ford Theatres Partnership Program, which provides Los Angeles County performing and producing organizations with the following benefits:

- Access to preferred dates in a historic venue with artist and audience amenities
- Shared risk/revenue model that doesn't require you to pay an upfront cash deposit or a rental fee. For a full description of the Ford's risk/revenue model financial split, please see the Project Budget Workbook in the Partnership Program Artists Portal
- Inclusion in a broad marketing campaign targeting Los Angeles County residents and visitors
- 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 PARTNERSHIP PROGRAM WORK?

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

	WE PROVIDE	YOU PROVIDE
Venue and Staffing	<ul style="list-style-type: none"> • Full box office services, including pricing and seating consultations, staff to handle web, phone and walkup ticket sales, group sales support, will call and night-of-show tickets sales and post-show reporting • Access to newly renovated venue for performance and limited rehearsals • Standard house staff for performance, including ushers, house managers, custodians and basic security staff 	<ul style="list-style-type: none"> • 10% to 20% of gross ticket revenues based on the day of the week of the show (no deposit is required as ticket revenues are reduced from box office settlement after the event) • Certificate of Insurance • Close coordination with box office and event management staff to plan for your event and adherence to box office policies and event deadlines
Production	<ul style="list-style-type: none"> • Full package of technical inventory, including sound and monitor systems, lighting equipment, microphones and music stands (operated and managed by Ford crew) • Consultations with the Ford's production staff to vet ideas and explore creative solutions for potential technical challenges • Crew charges discounted from Ford's standard rental rate 	<ul style="list-style-type: none"> • Dedicated production manager to interface with the Ford's production team and ensure successful planning for day-of-show production needs • Cost of Ford's production crew for event and rehearsals • Attendance at initial production meeting in winter 2017 and at a meeting 30 days before event date to finalize production schedule
Marketing	<ul style="list-style-type: none"> • A broad marketing campaign that promotes visibility of the Ford's season as a whole to LA County residents and visitors. The marketing campaign includes: <ul style="list-style-type: none"> - Consultations with the Ford's marketing staff - Season press release - Print piece promoting the season mailed and street teamed across the region - Digital, print and radio advertising that promotes the season as a whole - Email newsletters and Ford blog - Social media marketing and advertising • Event web page for each partner show • Placement of each partners' event on the Ford's electronic sign 	<ul style="list-style-type: none"> • Targeted marketing efforts specific to your show • High quality photography promoting your event • Event postcard (if needed) and the cost to distribute event postcard (mailing or street team) • Creation and duplication of show program • Coordination and communication with Ford's marketing staff to ensure successful execution of your marketing plan • Publicist or dedicated personnel to manage internal creation and circulation of press release about your event and coordination of media, photographers and/or camera crews at your show

<p>Professional Development</p>	<ul style="list-style-type: none"> • Marketing workshops to share best practices and the latest trends and research on such topics as social media, audience engagement, working with a publicist, digital advertising and more • Professional workshops focusing on topics such as fundraising, sponsorships, and contract negotiation • Networking opportunities with fellow partners at orientations and receptions • One-on-one consultations with and active project management facilitated by Ford staff • Open minds to receive feedback, discuss and respond to individual goals and needs 	<ul style="list-style-type: none"> • Attendance at one of the offered marketing or professional development workshops • Adherence to all administrative and production deadlines • Prompt and open communication with Ford staff • Open mind to receive feedback, negotiate, understand limitations and partner for joint success
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AM I ELIGIBLE TO APPLY TO THE PARTNERSHIP PROGRAM?

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

WHAT KIND OF EXPERIENCE AND QUALITIES SHOULD I HAVE?

Successful applicants will demonstrate:

- a strong background in producing artistically excellent events.
- the skills and team necessary to bring events to fruition from all producing aspects, including financing, budgeting, marketing, and event planning.
- an existing supportive core audience.
- the ability and willingness to communicate with Ford staff, 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 adaptable to the Ford’s stage, technical capabilities and audience capacity and can be produced during the Ford’s 2018 summer season (June – October).
- that contributes to a culturally and artistically diverse and stimulating multidisciplinary season of events.
- an event that reflects the Ford’s mission of bringing people together for transformative arts experiences that inspire, empower and ignite cultural exchange.

Letters of Intent and full applications will be evaluated according to the above criteria.

IS THE PARTNERSHIP PROGRAM RIGHT FOR ME?

The Partnership Program may be right for you if you have one or more of the following goals:

- Expand attendance at my event 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
- Present an art form or artist that I haven't before
- Improve the production values of my work
- Expand my skills as a producer and apply them to my future work

In addition, we highly advise applicants to complete the [Project Budget Workbook](#) to assess if the Partnership Program is the right financial model for your production. The Project Budget is part of the application and is available on our [website](#). The form provides detailed budgetary information on what it takes to produce at the Ford and is a good place to evaluate if the Partnership Program will work financially for you and/or your organization

HOW DO I SUBMIT A LETTER OF INTENT?

To APPLY send LOI in Word or PDF format only to admin@ford.lacounty.gov. In the subject line, please include "Ford Partnership LOI– [APPLICANT NAME]." LOI's must be received no later than **June 12, 2017** to be considered. Please go to page 7 for full Letter of Intent Instructions on HOW TO APPLY.

HOW DO I SUBMIT A FULL APPLICATION?

Full application submissions are by invitation only, as a result of LOI panel review. Invitation to submit a full application will be sent by June 30, 2017.

WHAT IS THE TIMELINE FOR THE APPLICATION PROCESS?

May 8	Open to receive LOIs
June 12	LOIs Due
June 30	Invitations to submit Full Applications Sent
August 31	Full Application Due
October 30	Notifications Sent
November	Initial Production Meetings
December	Mandatory Orientation

HOW DO I LEARN MORE?

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:

Dawn Robinson-Patrick	General Information
Arthur Trowbridge	Production
Kim Glann	Marketing
Ann Jensen	Box Office

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



LETTER OF INTENT INSTRUCTIONS

LOIs must address the following questions and adhere to the indicated format. You must also submit work samples as detailed below.

PROJECT SUMMARY

In no more than three pages, using 11 point Arial font and one inch margins, provide a summary of your proposed event using the following format:

SALUTATION: Address letter to the Ford Theatres Partnership Program Selection Committee

PARAGRAPH 1: Applicant Information

Address the following:

- Applicant and/or organization name and brief introduction.
- Description of the applicant's existing audience. (Please be very specific.)

PARAGRAPH 2: Project Description

Address the following:

- What artistic discipline is represented in the proposed work? (e.g. dance, music, opera, multidisciplinary work, theater, musical theater, folk and traditional arts, etc.)
- What cultural or ethnic traditions are represented in the production? (if applicable)
- Briefly describe your event including title and proposed performers.
- Describe the expected audience for the proposed project. (Please be very specific.)
- Describe your artistic vision for the event and what the audience is expected to experience.

PARAGRAPH 3: Why the Ford?

Address the following:

- Why it is important to your organization to produce at the Ford's 1180-seat venue at this time?
- How does the proposed event align with the Ford's mission and guiding principles?

PARAGRAPH 4: Production History

Address the following:

- What is your approach to conceptualizing, planning, and executing performing arts events?
- List at least one example of an event you or your organization produced. Should be recent and as similar in size or scope to the proposed show as possible. Include venue name and audience capacity.
- Describe how the project was financed and if it broke even or realized a profit or loss.

WORK SAMPLES

In no more than one page, using 11 point Arial font and one inch margins, provide web links (i.e. Youtube, Vimeo, Soundcloud, Flickr, etc.) and descriptions of work samples most relevant to the proposed event. You may submit up to two video work samples, no longer than 5 minutes each. At least one sample must show the work of a fully staged production or concert. If you have rehearsal or workshop footage featuring an excerpt of the proposed program, please include it. Samples should feature the proposed artists/company/organization. Do not include marketing/promo videos or edited montages, except for film or film festival trailers.

References

Please provide two references that speak to your production experience. References can represent or be associated with venues, festivals or other presenting entities.

LOI Assessment

Proposed projects will be assessed using the following criteria:

- Artistic quality
- Applicant's background/experience producing performing arts events
- An existing supportive core audience
- Adaptability to the Ford's stage, technical capabilities and audience capacity
- Alignment with the Ford's mission

TO APPLY

To APPLY send LOI in Word or PDF format only to admin@ford.lacounty.gov. In the subject line, please include "Ford Partnership LOI- [APPLICANT NAME]." LOI's must be received no later than June 12, 2017 to be considered. Full application submissions are by invitation only, as a result of LOI panel review. Invitation to submit a full application will be sent by June 30, 2017.

For complete Ford Theatres Partnership Program guidelines, see the Ford Theatres website. For questions about the LOI process, please email admin@ford.lacounty.gov or by phone 323-856-5793.

QUESTIONS?

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.