



THE FORD THEATRES
2019 Artists Partnership Program



The John Anson Ford Theatres ARTISTS PARTNERSHIP PROGRAM 2019 SEASON APPLICATION GUIDELINES

TABLE OF CONTENTS

GUIDELINES

WHAT IS THE FORD THEATRES?	3
WHAT IS THE FORD THEATRES ARTISTS PARTNERSHIP PROGRAM?	3
HOW DOES THE ARTISTS PARTNERSHIP PROGRAM WORK?	3-5
AM I ELIGIBLE TO APPLY TO THE ARTISTS PARTNERSHIP PROGRAM?.....	5
WHAT KIND OF EXPERIENCE AND QUALITIES SHOULD I HAVE TO APPLY?.....	5
IS THE ARTISTS PARTNERSHIP PROGRAM RIGHT FOR ME?	6
HOW DO I SUBMIT A LETTER OF INTENT?.....	6
HOW DO I SUBMIT A FULL APPLICATION?	6
WHAT IS THE TIMELINE FOR THE APPLICATION PROCESS?	6
HOW DO I LEARN MORE?.....	6

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 Artists Partnership Program, a competitive application process open to nonprofit organizations, independent producers and producing collectives. Selected applicants participate in the Ford Theatres Artists 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 Artists 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 ARTISTS 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 ticket sales and post-show reporting • Access to newly renovated venue • 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 as a licensing fee, based on the day of the week of the show. No deposit is required. Licensing fee is deducted from your ticket revenue 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 current 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 Manager to vet ideas and explore creative solutions for potential technical challenges • Discounted crew charges 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 and at a meeting 30 days before event date to finalize production schedule

<p style="text-align: center; color: green;">Marketing</p>	<ul style="list-style-type: none"> • A broad marketing campaign 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"> - Season announcement press release that includes your event - Print piece promoting the season and all of the events mailed and street teamed across the region - Digital, print and radio advertising that promotes the season as a whole - Email newsletters to 17,000 subscribers - Social media marketing and advertising • Consultations with Ford marketing staff on marketing and PR campaign for your event • Event web page on FordTheatres.org • Placement on the Ford's electronic sign, seen by 1.9 million cars that drive through the Cahuenga Pass each week • Inclusion in calendar ads in Wednesday <i>Los Angeles Times</i> • Show program wraparound with venue specific information • Postcard template and branding strip 	<ul style="list-style-type: none"> • Targeted marketing plan specific to your show • High quality photography promoting your event • Design & distribute event postcard (if needed) 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
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<p>Professional Development</p>	<ul style="list-style-type: none"> • Targeted marketing plan specific to your show • High quality photography promoting your event • Design & distribute event postcard (if needed) 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 	<ul style="list-style-type: none"> • Attendance at 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 ARTISTS 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 Artists 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 ARTISTS PARTNERSHIP PROGRAM RIGHT FOR ME?

The Artists 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 Artists 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?

The Ford Theatres has initiated a two-tier application format to minimize the work for applicants at the first stage. Ford Theatres will consider Letters of Intent that reflect Ford Theatres' mission. [LOI Instructions can be found here](#). LOI's must be received no later than **June 11, 2018** to be considered.

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 July 16, 2018.

WHAT IS THE TIMELINE FOR THE APPLICATION PROCESS?

Monday , April 23	Open to receive LOIs
Monday, June 11	LOIs Due
Monday, July 16	Invited to Apply FULL Application
Friday, August 31	Full Application Due
Monday, November 5	Notifications Sent
November-December	Initial Production Meetings
January	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.