

FORM A

**FORD AMPHITHEATRE 2003 SEASON
PERFORMANCE PROPOSAL**

Please type-- proposals that are not typewritten may not be accepted.

Contact Name/Title:

Organization:

Non-profit (attach proof of exemption status) For-profit

Address:

City: Zip:

Telephone: FAX: E-mail:

Website:

Best time to reach you:

Title of Proposed Project:

One sentence description:

Please indicate: Los Angeles / California / American / World premiere

How many performances are you proposing? Length of performance:

The Ford Amphitheatre is producing a one-time local live-on-tape radio broadcast series of Ford Amphitheatre concerts. Would you be able to provide a waiver (at no fee) from your artists for a local broadcast? Yes / No . The Ford Amphitheatre is producing a local cable access television series with Channel 36. Would you be able to provide a waiver (at no fee) from your artists for a local broadcast? Yes / No .

Are there any dates from May - September when your organization would not be able to present this project?

What is your preferred date(s)? (Please list more than one choice if possible)

FORM B

PROJECT BUDGET

If your project budget projects a significant deficit or surplus on the bottom line, or if you are projecting less than 20% of your total project costs for marketing, please attach a note explaining why.

EXPENSES:

Royalties & Artists Fees

Designers

Technical Crew/Production Staff

(Include Ford crew as described in application)

Administrative Staff

Other

Subtotal Personnel \$

Sets & Costumes

Additional Lighting & Sound Rental

Production transportation

Insurance

Licensee Fee (% of sales)

Other

Subtotal Production \$

Marketing & PR staff and/or consultants

Print & Radio/TV ads

Press materials (photos, video, kits)

Brochures/Flyers

House Programs

Mailing & Postage

Other

Subtotal Marketing/Publicity \$

Total Expenses \$

INCOME:

(Average ticket prices at the Ford have been \$20 - \$30 for music and dance events. With discounts for "pick 3 subscriptions" and group sales, etc. the average real ticket is 10% less. Unless you performed in the facility in past years and have an audience base which is higher, you should budget for no more than 50% capacity.)

Tickets sales

Program Ads

Merchandise/booths _____

Other _____

Subtotal Earned \$

Foundation/Corporations/Sponsorship _____

Government grants _____

Individuals _____

Other _____

Subtotal Contributed \$

Total Income \$

Surplus (Deficit) \$

