

2010 Application for The BoCoCa Arts Festival

Presented by Husky Dog Productions
(June 18th - June 27th, 2010)

THEATER AND PERFORMING ARTS DIVISION APPLICATION

Theater and Performing Arts Applications accepted December 21st, 2009 – April 2nd, 2010

APPLICATIONS MUST BE POSTMARKED BY APRIL 2ND, 2010

Application Guidelines

Welcome to the
Theater and Performing Arts Application Page for the
2010 BoCoCa Arts Festival.

BoCoCa stands for Boerum Hill, Cobble Hill and Carroll Gardens, three adjoining neighborhoods in Brooklyn, New York. Presented by Husky Dog Productions (HDP), the **BoCoCa Arts Festival** will take place throughout the BoCoCa community and encompass all aspects of music, theater, visual and performing arts. HDP will utilize unconventional venues, including bars, restaurants, empty store fronts and galleries, to perform and display artistic works of excellence. With this Festival, we strive to foster and challenge creative expression, as well as unite and support both the artists, residents and businesses of these unique communities. Artists from all locations and walks of life are welcome to apply and engage in this collaborative effort to bring exceptional life to their work!

The application for the *Theater and Performing Arts Division* of the 2010 BoCoCa Arts Festival is in PDF format. This division includes Drama, Classical, Comedy, “Dramedy”, Sketch Comedy, Musical Theater, Dance, Kid-Friendly and Individual and Group Performance Art, as well as any other type of live performance. We strongly encourage new works, New York City premieres, and/or work that have not been presented by your company in the past two (2) years.

Festival Schedule:

Early Tht. & Perf. Arts Application Begins (postmark)	December 21st, 2009
Early Tht. & Perf. Arts Application Ends (postmark)	February 12th, 2010
Late Tht. & Perf. Application Begins (postmark)	February 13th, 2010
Tht. & Perf. Application End (postmark)	April 2nd, 2010
Interviews	April 12th-16th, 2010
Offers for Participation sent out (via e-mail)	April 21st, 2010
Acceptance Deadline (via e-mail)	April 26th, 2010
Festival Opens	June 18th, 2010
Festival Closes	June 27th, 2010

Application Process:

Applicant must download this form, print it out, type or print in ink all sections of the form, and mail it, with the application fee, and all of the following support materials:

1. **Cover letter**
2. **Application**
3. **Script/ Performance Proposal**
4. **Company and Artist Bios**
5. **Application Fee**
6. **If applicable, your best representative videotape or DVD, audio tape or CD of music, or portfolio.**

MAIL TO:

HUSKY DOG PRODUCTIONS
165 COURT ST. #167
BROOKLYN, NEW YORK 11201

INCOMPLETE APPLICATIONS WILL BE DISQUALIFIED FROM CONSIDERATION FOR THE BOCOCA ARTS FESTIVAL 2010

All Theater Performance applications postmarked on or before **February 12th, 2010 must be accompanied by a non-refundable **\$30.00** application fee by certified check, cashier's check, personal check, or money order in U.S. currency payable to *Husky Dog Productions*.

All Theater Performance applications postmarked on **February 13th – April 2nd, 2010 must be accompanied by a non-refundable **\$35.00** application fee by certified check, cashier's check, personal check, or money order in U.S. currency payable to *Husky Dog Productions*.

All eligible Theater Performance applications for the BoCoCa Arts Festival 2010 must be postmarked on or before April 2nd, 2010.

- Please note: Applicants, you must write the title of your show and your company's name on the memo line of your personal check, certified check, cashier's check, or money order.
- Please further note that if you are submitting more than one work, each work must have its own application, support materials and application fee and be submitted separately with its own postmark.

Please be advised that we cannot return your application materials to you, so do not send original/irreplaceable materials.

Selection Process:

In completing your application, please consider the following:

- If inspired, please include in your cover letter any ideas for the staging of your production that would work in one or more of these non-traditional performance venues, i.e. Bar/Restaurant, Empty Store Front, Art Gallery, Coffee Shop, Community Park, and/or Theater Space.
- We are interested in innovation, dedication, excellence, a willingness to collaborate and creativity. How do you express these values through your art? Tell us in your cover letter.

We also believe that artists shouldn't starve. Therefore, the BoCoCa Arts Festival presents you with an opportunity to **make money** for your art! How? We offer two exciting and lucrative options for your company to participate and earn money in the 2010 BoCoCa Arts Festival:

Plan A: "The Entrepreneurial Artist" -- Your company earns **80%** of its box office sales and pays a participation fee of \$500.00. HDP covers venue, Festival PR (we do not cover the costs of PR for the individual shows) and box office costs; or

Plan B: "The Recessionist Artist" -- Your company pays a **\$125** participation fee. HDP earns 100% of the first 30 tickets sold for your show, in total. Upon selling your 30th ticket, your company earns 20% of each ticket sold thereafter. Like Plan A, HDP covers venue, Festival PR and box office costs.

Whichever plan you choose, your company is free to focus its energy on producing an excellent show and promoting its specific work to the greater NYC community.

Participation:

Theater and Performance Art applicants who make it through to the interview phase of the Festival application process will receive notification via e-mail on or about **April 12th, 2010**. The e-mail notification will include a choice of dates and times for a mandatory interview. All applicants who submitted *original scripts* in paper form and passed onto the interview phase must provide an electronic copy of their work via e-mail or web access. At the interview, your company will speak with the producing members of Husky Dog Productions. Following the interview process, all Theater Performance applicants will receive application status notification (i.e., accepted, alternate, or declined) via e-mail.

READ the following CAREFULLY:

→ Notification of participation status will be e-mailed on or about **April 21st, 2010**. At that time, if you are accepted into the BoCoCa Arts Festival, you will receive a participant's packet via e-mail. **This packet must be completed and e-mailed back by April 26th, 2010 in order to reserve your participation slot.**

→ Specific Venue Assignments will be sent out via e-mail on or about May 7th, 2010. **At the time of Venue Assignment, the non-refundable \$500.00 or \$125.00 participation fee is due in order to secure your participation slot.** Acceptable forms of payment are certified check, cashiers check, personal check or money order in U.S. currency payable to Husky Dog Productions and mailed to *HUSKY DOG PRODUCTIONS 165 COURT ST. #167 BROOKLYN, NEW YORK 11201*.

**Again, please note that you, the Applicant, must write the title of your show and your company's name on the memo line of your certified check, cashier's check, personal check or money order.

→ If selected as an Alternate, you may be moved to the Participants list if room is available on or about **April 28th, 2010**. Once accepted and notified as a Festival participant, the packet should be immediately completed and returned via e-mail to reserve your participation slot. For further information, reference instructions above.

Responsibilities:

If your production is selected into the BoCoCa Arts Festival, Husky Dog Productions, as the *presenter*, will provide you a time slot in a participating unconventional venue during which you will *produce* your show. Your production company is responsible for hiring your own staff, crew and cast securing your own rights, securing your own rehearsal space, running your own rehearsals, providing lighting, set, props and the people to run every aspect of your show (excluding box office). Your company is also responsible for all required insurance coverage specified, recommended, or necessary to meet all guidelines you may be operating under, i.e. Equity Showcase Code, etc. ***The Festival Staff & Volunteers are in no way responsible for securing space for rehearsals, props, costumes, changing set pieces, setting up or running equipment, and/or providing transportation of any kind.*** If you have any special production needs that are space-related, include them on the Application for consideration. Please keep in mind that we are using unconventional venues (possibly no professional lighting, sound or even a stage) and we encourage you to be creative with your production challenges.

Festival Scheduling:

If your production is selected into the BoCoCa Arts Festival, Husky Dog Productions, as the presenter, will schedule your show in one of our participating venues for the length of the Festival. Most shows will receive approximately four to five (4-5) performances over the course of the 10-day festival. Performances will be between approximately 3pm and 11pm on weekdays, and between 1pm and midnight on weekends. Your performance dates/times will vary in order to accommodate unconventional venue availability. Husky Dog Productions, through the BoCoCa Arts Festival, seeks to fully support all productions in the Festival. Accordingly, participants will receive approximately 40 minutes to set-up their shows and approximately 30 minutes to breakdown their show. *Festival Staff & Volunteers will not assist in the load in/load out set up or break down of shows.* Each of the venues will have a venue manager and box office personnel at each show.

Publicity:

Husky Dog Productions will be responsible for publicizing the overall Festival and coordinating all press relations, which include press interviews and critic attendance. Your production company will be asked to submit publicity photos & press packets for print and broadcast media. In addition to General Festival Publicity we *require* Production companies to self-publicize their own show, which may include but is not limited to press releases, postcards, playbills, street marketing, business cards, and posters. Effective promotion leads to a larger audience, and in the BoCoCa Arts Festival, a larger audience leads to greater profits and exposure!

Box Office and Ticketing:

BoCoCa Arts Festival and Husky Dog Productions will be responsible for all aspects involving ticketing and the box office. Full ticket price for admission to one show (which may include a music performance and/or visual arts display) is \$14.00 per ticket in advance and \$17.00 (cash only) at the door. HDP will not guarantee the number of tickets available at any one venue, and will adhere to all Fire Code and Building Code regulations regarding guests at each venue.

Company Compensation:

Husky Dog Productions will not guarantee the number of tickets available at any one venue, and will adhere to all Fire Code and Building Code regulations regarding guests at each venue. Husky Dog Productions will issue Box Office Revenue Checks to the Theater and Performance Participants four (4) weeks after the closing day of the Festival.

Again, all completed application packets should including,

- 1. Cover letter**
- 2. Application**
- 3. Script/ Performance Proposal**
- 4. Company and Artists Bios**
- 5. Application Fee**
- 6. If applicable, your best representative videotape or DVD, audio tape or CD of music, or portfolio.**

MAIL TO:

**HUSKY DOG PRODUCTIONS
165 COURT ST. #167
BROOKLYN, NEW YORK 11201**

And Good Luck!

BoCoCa Arts Festival 2010

THEATER AND PERFORMING ARTS APPLICATION

Please complete the application and submit via first class mail to:

**Husky Dog Productions
165 Court St. #167
Brooklyn, New York 11201**

Company Name: _____

Title of Show: _____

Company Address: _____

Website Address: _____

Creator or Author: _____

Director: _____

Choreographer: _____

Cast Members Names (if undecided, provide estimate):

Crew Members Names (if undecided, provide estimate):

Whether you have decided on cast or crew or not, please provide an estimate of the number of cast and crew you anticipate for your production: _____

Main Contact Person

First Name: _____ Last Name: _____

Permanent Address: _____

City State Zip Code

Phone - Day: _____ Evening: _____

Cell: _____

E-mail - _____

Secondary Contact

Name: _____

Phone: _____

E-mail: _____

Theater and/or Performing Art Project Information

Genre: _____

(such as Classical, Musical, Dance, Play, Multi-Media, Sketch, Improv, Stand-Up, Burlesque, Vaudeville, Children's Show, etc.)

Venue:

The most unique aspect of the BoCoCa Arts Festival are its venues. Please notate (1st, 2nd, 3rd, etc.) if you have a preference (*not a guarantee*):

Bar _____ Restaurant _____ Coffee Shop/Gallery _____

Empty Store Front _____ Outdoor Garden _____ Art Gallery _____

Interactive Museum _____

Legal

Is this a published work (yes or no)? _____

If YES, do you own the rights or have secured them from a publisher or licensing company (yes or no)?

If NO, explain _____

Do you have all the necessary rights to perform your show or project (yes or no)? _____

If NO, explain _____

Will you be performing your show under an Actors' Equity Showcase Code? (yes or no) _____

By making my mark in the appropriate space below, I attest that I have read and understand the Theater and Performing Arts Application Information and this Application, and that the information that I have provided is true to the best of my knowledge.

Print Name: _____

Signature: _____

Date: _____

Have you included:

- _____ **Cover letter**
- _____ **Application**
- _____ **Script/ Performance Proposal**
- _____ **Company and Artists Bios**
- _____ **Application Fee**
- _____ **If applicable, your best representative videotape or DVD, audio tape or CD of music, or portfolio.**

Mail the items listed above and all additional materials you wish to include in your application to:

Husky Dog Productions
165 Court St. #167
Brooklyn, NY 11201