

# BOCACA

↑ arts festival ↓

THEATER ☺ MUSIC ★ VISUAL ART

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## 2012 Application Guidelines for The BoCoCa Arts Festival

*Presented by Husky Dog Productions*  
(June 22<sup>th</sup> - June 30<sup>th</sup>, 2012)

### THEATER AND PERFORMING ARTS DIVISION APPLICATION GUIDELINES

Theater and Performing Arts Applications accepted January 1st, 2012 - March 2nd, 2012

APPLICATIONS MUST BE POSTMARKED BY **March 2nd, 2012**

### Application Guidelines

Welcome to the  
Theater and Performing Arts Application Guideline Page for the  
2012 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, theaters, empty storefronts 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 2012 BoCoCa Arts Festival is an Electronic Online Submission. 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 works that have **not** been presented by your company in the past two (2) years.

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**Festival Schedule:**

Early Tht. & Perf. Arts Application Begins (postmark)	January 1st, 2012
Early Tht. & Perf. Arts Application Ends (postmark)	February 3rd, 2012
Late Tht. & Perf. Application Begins (postmark)	February 4th, 2012
Tht. & Perf. Application End (postmark)	<b>March 2nd, 2012</b>
Interviews	March 12th-16th, 2012
Offers for Participation sent out (via e-mail)	March 22nd, 2012
Acceptance Deadline (via e-mail)	March 26th, 2012
Festival Opens	June 22nd, 2012
Festival Closes	June 30th, 2012

**Application Process:**

For our 2012 Season we are again using our online application process, so please read the following carefully. There are four (4) steps to the online application process: (1) the Festival Guideline Review; (2) Payment of the Application Fee via Paypal; (3) the Online Application; and (4) E-mail All Application Supporting Documents To BoCoCa.

- 1. Read the Festival Guideline Review:** Download and read the entirety of the Festival Guidelines (.pdf format) before submitting your application. Your submission of the application is your acknowledgement that you have read and understand the Festival Guidelines.
- 2. Pay the Application Fee:** Pay the application fee via the Pay Pal link on the website. Be sure to keep your Invoice Number provided by Pay Pal as it will be needed to complete the application.
- 3. Fill Out and Submit the Online Application:** Follow the directions to fill out the Online Application and, when complete, click the "Submit" button at the bottom. Remember to include your PayPal Invoice Number in the appropriate space.
- 4. E-mail All Application Supporting Documents to BoCoCa:** After paying the application fee and submitting the Online Application, send an e-mail with your Application's supporting materials attached to [application@bococaartsfestival.com](mailto:application@bococaartsfestival.com).\*\* Your e-mail should include the following:
  - 1. Cover Letter**
  - 2. Script or Performance Proposal**
  - 3. Company and Artist Bios**
  - 4. Links to your best representative video, music, or online portfolio (if applicable)**

Be sure to include your Company's Name, Show and PayPal Invoice Number in the e-mail subject line. Remember, the "application@" e-mail address is for application support materials only. Send any questions or concerns directly to [info@bococaartsfestival.com](mailto:info@bococaartsfestival.com).

**\*\* "application@bococaartsfestival.com" is *only* for submitting the application package. For all other inquiries, questions, etc. please e-mail info@bococaartsfestival.com. Questions & inquiries sent to the application@" address will not be answered.**

***INCOMPLETE APPLICATIONS WILL BE DISQUALIFIED FROM  
CONSIDERATION FOR THE BOCOCA ARTS FESTIVAL 2012***

**\*\*Early Application Period fee:** All Theater Performance applications with e-mailed application package must be submitted before 11:59 p.m. on **February, 3rd 2012** and must be accompanied by a PayPal Invoice Number evidencing payment of your non-refundable **\$30.00** application fee to be considered complete

**\*\*Regular Application Period fee:** All Theater Performance applications with e-mailed application package must be submitted before 11:59 p.m. on **February, 4th - March 2nd, 2012** must be accompanied by a PayPal Invoice Number evidencing payment of your non-refundable **\$35.00** application fee to be considered complete.

**\*\*All past participants qualify for a reduced early application fee of \$25.00.** This reduced early application fee will also apply to an applicant referred to the BoCoCa Arts Festival by a past participant. (Past participants can refer up to five (5) applicants). If you are a referred applicant, you must e-mail info@bococaartsfestival.com and provide your name, your company's name and the past participant referring you.

***[NOTE: Again, this reduced fee for past participants and referrals is only valid for early applications submitted by February 3rd, 2012]***

**All eligible Theater Performance applications for the BoCoCa Arts Festival 2012 must be submitted on or before 11:59 p.m. on **March 2nd, 2012.****

- A note to Applicants: you must include your PayPal Invoice Number in the proper box on the application form in order to have a completed application form.
- Please also note that if you are submitting more than one work, each work must have its own application, e-mail package, and application fee, and each must be submitted separately.

**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 Storefront, 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 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 2012 BoCoCa Arts Festival:

**Plan A:** "The Entrepreneurial Artist" -- Your company earns 75% 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 Recession Artist" -- Your company pays a \$150 participation fee. HDP earns 100% of the first 30 tickets sold for your show, in total. After selling your 30th ticket, your company earns 30% 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 **March 8th, 2012**. The e-mail notification will include a choice of dates and times for a mandatory interview. Applicants who are submitting **original scripts only** for consideration must include the script as part of the support material when submitting the e-mail package. 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 **March 22nd 2012**. At that time, if you are accepted into the BoCoCa Arts Festival, you will receive a participant's packet via e-mail. **After receiving venue assignment & performance scheduling this packet must be completed and e-mailed back by April 20th, 2012.**

Specific Venue Assignments and Performance Schedules will be sent out via e-mail on or about April 13th, 2012. At the time of Venue Assignment, the non-refundable \$500.00 or \$150.00 participation fee (dependent on whether you chose Plan A or Plan B) is due in order to secure your participation slot. Acceptable forms of payment are credit or debit card via pay pal, 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 15th, 2012**. 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.

### **Participation Perks:**

We are happy to announce that productions participating in the 2012 BoCoCa Arts Festival will benefit from the following resources:

*\*\*Access to a limited number of hours of subsidized rehearsal space*

*\*\*Automatic consideration for the "Best of BAF" awards, which acknowledge the best productions, direction, actors, design, & most innovative use of space*

*\*\*Automatic eligibility for a Collaborative Production award. Members of Husky Dog Productions will invite a theater/performance art company, musician or music group, and visual/multi-media artist to participate in a collaborative winter production, to be produced by Husky Dog Productions in the Fall/Winter of 2012.*

### **Responsibilities:**

If your production is selected to be part of 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 performance rights; scheduling and paying for 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 responsible for all required insurance coverage specified, recommended, or necessary to meet all guidelines you may be operating under (e.g., Actors' Equity Showcase Code). ***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 your 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 to be part of 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 (4) to five (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 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 break down 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 and press packets for print and broadcast media. In addition to General Festival Publicity we *require* Production companies to 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 for you and your company!

### **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 \$15.00 per ticket in advance and \$18.00 (cash only) at the door. Your production company is responsible for the sale of 30% of your total ticket sales by **May 28th, 2012**. If your Company fails to advance sell at least 30% of your total tickets by that time, HDP reserves the right to disqualify your production company from participation in The BoCoCa Arts Festival 2012. 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 30 days after the last date of the Festival.

**Make sure your application has all the elements in the checklist below:**

**Online Submission- Via Application Page**

- 1. Application - (Found on Guideline & Application Page)**
- 2. Application Fee- (Submitted via PayPal)**

**E-mail Package- Submit to [application@bococaartsfestival.com](mailto:application@bococaartsfestival.com)\*\***

- 1. Cover letter**
- 2. Script/ Performance Proposal**
- 3. Company and Artists Bios**
- 4. If applicable, please include a link to your best representative video, music, or online portfolio.**

***\*\* "[application@bococaartsfestival.com](mailto:application@bococaartsfestival.com)" is **only** for submitting the application package. For all other inquiries, questions, etc. please e-mail [info@bococaartsfestival.com](mailto:info@bococaartsfestival.com). Questions & inquiries sent to the [application@](mailto:application@)" address will not be answered.***

**Good Luck!**