

**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)** \$ \_\_\_\_\_

