



Please read this document carefully before going on to the application proper. You will be required to confirm and agree to the terms and content contained herein.

Background to the Festival

In 2005 The Arts Council of Sonoma County began a series of arts festivals, commencing with Sculpture Sonoma through Performance Sonoma, Youth Arts Sonoma and ArtsSonoma '09 - "Beyond Your Expectations". That series continues this year with **ArtsSonoma Festival '10 - "imagine"**. Through all these festival events the aim has always been to build upon the "core" elements of artistic endeavor that inhabits this county with that 'extra touch' of the unexpected and surprising. That expectation and anticipation continues.

Funding for this festival comprises the *Competitive Arts and Culture Grants* through Community Foundation Sonoma County and the James Irvine Foundation's "*Communities Advancing the Arts*" grant. The total amount available for funding to artists and/or organizations is \$36,000. A similar amount will be invested in marketing and promotion of this festival by the Arts Council of Sonoma County.

Grant and Festival Objectives

- * To showcase the rich and diverse artistic talent in Sonoma County.
- * To build collaboration between artists and arts organizations.
- * To promote and market the arts as a sector countywide.
- * To engage new audiences in the arts.

Grant Review Criteria

All applicants must agree to the performance requirements in this document in order to be eligible for a grant. The check box for agreement will be found on the application form and must be checked before application submission.

The maximum single grant sum is \$2,500. The minimum grant sum is \$250. The grants are open to both individual artists and arts organizations. City Arts Councils and Arts Groups may apply.

Applications incorporating elements of innovation, originality, out of the box concepts and a determined effort to bring their art forms to the people will be viewed favorably. Motivation for these projects should be to build new audiences and expand existing supporters for their art forms. Selection of Grant recipients will be made by representatives of the ArtsSonoma Steering Committee and a representative from Community Foundation Sonoma County.

Grant recipients must perform their stated projects or event/s between **August 28th and September 12th, 2010.**

Artists or arts organizations may augment their experience for consideration in the supplemental text box at the end of the form.

Grant recipients must perform their event within the boundaries of Sonoma County.

Budget breakdowns in the application form are for approximations only and serve to remind applicants of possible expenditures.

Performance/Project Requirements

Grant recipients are required to promote the festival through the inclusion of the ArtsSonoma Festival '10 - "imagine" logo on all printed material and programs, in any print media promotions, newspaper or magazine promotions, on the recipients website/s, on all social network pages relating to the event for which they received funding. The logo will be available in a variety of formats and may be downloaded from **www. artssonoma.com/logos**. When on virtual media, the logo should link back to the ArtsSonoma site **www. artssonoma.com**. In any television, radio or virtual interviews regarding their project recipients are required to mention ArtsSonoma Festival '10 - "imagine" as the source of funding.

Grant recipients are required, post festival, to complete a short summary/survey report on their participation, experience and outcome of their event or project.

Grant recipients will receive **50%** of their grant on or after **August 6th, 2010**. The balance shall be paid, on receipt by the Arts Council of the recipients festival summary and hardcopy of all promotional materials pertaining to their project or event after the festival has closed. Funding balances shall be available after **September 13th, 2010**.

Any required insurance, permits or permissions, agreements of sitings or other matters pertaining to the legal requirements for completing the cited project or event are the responsibility of the recipients. The recipients will bear all responsibilities for any contravention or omission of such requirements.

Failure to complete the project or events as stated in the application through actions or aspects of non compliance with legalities or such aspects within the control of the recipients or their agents shall jeopardize the total of grant funded.

GRANT APPLICATION FORM



ArtsSonoma

Festival '10

"imagine"

Grant Application

During 2010, the Arts Council of Sonoma County will make grants to artists and arts organizations as part of the ArtsSonoma Festival '10 - "imagine" . The funding for this program is provided by Community Foundation Sonoma County's Competitive Arts and Culture Grant program.

I have read, understood and agree to the terms stated in the document preceeding this application _____

- ArtsSonoma Festival '10 - "imagine" takes place between **August 28th and September 12th, 2010**
- The range of grants available are: **Minimum-\$250 | Maximum \$2,500. Total grants amount to \$36k**
- Deadline for applications to be submitted is:
Online: May 14th 11:59 pm. or by hand May 14th by or before 5pm at the address below
- **Arts Sonoma Festival. Arts Council of Sonoma County 404 Mendocino Avenue, Suite C, Santa Rosa, CA 95401**
- Grant recipients will be notified by the first week in June.

Begin Application

Name of Individual or Arts Organization

First Name _____ Last Name _____

email _____

Name of applicant if Arts Organization

Org Name _____

Project/Event Name _____

Venue of Event _____

Address _____

Address 2 _____

City/Town _____

Zipcode _____ +4 _____

Telephone _____

Please indicate the nearest city to your event (Please Select) _____

Website related to event _____

Map Quadrangle location of event (Please Select) _____
(See Map located on page 6)

Artistic Discipline. Choose one. (Please Select) _____

Discipline. Matching Color Code Graphic (Please Select) _____

(Please select the Artistic Discipline nearest to your definition of your artistry plus the matching graphic)

Please give a brief description of your event/project. No more than 75 words.

Please give details on how you may promote your event/project. No more than 75 words.

Please give details of expected outcomes you expect from your participation. No more than 75 words.

Please give details of any collaborations you expect to utilize. eg-Nonprofit-org, mixed disciplines, local body, arts organization etc. No more than 75 words.

If charging for your event enter maximum ticket price. If a free event write FREE

\$ _____

Please state the amount your are requesting for funding without inserting dollar sign. eg 1,500.00

\$ _____

What percentage of total budget does your request amount to? _____%

Please give approximations of how grant monies will be spent. Please use the following possible expenditures as guides.

- ◇ Payment of Artists \$ _____
- ◇ Transportation or travel costs (Rental/Mileage etc) \$ _____
- ◇ Rental of any equipment \$ _____
- ◇ Permits and Insurance \$ _____
- ◇ Recording, Videography, Audio, Photography \$ _____
- ◇ Print promo and Costs. Postcards, Media, posters etc \$ _____
- ◇ Costumes, Props, Stage Construction \$ _____
- ◇ Venue Rentals \$ _____
- ◇ Other miscellaneous costs \$ _____ Total Approximations _____
- ◇ Description of any other miscellaneous costs. No more than 75 words.

Name of payee representative receiving funding.

First Name _____ Last Name _____

Address of Payee

Address _____ Address 2 _____

City or Town _____ State ____ Zipcode _____ +4 _____

Best telephone Contact Number _____ Alt Telephone # _____

email _____

Social Security Number _____ or Tax ID # of Org _____

Please re-enter the event name for which you are applying:

Please re-enter funding amount requested \$ _____ Date _____ (Format YYYY-MM-DD)

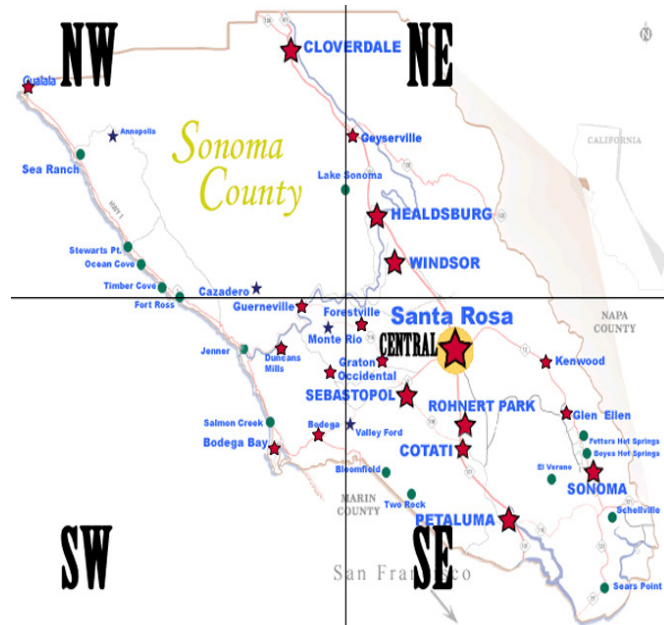
This box should be used to enter any performance information or experience that supports your proposal

Thank you for taking the time and effort to apply to be a part of this unique festival. The Arts Council of Sonoma County, in partnership with Community Foundation Sonoma County, believe that the ArtsSonoma model, with its emphasis on imagining 'unexpected and fringe' style arts events and projects, is one that will encourage innovation, originality, media attention, give inspiration, fun and enjoyment as well as working toward expanding the audience base for, and appreciation of, the arts in Sonoma County.

This county teems with talent in every facet of the arts but so often we are constrained because of financial restraints or a worry that our best work, our most creative work, our most influential work may be harder to promote and entice audiences. We hope that, while retaining your core audience, the extra layer you may add by being a part of this festival will expand your audience base, bringing new and fresh faces to what you do best.

"ArtsSonoma Festival '10 - "imagine" and the ArtsSonoma festival model has been created for these purposes: To expand the audience base county-wide for the arts, to help support the arts in all its forms through marketing, promotion and funding, to bring attention to the wealth of innovative artists that abound, to bring attention to the quality of core arts endeavors happening year round and to prove to all residents of and visitors to the county, that Sonoma County arts and artists 'rule'. Good luck with your application!

QUADRANGLE MAP FOR SECTORS



To save the file for your records, click on the File menu and scroll to "Save As..."; name the file whatever you wish and save it to your desktop or somewhere you can retrieve it from.

To print out the form go to the File Menu and click "Print"