

Double click here to replace this header with Name of Project

THE *Romanza* AWARD

APPLICATION FORM

More info and guidelines: <http://www.RomanzaStAugustine.org/award/>

Date application submitted:

Full Name/Title of project/event/exhibit:

Event date(s) and Time(s) of day [Must be held during any of the months June through February. But **NOT** in March, April or May.]:

Presentation venue/address [Must be in St. Augustine, FL]:

Amount of Award requested [between \$500 and \$2,000]: \$

Name of organization or "Self":

Is this a not-for-profit 501(c)(3) organization?

Name and Title of person who will sign the application:

Applicant type (bold and underline):

- cultural organization
- charitable project
- band
- troupe
- solo performer/exhibitor/presenter
- other (specify)_____

Mailing address of applicant:

Email:

Phone:

Project Type:

- concert
- play
- showcase/review
- exhibit
- series
- other (specify)_____

Discipline(s):

- music
 - dance
 - theatre
 - visual arts
 - film/video/media
 - other (specify)_____
-

Brief description of the project [1 sentence, 50 words or less]:

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MAIN NARRATIVE: Uniqueness, artistic quality, and authenticity (30 Points - answer all 4 parts)

1. Explain in what way(s) this program or project is **primarily artistic in nature**, i.e. The Arts are more than 51% - and not a supplemental part of a larger non-Arts project, operation or endeavor.
2. **Talent:** Describe the **experience, popularity and/or accolades**, and any significant qualifications and/or training of principal performer(s)/exhibitor(s). Clearly state whether, and if so how, your project will involve other artists/performers.
3. Explain in what way(s) this program or project is either:
 - a) a **new and unique** “special” event, or
 - b) a **new program debut**, or
 - c) a **substantial and remarkable enhancement** to an existing program
4. What makes your project **high-quality** and/or **authentic**?

Target Audience and Appeal (30 Points -- answer all)

1. Audience

- a) What kind of audience (demographics) do you hope to attract?
- b) What makes your project more *attractive* to your intended audience than other projects in a similar genre?
- c) Is this a ticketed event, or a free event?
- d) Note any significant support from community, business and/or government.

2. Venue

- a) Why have you chosen this particular venue?
- b) What size audience do you reasonably expect? [If multi-day, indicate the number of days and the total audience expected over the run.]

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Marketing (10 Points)

Describe your marketing **plan**.

Arts community impact (15 Points - [answer both](#))

1. How will your project improve or benefit your organization's (or for solo applicants, your personal) aptitude in the Arts and/or in the business of Arts?
 2. How will your project contribute to St. Augustine's self-identity, and/or its *external distinction*, as a special Arts & culture enclave?
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Management experience, capability and plan (15 Points - [answer all](#))

1. Provide a Bio for the **individual(s)** who will manage the project?
2. **Management planning**
 - a) When did you start planning this project?
 - b) Will you still execute this project if it does not win a *Romanza Award*? (Y/N)
 - c) How would a *Romanza Award* make a difference to this project?
 - d) Is this a **fundraising** project?
3. Describe any production or technical assistance (outside of performers), and whether paid or volunteer.
4. Complete the attached project **budget**.

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PROJECT BUDGET

The Romanza AWARD			BUDGET
Expense	paid with Applicant \$	paid with Romanza AWARD \$	Expense TOTALS \$
Paid Performers (NOT Applicant/Members/Staff)			\$0.00
Paid Performers (Applicant/Members/Staff)			\$0.00
Production: equipment, venue, supplies, services, etc.			\$0.00
Paid Advertising			\$0.00
Commercial Printing			\$0.00
other costs [not using AWARD \$]			\$0.00
Total event/project Expense		\$0.00	\$0.00
Revenue	Cash \$	Romanza AWARD \$	Revenue TOTAL
Ticket Sales/Admissions			
*Sponsorships/Advertising Sales for this Project			
*Grants other than Romanza			
*Cash Contributions/Donations/Other Revenue			
Sub total revenue before AWARD	\$0.00		
Romanza AWARD Proposal Request		\$0.00	
Total event/project Revenue			\$0.00
Surplus or (Deficit)			\$0.00

[Fill in all numbers, even if Zero.]

* Acknowledge other expected and significant (over \$499 each) cash grants, contributions, gifts, sponsorships, etc. or state "None": _____

CERTIFICATION

Signature of Applicant

Date: _____

(type the name and Title of the person signing)

For: _____
(type the name of Organization/Group that is applying, or "Self")

SUBMISSION

Email the completed Application FORM and supplemental documents to RomanzaFL@gmail.com

[NOTE: 5 MB maximum total of all attachments including Application, or else the email might not be received.]