

THE *Romanza* AWARD

MISSION:

To further induce the development of new and excellent cultural offerings from St. Augustine's burgeoning creative community, Romanza will sponsor smaller but noteworthy cultural projects beyond its own festival season.

The AWARD

Each year, Romanza - St. Augustine will grant 3 to 5 Awards of between \$500 and \$2,000 each for competitively selected arts and culture activities within St. Augustine, FL that demonstrate excellence and meet other requirements. The combined total of Awards given annually shall not exceed \$5,000.

Applications are limited to new and unique "special" events, or to program debuts, or to substantial and remarkable enhancements to existing programs.

To be considered, events, concerts, plays, series, exhibits, etc. must be held during any of the months **June through February** following the Award, but **NOT** in March, April or May.

If selected, the program must acknowledge Romanza as a primary cash sponsor in the project's advertising and promotional material, and to its attending audience. Events expecting other larger sponsors than Romanza will receive less priority in the competitive evaluation.

Eligibility

Performers, artists, bands, troupes, cultural organizations, etc. based in St. Augustine may apply for their projects in the following disciplines:

- music
- dance
- theatre
- visual arts
- film/video/media

The project activities must take place in St. Augustine.

Nonprofit fundraising projects are eligible only if the fundraising is primarily in support of *the Arts in St. Augustine.*

Application Guidelines

- Applications for 2020 may be submitted starting October 1, 2019
- Application Deadline is November 1, 2019
- Eligible projects must be scheduled at any time during January 1-December 31 of the following calendar year (2020), but **NOT** in March, April or May
- Notification of *Award* grants will be made December 1, 2019
- Multiple applications by the same individual or group are not permitted in a single year
- Excellence is evaluated in the dimensions of uniqueness, quality, authenticity, impact, planning, and capability
- Funds are granted only for programs or projects that are primarily artistic in nature
- All Award funds must be spent on third party costs, contracted exclusively to the project
- *Award* funds will be paid only as a reimbursement to be documented by receipts
- A project budget must be submitted in the format provided
- There are no matching requirements
- The Application narrative must describe all aspects of the project: objectives, talent, quality, appeal, audience, venue, timing, impact, marketing, management, and support.

Reimbursable *Award* Expenditures

- Fees for contracted third party performers, artists, exhibits, etc.
- Production costs, venue rental, technical support, professional services, permits, equipment rental, etc.
- Marketing

Non-Reimbursable *Award* Expenditures

- Fees not exclusive to this project
- Hospitality costs (food, beverages, lodging, etc.)
- Merchandise, food or beverages for sales
- Supplies
- Capital expenditures or debt reduction
- Salaries
- Meeting costs

Requirements for Reimbursement

- Include the “**Sponsored by Romanza**” logo in related publicity and printed materials.
- A written **Final Report** of the funded event or project must be submitted within **60 days** after the completion of the event.
- Include in Final Report **at least one “tear sheet” or “screen capture” of your ad(s)** with the “**Sponsored by Romanza**” logo.
- Include with the Final Report at least three (3) **images** (300 dpi) taken at the event.
- **Receipts** supporting your request for reimbursement must be submitted within **60 days** after the completion of your event.

Sponsored By
ST. AUGUSTINE'S
Romanza

Evaluation Criteria

The proposals will be evaluated based on the following criteria:

- Uniqueness, artistic quality, and authenticity - **30 points**
- Audience targeting and appeal - **30 points**
- Arts community impact - **15 points**
- Marketing plan - **10 points**
- Management experience, capability, objective and plan - **15 points**
- Maximum total of all points is 100.

Submission

1. **Complete the application in full.**
 - **ANSWER ALL QUESTIONS on the flexible Form-document.**
 - **Fill in answers below each question.**
2. **Email application and supplemental documents to:**
RomanzaFL@gmail.com
3. **Attach any examples or include links that illustrate the *excellence* of the project.** [5 MB maximum total of all attachments including Application, or else the email might not be received.]

More info:

<http://www.RomanzaStAugustine.org/award/>