

**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”:

Name and Title of person who will sign the application:

Mailing address of applicant:

Email:

Phone:

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

Applicant type (**bold and underline**):

* cultural organization
* charitable project
* band
* troupe
* solo performer/exhibitor/presenter
* other (specify)\_\_\_\_\_\_

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]:

**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:
4. a **new and unique** “special” event, or
5. a **new** program **debut**, or
6. a **substantial and remarkable enhancement** to an existing program
7. What makes your project **high-quality** and/or **authentic**?

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

1. **Audience**
2. What kind of audience (demographics) do you hope to attract?
3. What makes your project more *attractive* to your intended audience than other projects in a similar genre?
4. Is this a ticketed event, or a free event?
5. Note any significant support from community, business and/or government.
6. **Venue**
7. Why have you chosen this particular venue?
8. What size audience do you reasonably expect? [If multi-day, indicate the number of days and the total audience expected over the run.]

**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?

**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**
3. When did you start planning this project?
4. Will you still execute this project if it does not win a *Romanza Award*? (Y/N)
5. How would a *Romanza Award* make a difference to this project?
6. Is this a **fundraising** project?
7. Describe any production or technical assistance (outside of performers), and whether paid or volunteer.
8. Complete the attached project **budget**.

**PROJECT BUDGET**



[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**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Applicant

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(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.]