

Pan Artform Festivals: applying for an integrated programme of New Zealand work

This two step process is designed for pan artform festivals seeking funding support for an integrated programme featuring New Zealand works and artists. This information should be attached to your funding proposal.

To be eligible for consideration your festival:

- Must be multi art form
- Must have a successful track record of delivery of at least two high-quality arts festivals in previous years
- Must have a successful track record of having achieved project funding support previously through one of Creative New Zealand's funding boards (Arts Board or Te Waka Toi).

Step 1: Presenting your proposal

Use this section to structure the supporting information to be attached to your proposal. Please use the standard Funding Guide template, which is available either on-line or hard copy, to present the proposal. As you will be applying well before you are able to contract artists and confirm works your proposal will require programming flexibility and is likely therefore to be based on a 'draft menu' approach.

There are three components in this section.

It is expected that in the lead up to your Festival changes will occur to the 'draft menu'. These changes will be reflected in Step 2.

Step 1: Presenting your proposal

1.1 Track record

- Adjust the yearly indications at the top of each column according to the activity cycle of your festival (e.g. annual or biennial).
- Complete the information for the relevant years for the past three festivals based on total turnover.
- Please provide realistic projected figures for the festival you are planning towards in this application.
- The information should reflect the actual years your festival has been held (rather than showing financial years).
- The information should be inclusive of total grants from Creative New Zealand including the Arts Board, Te Waka Toi, the Pacific Arts Committee and the Creative Communities Scheme.

Table 1.1

	2009/10 projected	2008 actual	2007 actual	2006 actual	2005 actual
Audience Numbers (Ticketed)					
Audience (Free)					
Box Office Revenue					
Local Authority Funding					
CNZ Funding (incl CCS)					
Total Festival Revenue					
Total Festival Costs					
CNZ grant as %age of total income					

1.2 Overview of New Zealand Works - Draft Menu

- List the New Zealand works/ productions/ exhibitions/ events envisaged for the festival. Note which of these you are requesting Creative New Zealand support for.

- To allow for long term planning it is expected that this will be a draft menu. As such will contain indications of productions being considered rather than confirmed programmes.
- Only complete the columns in Table 1.2 that you are able to at this stage in the planning process.

Table 1.2

List of proposed NZ works (Include the name or general description of the proposed works.)	Funds sought from CNZ (including source – Arts Board, Te Waka Toi, or Pacific Arts Committee)	Development stage CNZ funds will be applied to (e.g. new work development, production, marketing etc)	Total estimated cost of the production / work / event	Estimated paid audience numbers and calculation (e.g. 45 people per night x 10 nights = 450)	Estimated Box Office revenue and calculation (e.g. 450 people @ \$27.50 avge tkt price = \$12,375 (Excl GST))	Estimated per seat / attendance subsidy based on CNZ grant (for paid attendance) e.g. \$10,000:- 450 = \$22
e.g. Dance						
e.g. Theatre						
e.g. Music						
e.g. Visual Arts						
e.g. Literature						
e.g. Multi Media						
Total						

Additional commentary:

If you are able to, please provide an estimated comparative ratio of International to New Zealand works within the total programme. Include volume as well as estimated costs.

e.g. 10 NZ works costing \$1m and 20 international works costing \$5m.
Ratio of NZ to International work is 1:2 for volume and 1:5 for costs.

Rationale for programming choices related to your overall artistic vision. e.g. new/ proven, traditional /edgy, large/ small cast etc

1.3 Summary Budget for proposed festival

Base this on information from *Table 1.2* Draft Menu. Please note that *Table 1.2 and 1.3* can replace the required budget template provided in the Funding Guide.

Table 1.3

COSTS (excluding GST)	
Artists and venues	
-Touring Programmes	
-Education Programmes	
-Outdoor Programmes	
Marketing	
-Brochure	
-Advertising	
-Fliers, website etc	
Festival team	
Administration	
Other	
Contingency	
Total costs (A)	
INCOME (excluding GST)	
Box Office	
Patrons	
Sponsors	
Funding:	
1) Local Territorial Authority	
2) Central Government	
3) Other – please list e.g. Trusts	
Other Income (e.g. sales, merchandise, bar etc)	
Total Revenue (B)	
Costs (A) – Revenue (B) =	

Additional commentary (if required) e.g. comment on surplus or shortfall

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Step 2: Drawing down the funds

Use this section to present your confirmed programme at the time of drawing down your grant. This information will be accompanied by your completed 'Funding Agreement'.

There are three components in this section.

2.1 Overview of New Zealand Works - Confirmed Programme (Adjust Table 1.2)

Table 2.1

List of proposed NZ works	Funds from CNZ	Total cost of work / event / production	Support towards (e.g. new work development, production, marketing etc)	Estimated Audience Numbers	Estimated Box Office Revenue
Dance					
Name of work					
Name of work					
Theatre					
Name of work					
Name of work					
Music					
Name of work					
Name of work					
Visual Arts					
Name of work					
Name of work					
Craft and Object Art					
Name of work					
Name of work					
Literature					
Name of work					
Name of work					
Multi media					
Name of work					
Total					

Additional commentary (if required):

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**2.2 Confirmed Programme Summary Budget
Adjusted Table 3 (excl GST)**

Table 2.2

COSTS (excluding GST)	
Artists and venues:	
-Touring Programmes	
-Education Programmes	
-Outdoor Programmes	
Marketing:	
-Brochure	
-Advertising	
-Fliers, website etc	
Festival team	
Administration	
Other	
Contingency	
Total costs (A)	
REVENUE (excluding GST)	
Box Office	
Patrons	
Sponsors	
Funding:	
1) Local Territorial Authority	
2) Central Government (please list sources incl CNZ)	
3) Other – please list e.g. Trusts	
Other Income (e.g. sales, merchandise, bar etc)	
Total Revenue (B)	
Costs (A) – Revenue (B) =	

Additional commentary (if required):

E.g. background information on significant changes from draft menu to confirmed programme

**2.3 Confirmed Programme:
Individual Budgets for Confirmed Events**
(copy and complete required number of forms)

Table 2.3

<p>Name of work / show / presentation / event / gig / exhibition etc</p> <p>.....</p> <p>Date/s:.....</p> <p>No of presentations:.....</p> <p>Venue capacity.....</p> <p>Budgeted attendance:.....</p> <p>Percentage attendance:.....</p>

COSTS (excl GST)	
Artists fees	
Production team	
Travel	
Venue hire	
Accommodation	
Technical hire	
Ticketing charges	
Programmes	
Marketing	
Festival team and administration	
Other	
Total Costs (A)	
REVENUE (excl GST)	
Box Office, ticket sales, catalogue sales	
Sponsorship (provide details)	
Grants (provide details)	
Other (provide details)	
Total Revenue (B)	
Total Costs (A) – Total Revenue (B) =	

<p>Additional commentary about the work/show/presentation (if required):</p>
