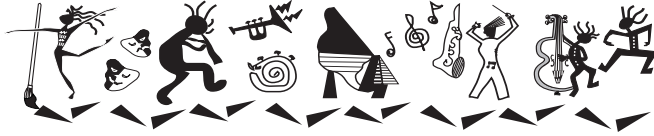




North Kingstown Arts Council Project Proposal



FOR INTERNAL USE ONLY

Project Number: _____

Date received: _____

Project: Approved Rejected

Date: _____

NKAC Liaison: _____

Project Category:

- Architecture/Design Arts Education Arts Service Crafts Dance (type): _____
- Film/Media Arts Folk Art Historical Art: Literary Arts Multi Arts Museum
- Music (type): _____ Theatre Other: _____

Complete description and name of project: _____

Objective of project: _____

Project Marketing Plan: _____

(Use extra sheet if more space is needed to explain any of the above.)

Applicant's Name: _____

Address: _____

City: _____

State: _____ ZIP: _____ Phone#: _____

email address: _____

Date (s) of Project: _____ Time of Project: _____

Location of Project: _____

Street: _____

Target Audience: Children Teens Adults Seniors

Number of people in project: _____

Anticipated Audience-size: _____

Proposed Budget:

Artist Fees: \$ _____

Project Location rental: \$ _____

Rehearsal location cost: \$ _____

Production equipment/rentals: \$ _____

Traffic Control/Security: \$ _____

Pre-event publicity cost: \$ _____

Mailers Banners Signs Ads Posters

Programs Other: _____

Miscellaneous expenses:

Food Service \$ _____

Provided by: _____

Other: \$ _____

Total Estimated Project Expenses : \$ _____

Total Estimated Project Expenses : \$ _____

Funding:

A. Funding (Other than NK Arts Council)

Sponsors: _____ \$ _____

Grants: _____ \$ _____

Other: _____ \$ _____

B. Estimated income from donations: \$ _____

C. Total amount of funds requested from the North Kingstown Art Council: \$ _____

D. Total PROJECT income projection: \$ _____

North Kingstown Arts Council **Project Policies**

North Kingstown Arts Council "Pass the Hat" Policy

1. When the Arts Council provides funding for an event it is suggested there will be either Ticket Sales or other donations (A Free Will Offering) collected at the event in behalf of the Arts Council. The donations may be collected by "passing the hat" or by having a receptacle prominently displayed at the entrance or exit of the event.
2. The actual procedure for the event including exceptions is to be approved by the N.K. Arts Council.
3. To sell items at concessions during event you need to get a "Permit for Sale at Retail" authorized by the Town of North Kingstown.

North Kingstown Arts Council Event Agreement

1. We (I) agree that all advertising and promotional materials will acknowledge the North Kingstown Arts Council and the wording will be approved by the NKAC project liaison.
2. We (I) Understand that donations to the North Kingstown Arts Council will be collected at the sponsored event as stated in this document.
3. All Ticket Sales or other donations collected on behalf of the Arts Council will be returned to the N.K.Town Hall to Recreation Department Secretary within 48 Hours after the event with a North Kingstown Arts Council Donations Receipt signed and witnessed.
4. We (I) will provide a recent photo for promotional purposes.
5. We (I) understand within 2 weeks after final event the North Kingstown Arts Council Final Funding Report will be completed .
6. The North Kingstown Arts Council Final Funding Report must be turned in following a project for future funding requests to be considered.
7. Any Project including a performer/performance requiring a contract must sign the standard North Kingstown Performance Contract.

We (I) the undersigned accept the funding from the North Kingstown Arts Council for this event with the afore mentioned conditions.

Name (Please Type or Print) _____

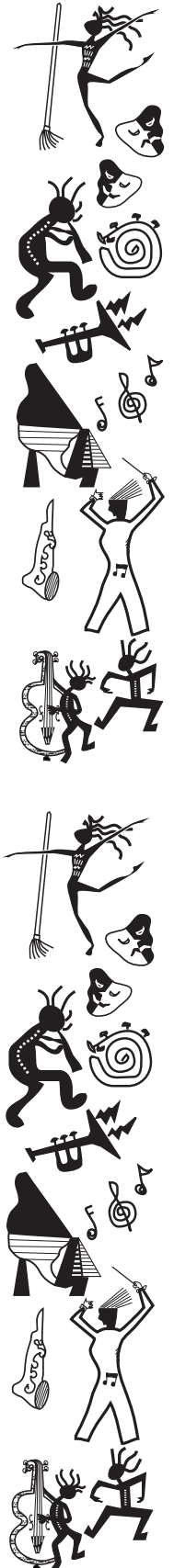
Signature _____ Date: _____

Name (Please Type or Print) _____

Signature _____ Date: _____

Submit this completed form to:

Leisure Activities Department
North Kingstown Town Hall, 80 Boston Neck Road, North Kingstown RI 02852
(401) 294-3331



North Kingstown Arts Council **Final Project Report**

FOR INTERNAL USE ONLY
Project Number: _____



Name of Project: (Use extra sheet if more space is needed)

How did project meet objectives: _____

Effectiveness of Location: _____

Date Received: _____

Project Summary (Continue on back or use extra sheet if more space is needed)

Things that went well: _____

Improvement Recommendations: _____

Marketing effectiveness: _____

Enclose a photograph of event appropriate for promotional purposes by the North Kingstown Arts Council.

Are you planning future events? No Yes - Type, location and date: _____

Date (s) of event: _____ Time of Event: _____

Location of Event: _____ Street: _____

Audience size by groups: (Approximate totals) Children: _____ Teens: _____ Adults: _____ Seniors: _____ TOTAL _____

Applicant's Name: _____ Address: _____

email: _____ City: _____

Phone#: _____ State: _____ ZIP: _____

Actual Budget Summary:

Artist Fees: \$ _____

Project Location rental: \$ _____

Rehearsal location cost: \$ _____

Production equipment/rentals: \$ _____

Traffic Control/Security: \$ _____

Pre-event publicity cost: \$ _____

Ads Banners Mailers Posters Programs

Signs Other: _____

Miscellaneous expenses:

Food Service \$ _____

Provided by: _____

Other: \$ _____

Funding:

A. Funding (Other than NK Arts Council)

Sponsors: _____ \$ _____

Grants: _____ \$ _____

Other: _____ \$ _____

B. Income from donations: \$ _____

C. Total amount of funds received from the North Kingstown Art Council: \$ _____

D. Total PROJECT income: \$ _____

Total Project Expenses : \$ _____

Ticket sales or other donations turned over to the Recreation Secretary at the North Kingstown Town Hall using the North Kingstown Arts Council Donation Receipt form: \$ _____

Name (Please Type or Print): _____ Signature: _____ Date: _____

North Kingstown Arts Council **Helpful Hints**

For any event, there is nothing more uplifting than a sold-out hall. Filling all of the seats creates a certain excitement for the performer, the audience and for you as the sponsor.

PLAN AHEAD:

1. Develop realistic time-line to promote/sell tickets (work backwards from date of event)

- a.) Sell as many tickets in advance as possible knowing that most people buy at the door.

2. Divide up the major responsibilities

- a.) Program person (contact with the artist/management).
- b) Publicity person (getting the word out).
- c) On site person (oversees the operation of the event).

3. Decide on event location

- a) A good environment contributes greatly to the success of an event.
- b) Select a location appropriate to the number of projected attendants. A large facility for a small performance does not work well.
- c) Check with artist about any special requirements before booking a hall.

4. Promotional tools

a) 8 x 10" photos, biographical material, promotional video for TV spot, CD's and tapes for radio spots and/or interviews (available from artist).

- b) Flyers, posters, press-release may come from artist but should be tailored for your special event.

5. Ticket Pricing

- a) Consider your community and what your targeted audience can afford.
- b) Will you charge the same amount for children/adults?
- c) Will you have a special (more expensive) price for the first three rows?
- d) Make tickets affordable for a family of four or five people.
- e) Will you have a discounted group rate?

About a Week Before the Event:

1. Read your contract and technical rider carefully. Make sure all technical requirements are taken care of. Hire qualified, dependable technical help. Supply equipment that works properly. Test all equipment before rental.
2. Do you have enough people scheduled to help? Do they know when to show up and what their responsibilities are?
3. Think about the event location. Will you need signs leading folks to the rest rooms? Where will people enter and exit? Where will you sell CD's, Tapes or refreshments? What do you need to make the environment both comfortable and special?
4. Think through the details of the event.

PROMOTION:

Press Releases:

- a) Use lively prose, mix biographical info., reviews/quotes and basic info., it should read like a news story.
- b) Send along with a photograph with a short, identifying paragraph on the back.
- c) Send as many as you like directly to appropriate editor or a personal contact.
- d) Offer complimentary tickets to all media contacts.

Posters/Flyers:

- a) Create posters/flyers that look professional/organized but reflect the nature of the event.
- b) Put all factual info. on the poster/flyer: Date, Place Time, Ticket Price, Ticket Outlets, Telephone Number for information. **Make sure information is correct and you have given credit to The North Kingstown Arts Council.**
- c) Allow plenty of time to place posters where they will be most effective.

North Kingstown Arts Council **Helpful Hints cont.**

Radio and TV:

- a) Public service announcements (Community Calendars) and Talk Shows provide effective channels for promotion and are “free” publicity.
- b) Both radio and TV hosts/producers like to interview “personalities” . . . people who do interesting things.
- c) Radio interviews can be taped over the telephone and aired at a later date to promote your event Check with your artist to make sure he/she consents to being interviewed.
- d) Provide host with artist’s promotional material and recordings well in advance of the interview. Call to confirm all interviews with artist and host!

Creative Publicity: using existing community resources to reach your audience

This is just a beginning . . . use it to create your own ideas!

1. Give each (PTA member, Church group, YMCA. Board member, etc) a certain number of tickets to sell.
2. Give radio stations, schools, community centers, etc. some tickets to give away as promotion.
3. Rotate the performer’s recordings among community groups to create interest and excitements.
4. Donate a portion of the event’s proceeds to community organization that people will want to support.
5. Provide music teachers with recordings to use in their classrooms.
6. Enlist the support of toy/book and specialty shops that support family entertainment (ask them to sell tickets for you. play recordings in their shop. As thanks: list them on posters,flyers and programs).
7. Find a local big business that is visible in the community who will co-sponsor the event.

The more people you involve, The more community you create, The more exciting it will be and certainly more successful. People work hard on events they care about. Help them care about the event.

FUND RAISING

1. Make it easy to contribute to your organization or cause.
 2. Allow plenty of lead-time in planning a fund raising effort.
 3. Remember, it costs money to make money (printing, postage, etc.).
 4. Seek small donations from many businesses in your community rather than rely on large donations (which may be a one time donation) from a select few businesses.
 5. Program booklets are a good way to raise money by “selling” advertisement space or listing contributors.
 6. Sell blocks of tickets to groups or organizations.
 7. Make the event special - give it a social aspect (pizza or ice cream, before or after the event).
 8. Consider “in-kind” donations (printing, postage, use of school auditorium etc.).
-

North Kingstown Arts Council Advertising/PR

Local Newspaper addresses for advertising placement

As a rule of thumb most publications require information at least two weeks prior to the event. Make the information clear and concise. List Date, Place Time, Ticket Price, Ticket Outlets, Telephone Number for information and any special features of the event. Including a publicity photo may help get the event featured. Remember the more publicity the greater the possibilities for success.

Providence Journal

Life Beat

75 fountain Street
Providence, RI 02902
email pjfeat@projo.com
Fax 277-8175
Phone 227-7253
Alan Rosenberg editor
What's Happening
Phone info 277-7265

Beacon Communications

1944 Warwick Ave
Warwick, RI 02886
732-3100

Block Island Beacon

351 High Street
Block Island, RI 02807
466-9797

Block Island Times

123 Ocean Avenue
Block Island, RI 02807
466-2222

Chariho Times

1171 Main Street
Richmond, RI 02812
539-0100

The Coventry Courier

800 Washington Street
Coventry, RI 02816
826-4250

East Greenwich Pendulum

580 Main Street
East Greenwich, RI 02818
884-4662

Kent County Daily Times

1353 Main Street
Warwick, RI 02886
821-7400

Narragansett Times

171 Main Street
Wakefield, RI 02879
789-1081

Newport Daily Times

101 Malbone Road
Newport, RI 02840
849-3300

North East Independent

7610 Post Road
North Kingstown, RI 02852
294-8700

North Kingstown Villager

5835 Post Road
East Greenwich, RI 02818
885-3447

The Peddler

48 Charles St
South Kingston, RI 02879
792-3320

The Reminder

1049 Main Street
Coventry, RI 02816
821-2216

The Rhode Island Monthly

280 Kinsley Avenue
Providence, RI 02903
421-2552

South County Independent

202 Church Street
South Kingstown, RI 02879
789-6000

South County Spectator

223 Robinson Street
South Kingstown, RI 02879
789-1001

Southern RI Newspapers

187 Main Street
Wakefield, RI 02879
789-9744

Standard-Times

13 West Main Street
North Kingstown, RI 02852
294-4576

Villager Publications

5835 Post Road
East Greenwich 02818
885-3447

The Westerly Sun

348-1000

Wilson Publications

886 Main Street
Wakefield, RI 02879
885-3136

North Kingstown Schools

NH High School	268-6236
Davisville Middle School	541-6300
Wickford Middle School	268-6470
Davisville Elementary School	541-6340
Forest Park Elementary School	541-6380
Hamilton Elementary School	268-6520
Quidnessett Elementary School	541-6360
Stony Lane Elementary School	268-6540-
Wickford Elementary School	268-6560
Fishing Cove	
Early Childhood Center	268-6580

The listings here do not indicate an endorsement by the North Kingstown Arts Council to use any of these publications. The listings are here only for your convenience. Additional publications may be available for advertising your event and should be researched.