



Bath House
CULTURAL CENTER



Office of Cultural Affairs
CITY OF DALLAS

Bath House Cultural Center

2012-2013 THEATER PROPOSAL GUIDELINES

The 2012-2013 Bath House season runs from September 2012 through August 2013.

Deadline: February 21, 2012

Proposals must be RECEIVED by the deadline.

Late proposals will NOT be considered.

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- Please submit THREE (3) hard copies of your proposal (i.e. the information about this particular project and your company).
 - Please submit only ONE (1) copy of supporting information, such as photos, reviews, videos, etc. (if you or your group has produced at the Bath House during the last season, September 2011-August 2012, you do not need to include this information)
 - Please submit ONE (1) copy of the script to be reviewed by the committee. (Only if applicable)

Electronic submissions will NOT be accepted.

A committee consisting of Bath House staff, members of the BHCC Advisory Council and other performing artists will consider and rate the proposals.

Accepted proposals will then be assigned slots in the Bath House season calendar based on ratings of the projects by the committee & consideration of the BHCC season and mission.

Please Mail / Deliver proposals to:

**Bath House Cultural Center
2012-2013 Theater Proposals
521 E. Lawther Dr.
Dallas, TX 75218**

Proposals will be rated on:

1. The overall fit within the Bath House Cultural Center's programming, mission, season, etc.
2. The contribution the project makes to the Citizens of Dallas and/or the Arts Community in general.
3. How well the audiences will be engaged in an authentic and meaningful cultural activity.
4. The creativity, innovation, uniqueness or interest of the project.
5. How this project will help realize the mission of your theater company.
6. Past experience with projects at the Bath House Cultural Center including the quality and professionalism of the projects.

*It is very important that the panel understands your vision for the project, its scope, and how it will fit into the Bath House Cultural Center's Season. It is even MORE important, with the scarcity of funds and space, that we understand WHY this project needs to happen AT the Bath House, THIS year.

PROPOSAL FORMAT

You are free to organize your proposals any way you wish, but **please** keep them concise and to the point. Be sure to include the following information when preparing your proposal:

COVER LETTER/EXECUTIVE SUMMARY

Give us a brief one-page overview of the project and its merits.

CONTACT INFORMATION

Contact person(s), contact numbers, e-mail, website, etc.

THE PROJECT

In addition to the brief one-page cover letter on the project and its merits, please answer the following questions:

- How is your company uniquely qualified to produce this project?
- How does it further your mission?
- What education, audience development and/or outreach components are part of the planned project, if any?
- How will this project make the Bath House a better venue?

SCHEDULING

- How long of a run would you prefer? Is this a full length theatrical play that requires multiple days/weeks or a one night concert? Please keep in mind a typical performance run for a theatrical play is limited to three weeks for performances and one week of load-in/technical rehearsals.
- Which month & dates would you like to perform? (List top three (3) choices.)

- Are there months you are NOT willing to accept?
- What days of the week and times of the day would you like to perform? Please be aware that Sundays and Mondays are not available for rehearsals or performances. (This is extremely important to our scheduling process)

MARKETING and AUDIENCE DEVELOPMENT

- How will you market this event?
- What is your marketing/press strategy?
- Who is your target audience?
- What are your ticket prices and how did you arrive at these prices?

SAFETY, INSURANCE

- Will the project include any of the following? If so, please elaborate. (Fire; Animals; Nudity; Firearms; Explosives; Material unsuitable for children; Food; Liquid; Stage Blood; Fog)
(None of these will disqualify your project -- we just need to plan for them)
- Does the producing company hold liability insurance? With whom?

ORGANIZATION BACKGROUND

- What is your Mission Statement and how does this production further it?
- Are you a 501(c)3 corporation?

PRODUCTION HISTORY

- List past productions of this work or other productions by this group (include additional info, reviews, photos, etc.) and future productions planned.
- If you or your group has produced at the Bath House Cultural Center during the last season (September 2009-August 2010), you DO NOT need to include the additional information, reviews, photos, etc.

FUNDING & BUDGET

- What funding have you sought and/or received?
- Are you actively engaged in seeking other funding?

Please include an approximate general overall budget for the project including where the expected/hoped funding for the project will come.

Please be aware that there is a rental charge and other fees associated with usage of the Bath House Cultural Center. If you have questions regarding rental rates, please contact Theresa Furphy, whose contact information is located below.

NEW QUESTIONS & POLICIES

- Would you be willing to provide the Bath House Cultural Center with ten (10) complimentary tickets to the group's event? The Bath House Cultural Center staff will use these tickets for special guests and VIP's.
- Would you be willing to provide an additional donation of two (2) tickets to each event to the Bath House? These donated tickets will be placed in the Bath House Art

Mart Silent Auction in the fall and spring; the silent auction serves as a fundraiser for the Bath House.

- Would you or your group be willing to share your marketing list with the Bath House, so that the Bath House might better market your production?
- Please be aware that all production strikes will take place immediately following the final performance of the production. Additional time may be granted at the discretion of the technical director.
- Sundays and Mondays are no longer available for rent at the Bath House.

Good Luck!

Again, please do not hesitate to call if you have any questions.

Theresa Furphy
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