

## **35below Guidelines – 2017-18**

ACT is soliciting proposals for shows to be presented in our 35below space in partnership with Asheville Community Theatre. Each production will receive 9 performances over three weekends (Friday – Sunday performance schedule). Performances are at 7:30 pm for Friday and Saturday performances or 2:30 pm for Sunday performances.

**It will not be possible to rearrange the seating for different productions; therefore, the seating will remain in its current 2 row seating configuration.**

### **The producing group will:**

- Rehearse off site and move into the space on the Sunday prior to opening. Eight hours will be available on Sunday and 4 hours each evening (6-10 pm) until opening.
- Provide all set pieces, props and costume items for the play (set will be designed without requiring building).
- Provide all tech staffing necessary for the production including SM, lighting designer, light and sound board operators, as needed. Designers are the responsibility of the producing group.
- Set the ticket price between \$15 and \$25.
- The group can sell merchandise but are responsible for handling that cash.
- Provide a playbill to ACT – ACT will copy in house.

### **ACT will:**

- ACT staff will be available by appointment to go over lighting and sound equipment operation.
- ACT will apply for and secure the royalties associated with producing the play. The producing group agrees to abide by the contract signed on their behalf.
- ACT will manage ticket sales, front of house (including concessions), and cleaning. The cost of the royalties and a flat fee of \$100 per performance (\$900 over the run of the show) will be deducted from gross receipts. After those expenses, ACT will split the ticket income with 60% going to the producing group and 40% going to ACT.

### **Marketing**

Billing - The show will be produced by (group) and presented in partnership by Asheville Community Theatre in 35below. All billing should be listed this way.

ACT will co-market the play by:

- Including at least 2 articles in our e-newsletter
- Printing rack cards listing all 35below shows
- Printing a vinyl poster for the side of the Blomberg building listing all 35below shows
- Listing plays on the ACT website on 35below page
- Including posts on ACT's Facebook page; ACT will share group's posts
- Tweets from ACT's Twitter acct; ACT will retweet group's posts
- Inclusion in monthly calendar of events press release
- ACT will send press release produced by the group to ACT's media outlets and will attempt to arrange a reviewer for opening weekend.

**Co-marketing is expected of the producing group:**

- Press release to be written by the producing group, copy forwarded to ACT six weeks prior to opening – ACT will distribute to media outlets on behalf of the group.
- Marketing materials (including graphic) will be designed by the group and provided to ACT for dissemination. ACT's Marketing Director Jenny Bunn will be happy to help with image selection or creation if needed.
- The producing group will be expected to generate a social media presence for their show and send e-mails to groups and/or personal contacts
- Printing / postering will be done at the producing group's cost
- If group has website, ACT will link to that website from the ACT website

1) November 2017 Slot

Load in: October 29

Tech: October 30-November 2

Performances: November 3-19, 2017

2) January 2018 Slot

Load in: December 31 (we can be flexible on this date)

Tech: January 1-4

Performances: January 5-21, 2018

3) February 2018 Slot

Load in: January 28

Tech: January 29-February 1

Performances: February 2-18, 2018

4) March 2018 slot

Load in: March 4

Tech: March 5-8

Performances: March 9-25, 2018

5) April 2018 slot

Load in: April 1

Tech: April 2-5

Performances: April 6-22, 2018

6) May 2018 slot

Load in: April 29

Tech: April 30-May 3

Performances: May 4-20, 2018

7) August 2018 slot

Load in: July 29

Tech: July 30-August 2

Performances: August 3-19, 2018

**Submissions are due by May 1, 2017**

**Decisions will be made by May 15, 2017**

**Please send electronically by using the [35below Proposal Form](#)**