

## 35below Guidelines – 2018-19

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.**

### **A note on proposals for the 2018-19 season:**

- Shows with small casts and light scenic needs work best in 35below.
- Producers are strongly encouraged to consider scripts that offer a diversity of voices, perspectives, and experiences; scripts by women and/or people of color; and scripts that illuminate contemporary issues.

### **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.
- Meet with Jill Summers, ACT Technical Director, prior to Tech Week to become familiar with lighting and sound equipment, information about scenic storage and other backstage/production information.
- Provide all set pieces, props and costume items for the play (set will be designed without requiring building). **Sets will need to be struck and reset after most performances.**
- 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 2018 Slot  
 Load in: October 28, 2018  
 Tech: October 29-November 1, 2018  
 Performances: November 2-18, 2018

2) January 2019 Slot  
 Load in: January 6, 2019  
 Tech: January 7-10, 2019  
 Performances: January 11-27, 2019

3) March 2019 slot  
 Load in: March 3, 2019  
 Tech: March 4-7, 2019  
 Performances: March 8-24, 2019

4) May 2019 slot  
 Load in: May 5, 2019  
 Tech: May 6-9, 2019  
 Performances: May 10-26, 2019

5) August 2019 slot  
 Load in: August 4, 2019  
 Tech: August 5-8, 2019  
 Performances: August 9-25, 2019

**Submissions are due by May 15, 2018**

**Decisions will be made by June 1, 2018**

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