

## 35below – Artistic Horizons Program

Asheville Community Theatre is launching Artistic Horizons, a new program in the 35below space. Artistic Horizons is a program that gives local artists the opportunity to pursue new creative paths in the theatre. The 2019-20 Artistic Horizons Season will consist of 3 shows performed in 35below; each of these 3 shows will receive 3 performances over 1 weekend.

ACT is seeking applicants to propose a show to be presented as a part of the inaugural Artistic Horizons program.

Specifically, ACT is looking for:

- new or emerging artists
- writers who are expanding their craft to include playwriting
- or first time directors who want to workshop a piece before committing to a full performance run.

ACT seeks a diversity of voices, perspectives, and experiences; scripts by women and/or people of color; and scripts that illuminate contemporary issues. Applicants should be the playwright and/or the director of the proposed show. Each production will receive 3 performances over 1 weekend. Performances will be at 7:30 pm on Friday and at 2:30 pm and 7:30 pm on Saturday.

In addition, ACT will provide to each Artistic Horizons participant:

- (1) 4-punch flex pass for tickets to our Mainstage Season
- (2) tickets for 3 different performances of a 35below show
- a Lighting Designer who will work with you to light your show and who will run the lighting board during your performances
- consultation during tech week with other directors

### **A note on proposals:**

- Shows with small casts (think 6 or less) and light scenic needs work best in 35below.

### **Artistic Horizons participants will:**

- Rehearse off site and move into the space on the Sunday prior to opening. Ten hours will be available on Sunday(12pm-10pm) and 3.5 hours each evening (6:30 pm-10 pm) until opening.
- 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
- Set the ticket price between \$15 and \$25.
- You can sell merchandise but are responsible for handling that cash and are responsible for setup and breakdown of merchandise tables.
- Provide a playbill to ACT – ACT will copy in house.
- Provide any comp requests by the Thursday before the show to the Box Office Manager

**ACT will:**

- Apply for and secure the royalties associated with producing the play. Artistic Horizons participant agrees to abide by the contract signed on their behalf. If the work being produced is unpublished or new work, ACT will contract with playwright to pay royalties.
- Manage ticket sales, front of house (including concessions), lighting design, and cleaning. The cost of the royalties and a flat fee of \$100 per performance (\$300 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 Artistic Horizons participant 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 and Instagram page; ACT will share/repost Artistic Horizons participant's posts
- Tweets from ACT's Twitter acct; ACT will retweet Artistic Horizons participant's tweets
- Inclusion in monthly calendar of events press release
- ACT will work with Artistic Horizons participant to write press release; ACT will send press release to media outlets

**Co-marketing is expected:**

- Marketing materials (including graphic) will be designed by Artistic Horizons participant and provided to ACT for dissemination. ACT's Marketing Director Jenny Bunn will be happy to help with image selection or creation if needed.
- Artistic Horizons participants will be expected to generate a social media presence for their show and send e-mails to groups and/or personal contacts
- Artistic Horizons participants will pay for any additional printing or postering
- If Artistic Horizons participant has website, ACT will link to that website from the ACT website

**35below – Artistic Horizons Slots**

Slot 1: December 1-7, 2019

Slot 2: March 29-April 4, 2020

Slot 3: July 12-18, 2020

Slot 1: December 2019 slot

Load in: December 1, 2019

Tech: December 2-5 (6:30pm-10pm)

Performances: December 6-7, 2019

Slot 2: April 2020 slot

Load in: March 29, 2020

Tech: March 30-April 2 (6:30pm-10pm)

Performances: April 3-4, 2010

Slot 3: July 2020 slot

Load in: July 12, 2020

Tech: July 13-16 (6:30pm-10pm)

Performances: July 17-18, 2020

**Submissions are due by May 15, 2019**

**Decisions will be made by June 1, 2019**

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