

John Chatterton presents
**The Eleventh Annual
Midtown International Theatre Festival**
Emileena Pedigo, managing producer

Application

This application is for the full length shows only. If your script is less than 60 min. long, you must download the Short Subjects application to be considered for acceptance.

The application and \$30 fee must be postmarked by February 19, 2010. *(All fees are non-refundable.)* Applications should include enough details to convince the MITF committee that you can not only produce a quality production but can sell tickets. If your project is chosen, we will contact you by e-mail into early April. The festival only runs on email so you must be accessible via the Internet to participate.

The initial schedule will be announced on or about May 7th, at which time most tickets will go on sale. The final schedule will be announced on or about June 4th, and all remaining performances will go on sale at that time. For all questions, please review the Festival manual at www.midtownfestival.org.

Apply in 3 easy steps:

- 1 Print out this application form and fill it out thoroughly. Please print clearly or type.
2. Include the following support materials with the application:
 - Nonrefundable \$30 application fee (check or money order) payable to MITF
 - Cover letter
 - Script of proposed project
 - Your best representative videotape or DVD if you have one (required for solo shows)
 - Bios of artists and staff involved in your project
 - CD of music (if applicable)
 - Any other support material you think relevant, including but not limited to the following: samples of postcards and other collateral pieces; clippings of reviews; etc.
3. Submit application, fee, and support materials to:

Midtown International Theatre Festival
347 W. 36th St. 13th floor
New York, NY 10018

How did you hear about MITF? _____

Company Information

Company/Producer's name: _____

Nature of organization (check one): 501(c)(3) _____ For-profit corporation _____
Individual d/b/a _____ Other _____ (explain) _____

Director of show you are submitting: _____

Publicist, marketing, and/or press agent (we strongly recommend these be persons other than the

producer): _____

Show Information

Title of Show: _____

Author: _____

Teaser (a brief one-sentence description of the play used to promote your show):

Blurb (a 40-word description used to promote your show – do not write an expanded repetition of your teaser): _____

Genre: *You may list more than one* (musical, cabaret, drama, dance, solo, classical, etc.)

Running time (including intermission). This is the maximum time that your show needs to be allotted. **No non-musical play can be under 60 minutes or over 90 minutes and no musical should be over 120 minutes, including intermission, if any.** You will be fined for running over your timeslot: _____

Number in cast **No larger than 12**: _____ Number in crew (excluding actors): _____

Choose your Financial Plan

See “Festival Manual,” Finances, at www.midtownfestival.org. All entries are guaranteed adjudication.

PLAN A: Under Plan A there is a participation fee of \$500. The Festival takes the first 40% of the total house per performance (regardless of sold tickets) and splits the remaining gross revenue 50-50. **The following kinds of shows are NOT eligible for Plan A: solo shows; shows from outside the tri-state area (NY, NJ, or CT); sketch-comedy; or improv groups.** Are you interested in Plan A? _____

PLAN B: Under Plan B there is a participation fee of \$500. You also pay a Theatre Usage Fee based on the theatre where you are placed. Total fees for Plan B productions range from \$1500 – \$7000 (based on 6 performances). You receive 90% of the gross. Are you interested in Plan B? _____

PLAN C: The Commercial Division: Under Plan D there is a participation fee of \$1000, as well as Theatre Usage Fee of \$8/per seat. Total fees are around \$9000 (based on 9 performances). You receive a bigger venue, real storage space (you can have scenery!), more time in the theatre, and fewer shows in repertory, as well as 90% of the gross. Are you interested in Plan C? _____

STAGED READINGS: Readings are weekday afternoons, an ideal time to attract industry, during the last two weeks of the festival. There is a \$250 fee per performance, a two-hour time limit, and required adherence to Festival production policies. If you are not selected, do you want to be considered for a staged reading? You may also indicate “Staged Reading Only.” _____

Can your production be done in all of the theatres described in the “Festival Manual” Theatres section?

_____ If **NO**, which theatre(s) are you interested in: 99-seat TBG (plan C ONLY) _____/
98-seat June Havoc _____/ 65-seat Main Stage _____/ 60-seat Dorothy Strelsin _____/
30-seat Jewel Box _____/ The Beckett at Theatre Row _____/ The Clurman at Theatre Row _____

How many total performances would you like (based on your financial plan and marketability)? _____

Are there any particular performance dates or times that you think would be especially helpful or appropriate for your show? Please do not say "Saturdays at 8 p.m." If you think you would play especially well to a matinee or late-night crowd, please say so:

Advance Sale (Plan A shows only)

(See www.midtownfestival.org for more details.) Only the first half of your performances will go on sale during the Advance Sale. Productions that don't sell at least 25 % of their houses (this amounts to roughly 8 - 25 tickets per performance), by the end of the Advance Sale risk losing some or all of their performances. Can you work with this arrangement? _____

Rehearsal Space

The Festival offers inexpensive rehearsal space at Where Eagles Dare rehearsal studios at discounted rates. Would you be interested in renting there? _____

Contact Information

To maintain efficient and expedient communications between the Festival and your production, there is only ONE contact allowed per show. We strongly recommend this point person be the producer, or a primary member of the producing team.

Producer/Contact Name: _____

Company's Address: _____

Phone #: _____ E-mail: _____

Backup Contact's Name (used only in emergencies): _____

Phone #: _____ E-mail: _____

To whom should your MITF check be made out to: _____

Legalities

Has this work/production ever been produced before? _____

If so, where? _____

If this piece is not in the public domain, have you obtained a license to produce it? _____

If this piece is not in the public domain and you have *not* obtained a license to perform the piece, have you applied for a license? _____

If you do not yet have a license, please specify who holds the rights: _____

Does this piece have multiple authors? _____ If so, all authors must be willing to sign a waiver of rights, giving the producer all rights to produce their work in the Festival (it is the producer's responsibility to furnish a copy of this waiver to the Festival, if asked). Can you do this? _____

Equity Showcases

If you plan to produce your show as an Equity Showcase, you must obtain and sign the Equity Showcase Code, as producer of your show. The Festival is merely the presenter. Can you do this? _____

You must obtain "volunteer accident insurance." The Festival offers volunteer accident insurance at cost. Either that or you must get it yourself. Can you obtain with volunteer accident insurance? _____

Stage Readings may skip to the end; all other productions must fill out the remainder of application.

Production History

Please provide a history of your producer's last three productions. If there are none, list the last three productions for which your producer has been responsible. Do not list productions in which you performed a role, stage-managed or ran tech. **We do not take kindly to misrepresentation.**

Year	Title	Theatre performed	Ticket price	# of tickets sold	# of perfs

Please list references from the theatres where you produced your shows:

Theatre	Name & Title	E-mail or phone

Technical Requirements *(not applicable to the Commercial Division)*

See "Festival Manual," Production Requirements, at www.midtownfestival.org for more details.

Tech schedule (all theatres)

You will receive a tech rehearsal 3 times your running time. Will you be able to work with this? _____

Changeover Time (all theatres)

You will have 15 minutes on either side of your production to load-in and out of the theatre and dressing rooms – this *includes* 5 minutes to load-in your audience. Will you be able to work with this? _____

Scenery and Props

The festival provides black cubes, tables, and chairs for each venue. As is inherent in the festival setting,

there is no room for stored scenery in any of the theatres. In the Main Stage, June Havoc, and Theatre Row you will be allowed to store a maximum of **TWO** storage bins that are stackable with snap lids. Shows in all other theatres will have to transport props every night. *The Festival reserves the right to deny storage to anyone.* Will you be able to work with these scenery/prop restrictions? _____

Lighting

A basic light plot and programmable computer board are available in all theatres. The plot will comprise area washes of warm and cool lights, back light, and various specials that the festival designer will deem necessary. *There is a fine for altering the Festival lighting plot in any way (even adding gels/gobos is forbidden).* Will you be able to work with these lighting restrictions? _____

Sound

There will be a full house sound system (include CD players) available at all venues. Any additional equipment you provide has to be stored in your prop box every night (if allowed) and cannot be left in the booth. Will you be able to work with these restrictions? _____

For the Main Stage and June Havoc we supply a Yamaha P80 or Casio Privia electronic keyboard and amp. Will you need this? _____

There is no room for storage of any other musical instruments. Will this be a problem? _____

Do you plan on using other musical instruments or amps? _____ If so what? _____

Costumes/dressing & green rooms

All theatres have costume racks in the dressing rooms, but you will not be able to get into the dressing room until 15 minutes before your start time and have only 15 minutes to clear out. There is no costume storage allowed for any theatre. Will you be able to work with this? _____

Do you have period costumes? _____ Will you be able to remove them every night? _____

Specify any special makeup requirements _____

Marketing Plan

Please explain in detail how you intend to market this show. Marketing means many things to many people, but to us it means specifically how you intend to put people in seats.

General

Is there anyone associated with your production that could be considered a “draw,” or marketable commodity? Please list _____

Does this piece appeal to one or more specific groups (e.g., Korean-Americans, gays, seniors) or other societal niches to which we can tailor our promotion? Please specify: _____

If this piece does appeal to specific groups, what is your plan of outreach to them?

Do you have a mailing list (postal or E-mail addresses) _____
If so, how many are on the lists? _____(postal) _____(e-mail)

Postcards etc.

Do you plan to create a postcard? _____ If so, how many? _____

Do you plan to create any other collateral piece? _____ If so, how many? _____

Press releases

How many different releases will you send out? _____ How many are on the list? _____

Who will write the press release? _____

Internet outreach

How do you plan to reach out to people on the Internet? _____

By E-mail? _____ ⇒ How many people _____

Website URL? _____ ⇒ How many visitors over the last year _____

Other forms of Internet outreach (blogs, YouTube, podcasts, Facebook, MySpace, etc. Please list):

Who will be in charge of Internet outreach? _____

Industry outreach

All comp requests except those mandated by Equity guidelines must be received 24 hours in advance.

Do you plan to invite industry people? _____

Where will you get your industry list? _____

How many are on the list? _____ Who will perform this function? _____

Group sales

Do you plan to sell tickets to groups (discounts available)? _____

What kind of groups? _____

Who will do this work? _____

I agree to the above stipulations and those set forth in the "Festival Manual" at www.midtownfestival.org:

Signed _____

Dated _____

We are available to answer any questions via e-mail at midtownfestival@gmail.com.