

METZLER INITIATIVE
TO EXPAND THE PERFORMING ARTS AT THE FOLLY THEATER
GRANT APPLICATION

PLEASE NOTE: You must also submit a completed and confirmed Folly Staff **Pre-Application Form** to Business Development Manager, Robert Gann, prior to submitting this application.

Organization _____

Mailing Address _____

Website: _____

Proposed Project Title:

Main Contact:

Phone - Office _____ Cell _____ Email _____

Organization's mission statement, and a brief organizational history.

Please include: 1) **Mission statement and overview of organization**; 2) **type(s) of performances or services** (include examples of past events) 3) **average season or event attendance**

Please describe the proposed event or performance to be funded in part by this grant. Include the proposed or target date(s) for the event. *Please note: Applicant must confirm available date(s) with the Folly via the Pre-Application Form prior to submitting an application.*

What specific goals will your organization attempt to meet through this performance/event?

Your event should meet one or more of the following outcomes: 1) elevate the organization's public profile; 2) expand and/or cultivate new audiences; 3) promote diversity; 4) enhance production values with the Folly's expertise and facilities; 5) present new works which will contribute to Kansas City's creative arts ecology.

Please be as specific as possible.

Please describe how you will attempt to achieve the goals specified above, including details on your proposed marketing plan for this event or performance.

How will you measure the success of this event/performance? How will your organization build on the success of this event/performance?

Please provide estimated budget details for the proposed event or performance at the Folly Theater:

EXPENSES:

Artist Fees

Hotel/Transportation/Hospitality

Folly: Rental Fees (from projected budget provided by Folly Theater)

Folly: Equipment Rental (from projected budget provided by Folly Theater)

Folly: Labor (from projected budget provided by Folly Theater)

Marketing/Promotion

Box Office/Tix sales fees

Other Expenses

INCOME

Ticket Sales

Sponsorships (if applicable)

Contributions (dedicated to this project)

Grants (*other than* this Initiative)

In addition, please include the following with the Grant Application:

- List of Board of Directors
- The most recent statement of the organization's annual income and expenses or annual audit.
- A copy of the IRS letter or State Registration letter indicating nonprofit, tax-exempt status.
- If pertinent and necessary for your application, you may include a URL to link to additional information such as video clips of past performances or events.

Attachments outside of those listed above will not be considered.

To be considered for this grant, we agree to the following (please initial each statement):

___ The organization will give credit to the Metzler Initiative in all marketing materials for this event.

___ Complete and return a Final Report to The Folly within 60 days of the performance.

**Email all questions, applications, and attachment materials to Bridget Cain,
Business Development Manager at rgann@follytheater.org**