

Creative New Zealand
Festivals Committee funding applications template: Part 1

Your application to the Festivals Committee will include two copies of the following information:

1. Application Summary: applicant details/ how much is being applied for in total and under what funding programmes /when and where the Festival will be held.
2. The Festival's Vision and Purpose and how these relate to Creative New Zealand's criteria, strategic priorities and funding programmes.
3. Context: A brief commentary on 1) previous Festival achievements including a reference to the challenges and difficulties you have overcome or are seeking to address; 2) future directions and long term vision for the Festival. Provide quantitative information about your previous three Festivals using *Table 1*.

Table 1

	2007 projected	2006 actual	2005 actual	2004 actual	2003 actual
Audience Numbers Ticketed					
Audience Numbers Free					
Total Festival Income					
Box Office Income					
Sponsorship					
Grants					
Other Income Sources					
Total Festival Expenditure					
Total of grants from CNZ					

- Adjust the yearly indications at the top of each column if your festival is biennial and only complete the information for the relevant years for the past three festivals.
- The information should reflect the actual years your festival has been held (rather than showing financial years).

- The information will be inclusive of total grants from Creative New Zealand including the Arts Board, Te Waka Toi, the Pacific Arts Committee and the Creative Communities Scheme.
4. Plans:
 - Total number of works/productions/exhibitions/events envisaged for the festival and number of NZ works/productions/exhibitions/events planned, rationale for programming works/productions/exhibitions/events e.g. new/proven, traditional /edgy, large/small cast.
 - International works / NZ work ratio.
 - NB: It is expected that this will be a draft menu and as such will contain indications of productions and ratios being considered rather than confirmed programmes.
 5. The Process: critical path with key planning dates
 6. Evaluation: How you will measure and evaluate the success of your festival including areas such as demographic reach, audience numbers and income, artistic standard of work, organisational and financial analysis.
 7. List of Support Material and background information included in the application
 8. Support Material and background information related to the draft programme e.g. CDs, DVDs, web addresses, relevant reviews
 9. Budget Information using *Table 2* Draft Menu.
 10. Two copies of the completed application form.

Draft Menu Overview of New Zealand Works

Table 2

List of proposed NZ works	Funds sought from CNZ (including source – Arts Board, Te Waka Toi, or Pacific Arts Committee)	Development stage CNZ funds will be applied to (e.g. new work devt, production, marketing etc)	Total estimated cost of each production	Estimated audience numbers and calculation (e.g. 45 people per night x 10 nights = 450)	Estimated Box Office revenue and calculation (e.g. 450 people @ \$27.50 avge tkt price = \$12,375 (Excl GST))	Estimated per seat subsidy based on CNZ grant (e.g. \$10,000 :- 450 = \$22)
Dance						
Name of work	e.g. AB \$10,000	e.g. new work				
Name of work	e.g. TWT \$5,000	e.g. production costs				
Theatre						
Name of work						
Name of work						
Music						
Name of work						
Name of work						
Visual Arts						
Name of work						
Name of work						
Craft and Object Art						
Name of work						
Name of work						
Literature						
Name of work						
Name of work						
Multi Media						
Name of work						
Name of work						
Total						

Draft Menu
 Summary Budget (Excl GST)

Table 3

INCOME	
Box Office	Estimate
Patrons	
Sponsors	
Direct public funding:	
1) Local Government	
2) Central Government	
3) Other – please list	
Other Income (sales, merchandise, bar etc)	
Total Income	
EXPENDITURE	
Artists and venues	
-Touring Programmes	
-Education Programmes	
-Outdoor Programmes	
Marketing	
-Brochure	
-Advertising	
-Fliers, website etc	
Festival team	
Administration	
Other	
Contingency	
Total expenditure	
Balance	

Additional commentary (if required):