



September 16 – 25, 2010

Augusta, Georgia

Performance Application

(Not Seeking Porter Fleming Funding)

www.WestobouFestival.com

Westobou Festival is a trademark of the Trustees of the Academy of Richmond County
Westobou Festival is produced by Augusta Westobou Festival, Inc.



Westobou Festival Organization, Endorsement Process, and Participation Application

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Section I. Introduction

The Westobou Festival was conceived in 2005 by the Trustees of the Academy of Richmond County, in conjunction with their work on behalf of the Porter Fleming Foundation. The Foundation was created in 1963 by Augusta resident Berry Fleming, who had previously served as a member of the Trustees. A noted author and artist, Mr. Fleming created the Foundation in order to honor his father, Porter Fleming. Consistent with Berry Fleming's life interests, the Foundation directs the Trustees to "contribute annually to the educational, literary, artistic, scientific, historical, musical and cultural enrichment of the lives of the residents of the City of Augusta, and the geographical area immediately adjacent thereto" by the provision of financial grants and fellowships. In addition, the Foundation empowers the Trustees to "undertake any project calculated to further the purpose" of the Foundation.

From 1963 to 2005 the Foundation focused on providing financial grants and fellowships to organizations and individuals who had demonstrated excellence in the fields of education, literature, art, science, history, music and culture, in addition to growing the corpus of the Foundation's trust. In 2005, the Foundation received a sizeable bequest from the Estate of Shirley Fleming, Berry Fleming's daughter. After receipt of this bequest, the Trustees resolved to create an independent project celebrating excellence in the arts, while at the same time continuing to provide financial grants and fellowships. Thus, the Westobou Festival was born.

Section II. Westobou Festival – Organization and Marketing

The third annual Westobou Festival is scheduled for September 16 - 25, 2010. It will encompass a variety of performances and presentations by local, regional, and nationally-recognized individuals and organizations, primarily in the disciplines of dance, music, theatre and visual arts. These performances and presentations will take place in the "Cultural Triangle" of Augusta, Georgia – that area defined by the borders of downtown Augusta, Paine College, and Augusta State University. . . and new in 2009, North Augusta, South Carolina.

The Foundation and Trustees have contracted with Augusta Westobou Festival, Inc. to coordinate, promote and operate the Festival. Augusta Westobou Festival, Inc. is governed by an Executive Board, and includes committees for fund development, marketing, and programming. Kathi Dimmock is the Executive Director and handles the day-to-day operations of the Festival.

Augusta Westobou Festival, Inc. has entered into an agreement with RedWolf, Inc., an award-winning marketing and design firm based in Augusta, to oversee the Festival's marketing efforts. Advertising buys (including radio, television, newspapers, magazines, and billboards) will be designed to reach audiences within a 200 mile radius of Augusta. Additional marketing efforts will include direct-mail postcards, consumer trade shows, guest appearances on radio and television talk shows, and other public programming opportunities. Visitor Information Centers in Georgia and South Carolina will feature Westobou Festival posters and rack cards beginning in the spring of 2010. Westobou Festival events will be included in the regional and local publicity campaign (news releases/photos), the advertising campaign, the Westobou Festival website, and in the Official Festival Program at no additional cost to event organizers. Festival goes from around the region, and beyond, will converge on



Augusta during the Westobou Festival generating revenue and heightening awareness of Augusta's wealth of artistic talent.

The Westobou Festival does not promote or advertise individual performances. The Festival's promotion and advertising are designed to drive visitors to its website, www.WestobouFestival.com. All performances will be included on the Westobou Festival website and in the Official Festival Program as long as submission deadlines are met. The Festival will not be responsible for expenses in relation to each performance or event. Likewise, revenue generated by each Westobou Festival performance or event will remain the property of the individual or organization responsible for said performance.

Section III. Endorsement Process

In order for a performance or presentation to be included in the Westobou Festival, and recognized as a Westobou Festival event, applicants must demonstrate excellence in their performance area and receive the Endorsement of the Westobou Festival Program committee. Inclusion in the Westobou Festival will give performances and presentations significant exposure through an extensive local and regional marketing campaign, the Festival's website, and the Official Festival Program.

The Foundation encourages local artists and arts organizations to collaborate with nationally-recognized artists and groups to create events that are unique to the Augusta community. The Westobou Festival Endorsement Process will follow the guidelines listed below. Applicants are urged to apply for an Endorsement as early as possible due to scheduling and venue limitations.

Section IV: Guidelines for Applicants Seeking Westobou Festival Endorsement – Not Seeking Financial Assistance from the Porter Fleming Foundation

1. Applicants must return a completed Westobou Festival Performance Application with Supporting Materials to the Westobou Festival Program committee. The Performance Application is available online at www.WestobouFestival.com and at the office of Augusta Westobou Festival, Inc., 540-B Telfair Street, Augusta, Georgia 30901. The deadline for submitting the Performance Application and Supporting Materials is March 31, 2010.

2. The Westobou Festival Program committee will notify applicants whether their performance will receive the Westobou Festival Endorsement no later than April 30, 2010. Performances receiving the Westobou Festival Endorsement will be recognized as Westobou Festival events, and included in the Westobou Festival marketing campaign.

3. Obligations of Successful Applicants: Successful applicants receiving the Westobou Festival Endorsement will be provided with the official Westobou Festival Endorsement Seal to use on promotional and advertising materials. In addition, successful applicants will be expected to cooperate with Augusta Westobou Festival, Inc. with regard to the operation of the Westobou Festival, including but not limited to: the scheduling of events, the distribution of Westobou Festival Schedules of Events and Audience Response Surveys following each performance, and four complimentary tickets to each



Westobou Festival performance to Augusta Westobou Festival, Inc. for the express purpose of allowing the Festival to seek a critical review of said performance.



Westobou Festival Participation Application

Part A: General Information

Name of Individual or Organization:

Address:

City / State / Zip Code:

If Individual; Resident of Georgia ___ South Carolina ___ Other ___

Website:

Primary Contact Name:

Primary Contact Phone #:

Primary Contact E-Mail Address:

Names of Officers of Organization:

President:

Address:

Vice-President:

Secretary:

Treasurer:

Purpose of Organization:

Geographic Area Covered by Operations:

Part B: Background

Years in Existence:

Awards and Recognition:

Most Recent Performance:

List some of the recent cultural projects in which you have taken part:

Do you receive financial assistance from your city, county, or state government?

Please provide pertinent information regarding your background and history not otherwise covered by this application:



Did you participate in the 2009 Westobou Festival?

Part C: Performance / Presentation Information

Discipline (select one): Dance

Music

Theatre

Visual Arts

Other (please describe)

Name of Event:

Venue:

Performance Date(s):

Performance Time(s):

Admission Cost:

Brief Description of the Performance:

Length of Performance:

Please state why the above-described performance should be considered exceptional and unique to the Augusta community:

In what way does the planned performance differ from your annual programming?

Has the status of gifts to your organization been officially qualified as tax-exempt by the U.S. Internal Revenue Service [Internal Revenue Code §501 (c) (3) designation]? Yes ___ No ___

Part E: Supporting Materials

Please include the following Supporting Materials with this Participation Application:

1. An official brochure or flyer from your organization
2. A comprehensive list of past performances and/or special appearances
3. News clippings / reviews of past performances
4. Two high-resolution photographs for inclusion in promotional materials
5. CD, DVD or VHS videotape samples of your work
6. A copy of your Internal Revenue Code §501 (c) (3) designation



All submissions will become the property of and will be used for the exclusive promotion of the Westobou Festival.

Part F: Acknowledgement

Please review and initial the following:

1. Applicant hereby acknowledges receipt of the Guidelines of the Westobou Festival Application and Endorsement Process. _____

2. Submitted this ___ day of ___, 20__ by _____, authorized representative of _____.

3. A completed Participation Application with Supporting Materials should be returned to: Westobou Festival, P.O. Box 2104, Augusta, Georgia 30903 or 540-B Telfair Street, Augusta, Georgia 30901 in accordance with the above-referenced guidelines.

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