

2009-2010



SINGLE PROJECT/EVENTS grant guidelines

Grant Deadlines

| Grant Deadline <i>Wednesdays at NOON</i> | For Events After | Notification Begins |
|--|-----------------------------------|--------------------------------------|
| Sept. 16, 2009 | Sept. 23, 2009 | Sept. 24, 2009 |
| Oct. 28, 2009 | Nov. 11, 2009 | Nov. 12, 2009 |
| Jan. 27, 2010 | Feb. 10, 2010 | Feb. 11, 2010 |
| Feb. 24, 2010 | Mar. 10, 2010 | Mar. 11, 2010 |

***APPLY EARLY!
YOU MAY APPLY AS EARLY AS SEPTEMBER FOR MAY EVENTS!***

UMass Arts Council- 10 Curry Hicks - 545-0202

You may download this application at our Web site:

www.umass.edu/fac/artscouncil/grants/applications

Welcome! We are pleased that you are interested in applying for a grant through the University of Massachusetts Arts Council, and we've prepared these guidelines to make the process as easy as possible. If you have never applied for funding from us before, contact our office at 545-0202 (or drop by at 10 Curry Hicks) for information about how to apply for a grant and to schedule an individual consultation. The council also offers a category of funding called Mini Grants. Call for more information.

appointed to the council by their appropriate governing authorities, such as the Faculty Senate, Graduate Student Senate, and Student Government Association. Together with a Program Director and student office assistants, the council plays a vital role in supporting the campus' significant arts programming.

Grant determinations are made by the eighteen representative members of the Arts Council. Grants support art events on the campus of the University of Massachusetts Amherst. These guidelines are for the council's Single Projects/Events grant program.

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General Information

The UMass Arts Council is a representative group of eighteen members of the campus community, consisting of six undergraduate students, six faculty members, three graduate students, one alumnus/alumna, and two members of the staff. Board members are

Resources

There are several on-line resources to assist you in planning your event. "Money for Art: A guide for Students" is available at the Arts Councils' website:

<http://www.umass.edu/fac/artscouncil/grants/money/index.html>

If you're looking for space to hold your event, the Fine Arts Centers' Education Access Department has a listing of 42 venues on campus you might consider:

<http://www.umass.edu/fac/education/tools/Vvenues.html>

How to Apply for Funding

- Read "Who Can Apply?" on page 2 to determine your eligibility.
- Note grant deadlines to be certain you submit your application on time.
- Contact the Arts Council at 545-0202 if you have not submitted a grant with us before or if you wish to consult with staff about your application.
- Read through the entire application and complete the forms.
- Review the checklist on page 16 before you finalize your application, to be sure it is complete.

Application Deadlines & Notification Dates

| Application Deadline (Wed. at NOON) | For Events After | Notification Begins |
|--|------------------|---------------------|
| Sept. 17, 2008 | Oct. 1 | Oct. 2 |
| Oct. 29, 2008 | Nov. 12 | Nov. 13 |
| Feb. 4, 2009 | Feb. 18 | Feb. 19 |
| Mar. 4, 2009 | Mar. 25 | Mar. 26 |

Who Can Apply?

Single Projects/Events grants are awarded to groups and organizations that are affiliated with the University of Massachusetts Amherst and involve UMass students through program management, participation, and/or as an audience in arts-related events (such as music, dance, theater, video and film productions, visual arts exhibits, and poetry readings). Examples of eligible organizations include: registered student organizations (RSOs), graduate student organizations (GSOs), academic departments, and cultural centers. Although **individuals are not eligible to apply for grants**, please contact our office to discuss ways to collaborate with one of the organizations mentioned above to make your proposal eligible for funding. Please note that **the Arts Council does not support fund-raising and profit-making events.**

The council prefers to fund proposals that:

- demonstrate strong artistic merit (for example, live musical performances, not disc jockeys; dance performances, not social dancing.)
- originate with student groups
- are held on campus, except in unusual circumstances
- take place during the academic year
- involve several different organizations
- demonstrate good organization and planning
- have sought multiple funding sources

In addition, please note:

1. Grants are awarded to groups and organizations that are affiliated with the University of Massachusetts Amherst, and have a revenue accepting fund (speed

type, dept. ID and fund numbers are requested on cover sheet). Funds are processed and dispersed only through the University Accounting system. **Grants are not awarded to individuals.**

2. Incomplete applications are unlikely to be funded (see checklist on page 16 for information about completing your application).
3. Applications must be received by noon on the due date (listed on page 1). Late proposals will be considered at the next funding cycle, provided the project does not begin before the notification date of that cycle.
4. Grants are limited to \$2,000 per project/event and are rarely awarded for the cost of the full project.
5. Applicants may not apply for the same program or event in both the Single Projects/Events category and the Mini Grant category, unless referred by the council.
6. Council funds may not be used to support wages, salaries, or honoraria for UMass students, staff, or faculty*; hospitality (for example, transportation, receptions, and hotel accommodations); and fund-raising activities. **Certain mandatory expenses associated with using some UMass facilities may be exempted from this requirement.*
7. *Block grant recipients are eligible for Single Projects/Events grants for no more than \$2,000 annually, for special programming.*

What Is Artistic Merit?

Lots of people ask us what constitutes artistic merit. Though art comes in all forms, generally programs that have strong artistic merit are those in which the art is at the *center* of the event. For instance, a staged performance by a band would be preferable to “background music” at a dinner or social occasion. Though social events are enhanced by music, they are not considered a high priority for council funding. **If funds are requested for a cultural event, the artistic component is to be clearly articulated.** It is also important to include information about the artist with your application. Applicants often forget that the people reviewing their grant might not be familiar with the artists they are featuring at their event, and just mentioning the artist’s name

without any supporting detail makes it difficult to assess artistic merit. Be sure to include writing samples, musical recordings, reproductions of artwork, and any other materials that demonstrate artistic merit. See page 6 for further information on this topic or call the Arts Council to discuss your project.

Grant Award Amounts

The Arts Council awards grants up to **\$2,000 per Single Project/Event**. In the most recent fiscal year (FY09), 41 Single Projects/Events grants were awarded, ranging from \$100 to \$2,000, with an average award of \$780.

Grant awards are determined by the merit of the proposal and the funds available. The council often receives requests for three or four times more money than it is able to award per cycle. *Applicants who provide clear, concise program descriptions, artistic merit statements, and accurate budgets generally fare better than other applicants.* Arts Council staff is happy to help you develop your proposal.

The Arts Council rarely awards a grant for the full cost of a project. Organizations are expected to support some expenses through their own budget, approach other sources for funding (please refer to the Funding Resources Web site at www.umass.edu/funding), and seek donations of materials or labor.

Review Process

Grants are packaged and delivered to council members to read prior to the review meeting. At that meeting, council members discuss each grant, peruse any supplementary information, and vote on the award amount. The recommendations of the review board are then submitted to the full board for review and final approval. As with most funding agencies, Arts Council decisions are based on the grant application and supplementary materials. *There are no presentations at Arts Council meetings.*

If your project is occurring soon, look into the Council's Mini Grant program, which awards up to \$750 per project. Call 545-0202 for more details.

Please note that grants are a matter of public record, and your grant may be used to teach grant-writing skills to others.

Grant Notification

Applicants are officially notified of the council's decision following the full council meeting. You will receive e-mail notification within 24 hours of the meeting. An award letter with reviewer's comments will be sent within the week. Applicants often find this feedback helpful when they apply for funding again in the future. Copies will also be sent to advisors and business Managers. If your program is not funded or does not receive the requested amount, council staff will be happy to discuss why these recommendations were made.

If You Receive a Grant

If you are awarded a grant, the funds will be electronically transferred to the account listed on your application within ten days after the vote of the full council. You must consult with the business manager about the procedure for disbursement of funds. The Arts Council does not provide a check or pay bills on the applicant's behalf. A *Project Report Form* will be enclosed with your award letter, or you may download it from our Web site at www.umass.edu/fac/artscouncil/grants/finalReport.html. It is to be completed, signed, and returned to the council within three weeks of completion of the event. Failure to submit a Final Project Report Form will jeopardize future grant eligibility from the council.

Because the Arts Council does not support fund-raising or profit-making events, if an organization receives more money than it spent on a project, the Arts Council grant (or a portion of it) must be returned.

If you receive a grant, all promotional and printed materials related to the project must include: "This program is made possible (in part) by a grant from the UMass Arts Council." You are encouraged to list your event on the UMass Events page, www.umass.edu/umhome/events/submit.

Instructions for Completing the Grant Application Cover Sheet

DO NOT SUBMIT THIS PAGE WITH YOUR GRANT!

Please note that your cover sheet MUST be the first page of your grant application—do not submit your grant in any binders with alternative cover sheets.

1. Program Information

Program/Event Title: Type in the name of your program or event. Don't worry that the title may change later—your title should be descriptive and help reviewers to identify your grant.

Date(s), Time(s): Indicate the date(s) and time(s) the event(s) will be held. If it is held over several days, write the dates and times of each event.

Location/has this event space/location been reserved? Fill in the location of your event and indicate whether or not the space has been reserved. Except in unusual circumstances, your space should be reserved prior to applying for funding. For Registered Student Organizations (RSOs), a good place to start this process is with an advisor in the Center for Student Development, who will also need to sign off on your grant. S/He will teach you how to reserve a room on campus. Graduate Student Organizations (GSOs) should work together with the Graduate Student Senate Office to learn its procedure for reserving rooms. Academic departments generally schedule rooms through their administrative offices. If you plan to use a larger venue like the Fine Arts Center Concert Hall or Bowker Auditorium, check on availability before commencing with the steps described above. If you are unable to reserve a space, explain why in the space provided (you are welcome to attach an additional sheet if necessary).

Admission Cost: If your event is free, check the appropriate box. If you plan to charge admission, fill in the amounts that will be charged for each type of ticket that will be offered.

Expected Attendance at Event: Indicate the total number of audience members you anticipate. If your event is held over several days, fill in the combined attendance for all events.

Number of Students Involved: Fill in the number of UMass students who will be involved in the planning and production of the event (this refers to all aspects of presenting the event). The Arts Council is interested in serving UMass students with its award money.

2. Applicant Information and Advisor Signature

Applicant Group(s): Type in the name of your RSO, GSO, campus organization, or academic department here. Remember that Arts Council grants are not awarded to individuals, and that organizations must be affiliated with the University of Massachusetts Amherst and have a revenue accepting account (speed type, dept ID and fund numbers required) to be eligible for Arts Council funding. Please contact council staff if you have any questions.

Faculty or Center for Student Development (CSD) Advisor Name and Signature: If you are an RSO, a Center for Student Development advisor must sign this form. If you are a GSO, a Graduate Student Senate officer or faculty advisor must sign this form. If you are an academic department, a faculty member or department chair must sign here. If you are another type of organization (a cultural center, for example), the director or a staff member of the organization must sign here.

3. Budget Summary and Business Manager Signature

Total Project Expenses: Type in the final project expenses from your **Budget: Expenses** page.

Arts Council Grant Request: The amount requested from the council should not exceed \$2,000, which is the limit for any single project/event.

Business Manager Name and Signature: RSOs should ask Allen Brainerd or a member of his staff to sign here. GSOs should ask the GSS treasurer to sign here. Academic departments should have the person responsible for his or her department budget sign here. Other organizations should have their budget manager sign here.

| | | | |
|-----------------------------|-------------------------|--------------------|---------------|
| FOR OFFICE USE ONLY: | | Grant Cycle: _____ | Grant # _____ |
| Am't Funded: \$ _____ | First Transfer # _____ | Amount \$ _____ | Date: _____ |
| Project Report Rec'd? Y N | Second Transfer # _____ | Amount \$ _____ | Date: _____ |

UMass Arts Council Grant Application COVER SHEET Single Projects/Events Grant 2009-2010

Please submit your TYPED original (*legible handwriting is acceptable for cover page only*) **and eight copies of this application** (for a total of nine) with any supplementary materials to the council offices at 10 Curry Hicks **by noon on the deadline date**. Proposals received after this date will be referred to the next funding cycle, if dates permit. The Arts Council needs only one set of supplementary materials (posters, CDs, etc.). **DO NOT SUBMIT YOUR APPLICATION IN A BINDER OR ADD A SPECIAL COVER SHEET!** *THIS page should be the cover sheet.*
For your convenience, this application can be downloaded at the council's Internet site, located at: <http://www.umass.edu/fac/artscouncil/grants/applications>

1. Program Information

Program/Event Title: _____

Date(s): _____ Time(s): _____

—

Location: _____ Has this event space/location been reserved? yes no*
 *If no, please explain: _____

Admission Cost: Will the event be offered free of charge? yes no* Indicate ticket prices, if there is a fee: \$ _____ UMass students; \$ _____ Five college students; \$ _____ general public; \$ _____ other: _____

Projected Total Attendance for Event(s): _____ # of UMass Students Involved in Planning Event(s): _____

2. Applicant Information and Advisor Signature

Applicant Group(s): _____

Campus Mailing Address: _____

Contact Person(s): _____ Phone: _____ E-mail: _____

Faculty/Center for Student Development (CSD) Advisor: _____

Advisor Address: _____

E-mail: _____ Phone: _____

Signature of CSD or Faculty Advisor: _____
(application will not be processed without this signature.)

3. Budget Summary and Business Manager Signature

Total Project Expenses: \$ _____ Arts Council Grant Request: \$ _____

Speed Type: _____ Dept. ID: _____ Fund #: _____
(Arts Council grants can only be transferred to revenue accepting accounts)

Business Manager Name: _____ Date:

Business Manager e-mail: _____
Phone: _____

Business Manager Signature:

Instructions for Completing the Project Narrative

DO NOT SUBMIT THIS PAGE WITH YOUR GRANT!

4. Project Description

The project description is the heart of your proposal. It should include the title of your event; when and where it will be held; how funds will be used; goals of the program; and, most important, a detailed description of the event. Below is a sample Project Description. Please do not use this description word for word—it is intended only to provide a framework for your own unique Project Description.

The (name of organization) is requesting (amount of money requested) from the Arts Council to support (title of program) to be held on (days, dates, year) at (time) in the (location). We expect an audience of (number) UMass students to attend the combined events. Arts Council funds are being requested to support a portion of the artist fees and publicity, and will be augmented with support from a variety of other sources, including the (names of other organizations here).

(The next few paragraphs should describe the program in detail). The two-day residency (name of program) will feature blues guitarist (name of musician), who has been the recipient of numerous awards and has played at Carnegie Hall (information about the artist is attached). The residency will include a performance by the artist, individualized and group instruction, and a panel discussion on blues music in America. The goals of the program are to provide students with in-depth opportunities to study with a noted blues artist; to explore the current state of this important musical genre; to offer a rare live concert by the artist in the New England region; and to offer students important hands-on experience with production and promotion of a complex artist residency on campus.

(Name of blues musician) will begin his residency with an evening performance (on day, date) in the intimate setting of Bezanson Recital Hall, where he will be accompanied by his band, (name of band). This is a rare opportunity to hear a live performance by this noted guitarist, who rarely travels to the New England area and whose concerts frequently sell out across the country. The evening will conclude with a talk-back session, in which audience members will be invited to discuss his extraordinary musical career.

On (day, date), the charismatic musician will visit a number of classes at the University (names of classes, number of students enrolled), where he will provide individualized and group instruction in blues guitar. (On the next few lines, discuss the anticipated content of the workshops.) The sessions will be held in the Fine Arts Center, and will be open to the public. A complete listing of times and locations is attached. All workshops are sponsored by the Department of Music and Dance.

The residency will conclude with a panel discussion (title) to be held at (time) in (location). (name of musician), along with a number of other noted blues musicians (names here), will be invited to discuss the evolution of the art form and its direction in the years ahead. Several classes will make the panel discussion a key part of their curricula, and participants will be encouraged to ask questions of the panelists themselves. Likely topics will include: (specify key issues to be discussed here).

6. Artistic Merit of Proposal

Please describe the artistic components of your event in this section. **Funding decisions will depend in part on the strength and clarity of the statement of artistic merit.** For example, if you are inviting a speaker to present at your event:

- who is the speaker?
- more important, is this person's presentation art- related?
- is it a poetry reading, an artist or musician speaking about his/her work?

The best way to demonstrate artistic merit is to provide some information about the speaker such as:

- a résumé
- samples of poetry
- recording of music
- publicity materials

Include any information you can about the speaker, so that council members will know how the money will be spent. You must include only one set of materials like CDs, slides, and publicity material, but it is a good idea to summarize the major points (what national prizes the work received, or what national publications featured the person's work, etc.), and refer to the fact that you have included one set of additional materials with the grant in this section of the proposal. There are numerous other examples of artistic merit, each of which is uniquely suited to your program. Feel free to call the Arts Council if you would like further assistance.

7. Student Involvement

Remember that the Arts Council supports only programs that benefit UMass students. The strongest programs provide many opportunities for students to be involved, both as audience members and in the planning of the event. Some groups break up their membership into committees, such as programming, publicity, and security.

Project Narrative

Respond to the statements below, and limit your response to **no more than four typewritten pages** (Concise writing is valued!). If a section is not applicable to your project or event, please state the reason(s). Contact the council office at 545-0202 if you have any questions. If you have downloaded this application from our Web site, simply type in your responses underneath each question. If you are filling out a printed version of this form, attach a separate sheet with your responses to each question (we encourage you to retype the questions and then respond to each, to make it easier for reviewers to refer to the question). *Please use 12point font.*

4. Project Description

Describe the proposed event, project, or series. Describe why you want to present this project; state the goals and objectives of the project and how the UMass community will benefit from it. Describe also your organization's prior experience, if any, in presenting this type of event.

5. Letters of Support

List the names and titles of person(s) from whom you have obtained a letter of support. The Arts Council strongly recommends that you obtain letters of support from your faculty advisor, student leaders, academic department chairs, and/or directors of departments on campus. These let council members know that the event is supported by the campus community. Because letters of support are considered supplementary information, you need to include only one copy of each letter with your application packet.

| | <u>Name</u> | <u>Title</u> | <u>Organization</u> |
|----|-------------|--------------|---------------------|
| a. | | | |
| b. | | | |
| c. | | | |

6. Artistic Merit of Proposal

Please describe the artistic merit of your proposed project. Because the Arts Council funds only projects with artistic merit, it is crucial that your application demonstrate that thought has been given to this aspect of your program. **Attach one copy of any descriptive or support materials (such as press releases for the artist or speaker, résumés, slides, photographs, and audiotapes) that provide insight into the artistic merit of the event. We will return any support materials you request to be returned when grant notification letters are mailed out. If support materials are too bulky to return (i.e., cannot be mailed in a manila envelope), you may retrieve the materials in our office (these materials will be held for one month after the grant notification date, and will be discarded if not picked up by then).**

7. Student Involvement

Describe how students will be involved in the program, both as presenters and as audience members. List the students and their roles in the planning, management, production, and presentation of the project. Remember that Arts Council funds must benefit UMass students.

Instructions for Completing the Timeline
DO NOT SUBMIT THIS PAGE WITH YOUR GRANT!

8. Timeline —————▶

The timeline on the opposite page is designed to help you to organize the sequence of activities that lead up to your event. **How to Add Activities to This Timeline:** Those of you who have downloaded this application form off our Internet site at www.umass.edu/fac/artsCouncil/grants/applications will be able to modify it easily with Microsoft Word. The timeline was created using the “tables” feature in Microsoft Word. You can add and delete rows using appropriate commands under “Table” on the drop-down menu; move between columns using the tab key. Consult your software manual for further information, call OIT’s Help Desk at 545-9400, or visit OIT at A109 LGRC.

Below is a sample of activities that might be included in a typical timeline

| Description of Task | Date to be Completed |
|---|----------------------|
| Plan event—assign program responsibilities to members of organization. | |
| Meet with CSD advisor, faculty member, or GSO representative to discuss program details, budget, etc. | |
| Research artists/performers/speakers | |
| Calculate preliminary budget for event—determine financial need | |
| Reserve exhibition/event/audition space | |
| Discuss preliminary menu with catering services | |
| Meet with Arts Council staff to discuss grant | |
| Research/apply to other grant sources | |
| Write Arts Council grant | |
| Submit grant to CSD advisor for review and comments | |
| Make corrections/changes on grant, get necessary signatures | |
| Submit grant to Arts Council office, keep one copy for your records | |
| Arts Council grant notification date | |
| Finalize other details (artist’s contracts, lighting, sound, catering, etc.) | |
| Hold auditions | |
| Hold rehearsals | |
| Design sets | |
| Design posters/table tents/advertisements | |
| Rent/create costumes | |
| Bring posters/table tents to printer | |
| Reserve ad space in <i>Collegian</i> | |
| Write press releases, public service announcements, calendar listings, etc. | |
| Mail out all publicity | |
| Reserve space for table tents with Dining Services | |
| Submit final project report to Arts Council within three weeks of event | |

Instructions for Completing Budget Expenses Page DO NOT SUBMIT THIS PAGE WITH YOUR GRANT!

This section is divided into two columns. In the first column, record the total expenses for each line item. In the second column, indicate how you plan to use the Arts Council's award. The Arts Council supports most expenses associated with presenting arts events, except for wages, salaries, or honoraria paid to UMass students, staff, and faculty, and the costs of transportation and hospitality. Remember that your request should not exceed \$2,000. Consult "Who Can Apply?" on page 2 of this booklet for more detailed information.

9a. Contract Services

Fill in the fees and honoraria you will pay to performers, artists, directors, writers, and others who will be featured at your event. On page 15, you are asked to specifically identify each artist, performing group, writer, director, etc., you will be compensating. This is a summary of those expenses.

9b. Promotion/Publicity

Summarize your publicity expenses here. On page 15, you are asked to specify how these funds will be expended.

9c. Materials/Supplies

Fill in the expenses for materials and supplies used to present or record your event, including the rental of costumes and the purchase of materials to create them. **The council requires that all costumes become the property of the University, unless they are for one-time use.** If you are planning on requesting funds for costumes, please reiterate your understanding of this policy in the project narrative section. For example, you might state: *The (name of presenting organization) is requesting funds to make costumes as part of our program. All costumes will become the property of (name of organization) and will not be given to individuals at the end of the event. The costumes will be stored (state in what campus location they will be stored).* If the costumes are to be rented or can be used only once (such as costumes for a dance performance), make sure to state this in the narrative section as well. If you are creating costumes, it's always a good idea to describe the costumes, and even to provide drawings of them, if possible.

9d. Transportation & Hospitality

While the council acknowledges the significance of receptions, accommodations, and other forms of hospitality relevant to arts events, council policy does not, except under unusual circumstances, support funding this line item with student fees. Expenses for all forms of hospitality should be covered by another funding source reported within project totals.

9e. Miscellaneous

The council recognizes that there are some mandatory fees associated with the use of certain UMass facilities. Please specify these fees in this section of your grant, and attach any contracts or written evidence that stipulates these fees. You may use this section to specify any other costs associated with your program or event.

Budget: Expenses

| Expense Category: | Description: | Total Project Expenses: | Amount Requested from Arts Council: |
|--|---|-------------------------|-------------------------------------|
| 9a. Contract Services <i>Fill out the supplementary budget sheet on page 15 to specify how fees will be spent)</i> | Performer/artist/speaker fees | | |
| | Director's fee | | |
| | Production crew | | |
| | Other (please specify): | | |
| | Subtotal Contract Services | | |
| 9b. Promotion/Publicity | Advertisements | | |
| | Posters/flyers/tables tents | | |
| | Programs/brochures/catalogs | | |
| | Postage | | |
| | Other (please specify): | | |
| | Subtotal Promotion/Publicity | | |
| 9c. Materials/Supplies | Installation/set materials | | |
| | Costumes/makeup/props | | |
| | Film/videotapes | | |
| | Office supplies | | |
| | Other (please specify): | | |
| | Subtotal Materials and Supplies | | |
| 9d. Transportation & Hospitality | Transportation | | not eligible |
| | Food/reception | | for |
| | Accommodations | | Arts Council |
| | Other (please specify): | | support |
| | Subtotal Hospitality | | \$0 |
| 9e. Miscellaneous | Space rental | | |
| | Exhibition fees/royalties | | |
| | Shipping | | |
| | Security/janitor/fire marshall | | |
| | Full costing | | |
| | Other (please specify): | | |
| | Subtotal Miscellaneous | | |
| 9f. TOTAL EXPENSES | <i>Add up all the subtotals above and enter the amount here and on the next page.</i> | | |

Instructions for Completing Budget Income & Summary Page DO NOT SUBMIT THIS PAGE WITH YOUR GRANT!

10a. Sales

If you are charging admission, average out your ticket prices and multiply this average by the overall room capacity, then multiply the result by the percentage of seats you think you will sell. Here's an example: \$5 (average ticket price) x 500 (maximum capacity of 500) x .70 (you anticipate that you will sell 70% of the seats) = \$1,750. Enter the result in the column marked "Total Project Revenue." Other earned income from the sale of T-shirts, advertising space in program booklets or booth rentals must also be reported here.

10b. Grant Support

Begin by filling in the amount of grant support you are requesting from the Arts Council. This must equal the total indicated on your Budget: Expenses sheet in the column marked "Amount Requested from Arts Council." (See the illustration below for further clarification.) Fill in the remaining lines in this section with the amounts you have been granted (mark these confirmed) or anticipate receiving (mark these pending) from other funding sources, such as the Student Affairs Cultural Enrichment Fund and the Alumni Association, for instance. Visit the Funding Resources Web site for a comprehensive listing of grant sources for UMass students, staff, and faculty at www.umass.edu/funding. You are welcome to attach an additional sheet that lists all the funding sources to which you are applying, but don't forget to insert the total of these other sources in the column description where it says "Other Sources of Grant Support."

10c. Applicant/Organization Contribution

The council prefers to fund events that are financially supported by the applicant organization, where possible.

10d. Total Income

Add up all the subtotals and enter the result in this section.

Total Expenses

Transfer the result in the Total Expenses column on the previous page to this column, as illustrated below.

10e. Total Income Less Expenses

Subtract Total Expenses from Total Income, and enter the result in this column.

| Budget: Expenses | | | |
|---|--|-----------------------|------------------------------------|
| Expense Category | Description | Total Project Revenue | Amount Requested from Arts Council |
| Contract Services: <i>(please fill out the supplementary budget sheet on page 15 to specify how funds will be spent)</i> | Performance Artist/Spokesperson Fees | | |
| | Electronic Fees | | |
| | Production Costs | | |
| | Other (please specify) | | |
| Subtotal Contract Services | | | |
| Promotion/Publicity: | Advertisements | | |
| | Posters/Flyers/Tables/Teas | | |
| | Programs/Brochures/Catalogues | | |
| | Shipping | | |
| | Other (please specify) | | |
| Subtotal Promotion/Publicity | | | |
| Materials/Supplies: | Installation Set Materials | | |
| | Equipment/Make-Up/Props | | |
| | Gifts/Video | | |
| | Office Supplies | | |
| | Other (please specify) | | |
| Subtotal Materials and Supplies | | | |
| Transportation & Hospitality* | Transportation | | not applicable |
| | Food/Reception | | not applicable |
| | Accommodation | | not applicable |
| | Other (please specify) | | not applicable |
| Subtotal Hospitality | | | |
| Miscellaneous: | Shows/Rehearsal | | |
| | Exhibition Fees/Reservations | | |
| | Shipping | | |
| | Security/Insurance/Fire Marshall | | |
| | Other (please specify) | | |
| | Subtotal Miscellaneous | | |
| TOTAL ALL EXPENSES | <i>Add up all the lines above and enter the total here and on the next page.</i> | | |

• Insert the total Arts Council request from this column on Budget: Expenses page

• Insert the total expenses from this column on Budget: Expenses page

Budget: Income & Summary

| Income Category | Description | Total Project Income |
|-------------------|--|----------------------|
| 10a. Sales | Tickets Average price \$ _____ x Room capacity _____ x Capacity estimate _____ % = Total Ticket Sales \$ _____ | |
| | T-shirts | |
| | Advertising | |
| | Booth rentals | |
| | Other revenue (please specify): | |
| | | |
| | | |
| | Subtotal Non-Grant Income | |

| | | | |
|---|--|--|--|
| 10b. Grant Support <i>Need funding ideas? Visit www.umass/funding for a great list of grant sources on campus!</i> | <i>Please indicate the organizations to which you have applied for funding in the spaces provided below:</i> | | <i>Please indicate whether this support is confirmed or pending:</i> |
| | 1. Arts Council Grant Request | | pending |
| | 2. | | |
| | 3. | | |
| | 4. | | |
| | 5. | | |
| | Other Sources of Grant Support <i>(Attach separate page and insert total here.)</i> | | |
| Subtotal Grant Support | | | |

| | | |
|--|--|--|
| 10c. Applicant/ Organization Contribution | <i>Indicate the amount your organization will be contributing to this project.</i> | |
|--|--|--|

| | | |
|--|---|-------------|
| 10d. TOTAL INCOME | <i>Add up all of the subtotals above and enter the result here.</i> | |
| Total Expenses | <i>Insert Total Expenses (9f) from preceding page.</i> | (\$ _____) |
| 10e. Total Income Less Expenses | <i>Subtract Total Expenses from Total Income and enter result here (it should equal zero). Remember that the Arts Council does NOT support fund-raising events.</i> | |

Please feel free to attach any additional pages that help to illuminate unusual income or expenses.

**Instructions for Completing the Supplementary Budget Information
and Publicity Plan Sections
DO NOT SUBMIT THIS PAGE WITH YOUR GRANT!**

11. Instructions for Completing Supplementary Budget 

Please specify how much you plan to pay each performer or artist at your event. Also, indicate whether this person or group is affiliated with UMass, and whether or not you have attached supplementary information such as slides, cassettes, publicity materials, and other information that will help reviewers to assess the artistic merit of the proposal. Remember that UMass faculty, staff, and students cannot be paid with Arts Council funds. (see "Who Can Apply?" on page 2 for details.)

12. Instructions for Completing Publicity Plan 

Good publicity is vital to the success of your event. In this section, we've identified some of the most common ways to publicize an event. Please feel free to add any other ideas you may have. Research the cost of each of the items you select and include it in your budget. For example, you should call the *Collegian* to find out how much your organization will be charged for a display ad, or a printing company to learn the cost of printing table tents or posters. Fortunately, some of the best publicity is free or can be obtained for a minimal cost (such as the cost of photocopying). Remember that the Arts Council is less interested in how well you publicize your event off-campus, as we support only events that serve UMass students, and the majority of those students live on campus. **In addition, we strongly recommend that you attach one copy of sample press releases, table tents, posters, and so on, as supplementary information with your grant proposal.**

FINAL CHECKLIST: DO NOT SUBMIT THIS PAGE WITH GRANT!

When you have finalized your proposal, review the checklist below to be sure that it is complete. Note that incomplete applications are unlikely to be funded.

Is your organization affiliated with the University of Massachusetts Amherst? (if no, you are not eligible to apply for funding)

Is your application typed? *The cover sheet may be hand written if legible!* (download the application at our Web site at www.umass.edu/fac/arts council)

Did you use the Arts Council forms?

Is your application complete?

Each application must include the following parts:

- Cover Sheet--page 5
- Project Narrative (not to exceed four pages)--page 7
- Timeline--page 9
- Budget: Expenses--page 11
- Budget: Income & Summary--page 13
- Budget Supplementary Information and Publicity Plan--page 15

Does the budget add up?

Make sure your budget is correct, and that your income less expenses equals zero. The Council does not support fund-raising events.

Did you include budget details?

The more detail you can provide about your income and expenses, the better. For example, some applicants include artist's contracts, purchase order requisitions, and written estimates from vendors for expenses they anticipate incurring.

Have you listed your speed type, dept ID and fund account numbers? (please contact your organizations' business manager if you have questions)

Have you obtained all the required signatures, phone numbers, e-mails and addresses?

Have you included letters of support?

Letters of support show council members that there is widespread interest in your program or event. You need to include only one set with your application.

Have you submitted the correct number of copies? *Be sure to keep a copy for your own records and provide a copy to your advisor and business manager too!*

Did you include supplementary materials?

Enclose one set of materials about the artist(s) or performer(s) who will be featured in the event or program, so that reviewers can better ascertain the **artistic merit** of the proposal (remember that a proposal's artistic merit is of central importance to Arts Council reviewers!). This often takes the form of résumés, press materials, cassettes, slides, and other visual information. Letters of support should also be included with supplementary information. These materials are circulated at the actual grant review meeting, so **we need only one copy**. They will NOT be sent to reviewers with the grants in advance of the meeting. Because of this, you may wish to attach written information (such as an artist's résumé) with the grant itself (as part of the original and seven copies), if you feel it will help reviewers to better understand your application. *Please note that we do not accept videotapes, unless the project is a film.*

Is your application on time? Your completed application must be delivered to the Arts Council office **no later than NOON on the deadline date** indicated page 1. Proposals received after this date will be referred to the next funding cycle, if dates permit.