



## GRANT APPLICATION

### MISSION

The mission of the Friends of the Madrid Theatre is to assist in preserving, fostering and providing education in, and exposure to, dramatic literature and the performing arts to the diverse audiences of the San Fernando Valley and environs. The group is dedicated to providing resources to ensure the viability of the venue and to the greatest possible expansion of the Theatre's programs and services.

The Friends will ensure the Theatre's dedication to the arts and education through the support of a public venue for the arts, development of core audience groups, and stimulation of the economy in the area.

### FUNDING BY FRIENDS OF THE MADRID

The Friends of the Madrid Theatre, a non-profit community support group, offers a limited amount of financial assistance to qualified organizations. Among the arrangements offered are no-interest loans and grants to facilitate a production at the Madrid. Most of the funding, whether as loans or grants, will be made to established organizations with a demonstrable track record of quality performances and a stable audience base, or those offering activities of cultural or educational benefit to the community. Payment is normally made after the production. **A P&L statement showing sources of income and a breakdown of expenses must be provided following the performance(s).** Funds must flow through an organization holding IRS 501C3 status; if your organization does not have 501C3 status, Friends will attempt to provide some suggestions of 501C3 groups which may be willing to act as the fiduciary agency.

Because Friends funds are limited, the normal grant to performing organizations is for theatre rental only, or a portion there-of. Grants may be larger for organizations which have previously performed at the Theatre and have demonstrated an ability to draw sizeable audiences. Groups performing for the first time at this venue are encouraged to plan only one or two performances, to establish an audience base.

Organizations are encouraged to submit applications for programs that offer creative solutions to the cultural and educational enrichment of the community.

**Groups receiving financial assistance from the Friends of the Madrid Theatre are required to *prominently* display in the program the statement “Funded in part by a grant from Friends of the Madrid” or similar wording.**

Applications which are submitted less than two months before the intended performance date may not be reviewed by the Friends’ board in sufficient time for funding.

COMPLETED APPLICATION FORMS SHOULD BE MAILED, EMAILED OR FAXED TO:

DAVID H. SIMON, PRESIDENT  
FRIENDS OF THE MADRID  
13025 WEDDINGTON ST  
SHERMAN OAKS CA 91401  
818 783-4213; [dhs14@cornell.edu](mailto:dhs14@cornell.edu)  
fax 818 986-1175

## FRIENDS OF THE MADRID THEATRE

### APPLICATION FOR FRIENDS' FINANCIAL ASSISTANCE

Name of organization/group:

Address:

Contact name:

Title:

Phone - Day:

Night:

Fax:

Email:

Total number of performances planned for this year (all venues):

Venues in which the group has performed during the past three years:

Approximate average number of paid attendees per performance during past three years:

Ticket price range during past three years:

Year founded:

Number of performances each of the past three years:

Year \_\_\_\_\_, # Performances \_\_\_\_\_ ;

Year \_\_\_\_\_, # Performances \_\_\_\_\_ ;

Year \_\_\_\_\_, # Performances \_\_\_\_\_

If non-profit, has 501C3 been issued? \_\_\_\_\_ If not, what 501C3 will act as fiduciary agent?

\_\_\_\_\_

Amount of financial assistance requested: \_\_\_\_\_

Type of performance: Theater; Dance; Music; Other - describe below

Number of performances planned for this engagement at Madrid \_\_\_\_\_

Is the target audience adults, children or both? \_\_\_\_\_

What ticket prices will be charged? \_\_\_\_\_

Will there be daytime performances for schools? \_\_\_\_\_ Free or low prices for children? \_\_\_\_\_

How much is budgeted for promotion, and what promotion methods will be used? (Use separate sheet if necessary)

\_\_\_\_\_

Have you already booked tentative dates with the Theatre?

No  Yes If yes, what dates? \_\_\_\_\_

If Friends does not provide funding, what impact will this have on the planned production?

\_\_\_\_\_

In a statement not to exceed 250 words, describe the program you are proposing for the Madrid Theatre. Include educational or artistic value of the proposed activity, audiences served, and any other information you believe may assist Friends in reaching a decision. Describe ways in which the production may be of special interest to minority groups. Also list any low-cost or free activities related to the performance which will be offered such as open rehearsals, reduced price matinees, master classes, readings, workshops, etc. Use space below or attach a separate sheet of paper.

**ATTACH THE FOLLOWING, if available:**

1. Income statement and balance sheet for each of the last two years, including compensation to artistic director and artists.
2. Reviews received, past two years.
3. Biography of artistic director.
4. Names and occupations of members of Board of Directors.
5. Videotapes or photos of performances, if available.