THEATRE ALLIANCE
OF GREATER PHILADELPHIA

Spark Showcase Application Requirements
June 2009

Spark Showcase Mission: The Spark Showcase facilitates and cultivates new work by small and emerging theatre companies. It promotes visibility for Spark companies and provides a platform for emerging playwrights, directors, and actors to the community as a whole.

New for 2009! The Hotel Obligado Audience Choice Award for New Work!
In the 2008-2009 season, Hotel Obligado closed its doors after eight years of creating innovative, collaborative pieces on the social challenges of today. The Theatre Alliance was sorry to see Hotel Obligado close its doors but thrilled when they called to offer their surplus as a gift to the Spark program. We hope to carry on Hotel Obligado's name through an annual cash award given to a company producing a new work in the Spark Showcase.

The guidelines for the cash award:

- The piece must be an original work at least 15 minutes in length;
    - May be a short 15-25 minute complete piece or a 15-25 minute cut from a full length piece;
- Award recipient (Theatre Company) must use funds to further develop the Showcase piece (workshop, reading, production, marketing, etc);
- The Award must be used within 12 months of receipt;
- Award recipient (Theatre Company) will provide a one to two page report to the Theatre Alliance on how the funds were used.

In order to participate in the 2009 Spark Showcase, your company must fulfill all the following requirements:

1. Must be a Full Organizational Member of the Theatre Alliance of Greater Philadelphia in good standing.
    a. Must have your 501c3 nonprofit status.
2. Must be a recognized Spark participating company.
    a. Budget less than $200,000 annually.
    b. No standard Actors' Equity contract.
3. Submitted play must be a new work.
    a. Must be at least 15 minutes but no more than 25 minutes in length (may be a cut of a full length piece).
4. Participating Member Theatre must have successfully produced at least one show in each of the past two years.
5. Pay the application fee of $40 per entry. *(Application fee is non-refundable. Not every application will be accepted into the Showcase.)*
6. *(Optional)* Applicants are strongly encouraged to be innovative in their expression and experiment using theatre as their artistic medium.

Responsibilities of the Theatre Alliance of Greater Philadelphia/Spark Committee:

- Administration of the Hotel Obligado Audience Choice Award for New Work.
    - Conduct proper "People's Choice" award survey of all in attendance to determine winner.
- Rent venue and pay associated venue costs for the Showcase.
- Provide a Spark Curator, Producer, Production Manager, Stage Manager, Lighting Designer, and Assistant Stage Manager/Board Operator for the Festival. There will not be a running crew to change set pieces. This will be the responsibility of actors.
- Provide a standard light plot.
- Oversee all Showcase marketing, box office, house management, and administration.
- Create a Showcase program (SPARKBILL) which includes bios (25 words or less) for playwrights, directors, and actors, and lists Upcoming Productions.
- Display participating company materials in the lobby of the venue - these materials may be delivered directly to the venue during that company's scheduled tech.
- Attempt to secure in-kind sponsors for the event, which will include beer, non-alcoholic beverages, and light fare.
- Maintain all financial aspects of the Showcase with the exception of payment to actors, playwrights, and/or other positions the theatre may choose to employ for rehearsal and performance.

All applications are due to the Theatre Alliance office by Wednesday, April 15, 2009. Applications may be sent to:
Karen DiLossi / Theatre Alliance / 1616 Walnut Street, Suite 1800 / Philadelphia, PA 19103
OR may be faxed to (215) 413-7155

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June 2009

Please fill out the application below to be considered for participation in the 5th Annual Spark Showcase slated for June of 2009.
All applications are due to the Theatre Alliance office by Wednesday April 15, 2009.

This year, the Spark Showcase is presenting a challenge to all Spark companies. Thanks to Hotel Obligado, the Theatre Alliance will be giving away a cash award to the "People's Choice" selection of this year's Festival. All Spark Festival submissions must be new plays (or a cut of a full length piece) of at least 15 minutes in length. This year's production will be a one night only event where the ***Hotel Obligado Audience Choice Award for New Work*** will be presented immediately following the production at the after party. Any application not meeting the Curator's criteria and/or is **not** a new play will be automatically disqualified from consideration. Each company may submit up to two different projects and no more than one project per company will be selected. Application fees will apply for each entry and are non-refundable. The Theatre Alliance will be acquiring a Curator for this year's festival who will choose the companies & shows in the showcase, act as an artistic consultant for the companies, determine the order of the evening, and provide artistic feedback during tech.

Submissions must be at least 15 minutes in length but no longer than 25 minutes.
Only 5 submissions will be accepted for the Showcase.
Please enclose your $40 application fee. Checks payable to "Theatre Alliance of Greater Philadelphia."

Company Name – _____

Company Contact Name – _____

Company Contact Phone & Email – _____

Play Title – _____

Playwright – _____ Director – _____

Cast Size – _____ (can include breakdown men to women)

Approximate length of piece – _____

Use the following lines to briefly describe your production needs (Once again the Theatre Alliance will be providing a Lighting Designer for the entire Showcase. Attach additional sheets if necessary.)

_____

_____

_____

_____

Please attach the following additional materials for submission with your application:

1. A one paragraph description of the piece (for publicity purposes).
2. No more than one page description of the project that answers the following questions: 1) What is the ultimate vision and concept?, 2) What are the challenges?, 3) How does this reflect your company's mission statement?, and 4) In what ways would you further develop the piece?" "
3. Attach **ONE** of the following with your completed application:
    a. A copy of the entire play, project, or piece;
    b. A portion of the play, project, or piece you would like to present;
    c. A detailed outline of the play, project, or piece. Particularly storyline or characters if applicable.

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