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Generation NEXT | 2009-10 Request for Proposals
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SUMMARY

The ArtPride New Jersey Foundation, working in partnership with the New Jersey State Council on the Arts and New Jersey Young Professionals (NJYP) network, invites proposals from New Jersey-based, nonprofit cultural organizations for its Discover Jersey Arts - Generation NEXT Fall 2009 and Spring 2010 seasonal campaigns.

Events submitted for the Fall 2009 season must take place on a specified date between Sep 25 and Dec 20, 2009 (submission deadline: Jul 30, 2009). Events submitted for the Spring 2010 season must take place on a specified date between Feb 10 and Jun 27, 2010 (submission deadline Dec 10, 2009).

Programmatic activities are envisioned to attract the 21-39 year old demographic through the inclusion of social networking elements produced in conjunction with scheduled cultural events. All selected events will be included in a variety of print and electronic marketing materials produced by the Discover Jersey Arts (DJA) program specifically for this Generation NEXT series. Limited financial support will be made available by DJA to offset expenses; however organizations that participate in this program agree to assume all associated costs and risks in exchange for promotional consideration.

ELIGIBILITY REQUIREMENTS

Submitting organizations must have a nonprofit status in New Jersey and be registered through the Jersey Arts Marketers (JAM) network. For information on how to register with JAM visit www.JerseyArts.com/JAM.

Proposed events must take place in New Jersey on a specified date between either Sep 25 and Dec 20, 2009 or Feb 12 and Jun 27, 2010 and be produced by a New Jersey-based, nonprofit cultural institution.

Proposed events must include an exclusive Generation NEXT social networking opportunity designed to attract the 21-39 year old young professionals demographic (i.e. post-performance cocktail party).

Proposed events must include an educational component developed to enhance the cultural experience (i.e. post-performance talk-back session with a playwright or docent tour of an exhibition).

Proposed events must be price-fixed at \$25.00 USD per/person (all-inclusive) for Generation NEXT ticket-buyers. This offer cannot be combined with any other offers or discounts. Purchase must be made available online.

Submitting organizations must be prepared to appoint a designated point person for the event whose responsibilities would include, but not be limited to, the following:

- act as liaison with DJA program staff on all matters related to the event
- coordinate all elements of Generation NEXT components of the event
- promote the event locally on a grassroots level
- attend other designated NJYP activities to promote the event

Selected organizations will be required to brand their designated event as part of the Generation NEXT series and promote it as such on its web site; through its email and social media tools (i.e. Twitter, Facebook, You Tube, etc); in its press releases and Playbill Ads (where applicable); and via a link to the Generation NEXT landing page on JerseyArts.com.

Upon selection, participating organizations must agree not to cancel its Generation NEXT event regardless of the number of tickets sold unless the corresponding cultural event is also cancelled. In such a case Generation NEXT ticket-holders would be eligible to the same restitution as all other ticket-holders to the event.

Selected organizations must allow DJA to conduct a prize drawing at the Generation NEXT event and agree to share contact information and email addresses of all Generation NEXT ticket-buyers with DJA.

Selected organizations must agree to cooperate in good faith to cross-promote the other events within the seasonal Generation NEXT series.

Upon selection, participating organizations will be required to sign an agreement form outlining the responsibilities of the participating cultural group, DJA and NJYP.

Organizations selected will also be required to provide two (2) complimentary Generation NEXT tickets to NJYP and two (2) complimentary tickets to DJA staff for its selected event.

SUPPORT PROVIDED

Selected events will be featured in all DJA marketing and press materials related to the seasonal Generation NEXT campaigns.

Selected events will be prominently featured on JerseyArts.com and NJYP.org and will be marketed via email and social media campaigns (i.e. Facebook, Twitter, You Tube, etc) by each.

Participating organizations will receive one flat payment of \$200.00 USD from the ArtPride New Jersey Foundation for each event selected to offset costs associated with coordinating its Generation NEXT event upon confirmation the event was conducted as described.

CRITERIA FOR EVALUATION

- Quality of artistic programming
- Credibility of the organization to attract the desired target audience
- Organizational capacity of the submitting group to carry out the necessary tasks associated with the program
- Demonstrated track record by the organization of previous participation in similar cooperative partnerships

SUBMISSION PROCESS

In order to be considered for inclusion in the Generation NEXT - Fall 2009 campaign organizations must complete and submit this Request for Proposals by no later than 5:00pm EST on Jul 30, 2009.

In order to be considered for inclusion in the Generation NEXT - Spring 2010 campaign organizations must complete and submit this Request for Proposals by no later than 5:00pm EST on Dec 10, 2009.

No other forms of application will be considered. Please direct any questions to Jim Atkinson at jatkinson@jerseyarts.com.

REVIEW PROCESS

All valid submissions will be reviewed by appointed staff of the Discover Jersey Arts program and New Jersey Young Professionals.

Discover Jersey Arts program staff may contact your organization if specific questions arise from your proposal.

The program is seeking three (3) to five (5) events for the Fall 2009 Generation NEXT season and an additional three (3) to five (5) events for the Spring 2010 season.

All applicants will be notified by email as to the results of their proposal by no later than Aug 17, 2009.

TELL US ABOUT YOUR ORGANIZATION

Organization Name

City

State

Postal Code

County

First Name

Last Name

Title

Email Address

Phone Number

Has your organization conducted similar "young professional" events in the past?

Yes

No

If yes, please briefly describe those events.

TELL US ABOUT YOUR PROPOSAL

Which season does your event take place in?

Fall 2009

Spring 2010

Title of the Event

Event Date(s)

Event Venue

City

State

County

Box Office Phone

Web Site

Describe the event

Example: ABC Theater's world premiere production of the comedy by playwright John Smith that explores the battle of the sexes from the perspective of a newlywed couple and their eclectic group of oddball friends.

Proposed Generation NEXT Event Date

Note: This date may be the same as the event date above or be one specific date within the range listed if the event takes place over a span of time.

Describe the proposed Generation NEXT component to the event above. Please be sure to include any third-parties involved and outline the timing of the event.

Example: We'll conduct a post-performance talk back session with the playwright followed by an exclusive after-show party at the XYZ Cafe located one block from the theater. The doors open at 7:00pm, the curtain is at 8:00pm, the talk back session will follow 10 minutes after the show (approx. 9:45pm), the after show party will start at approx. 10:15pm and run until 11:00pm.

Describe in detail what this experience will be like from the eyes of the single ticket buyer.

Example: Ticket-buyers will be able to purchase their tickets online by using a special discount code. When they pick up their tickets at Will Call they will receive a special coupon that will get them into a post-performance talk-back session with the playwright in our late comers room (where we will provide signage) and a drink coupon for the after show party. After the talk back session we'll have someone escort the group one block to the XYZ Cafe where we'll have signage welcoming them. We'll have a staff person mingle with the Gen Next crowd and conduct a raffle.

SUBMIT YOUR PROPOSAL

Submission Deadlines

- Fall 2009 season: Jul 30, 2009 - 5:00pm EST
- Spring 2010 season: Dec 10, 2009 - 5:00pm EST

I confirm that I have read and understand the terms and conditions outlined in this Request for Proposals and agree to fulfill these terms should my event be selected for inclusion in the Generation NEXT program.

Submitting this form represents evidence that I am empowered by the organization listed to act on its behalf in this matter. Upon selection, I agree to abide by all terms set forth in this agreement and I understand that my organization will be solely responsible for conducting the event described in this proposal. I agree to waive and hold harmless the ArtPride New Jersey Foundation, New Jersey State Council on the Arts, New Jersey Young Professionals and all other project partners as well as all associated Trustees, employees or agents against any claims, suits or judgments that may arise in connection with this promotion. Upon selection I will be able and willing to enter into a contract with the ArtPride New Jersey Foundation for the activities outlined.

() Please check here to confirm.

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Thank You
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