



LA JOLLA PLAYHOUSE  
RESIDENT THEATRE APPLICATION  
2020

**General Information**

**SAN DIEGO BASED THEATRE COMPANIES ARE ELIGIBLE TO APPLY.**

**Applications for Theatre in Residence must be submitted no later than 5:00pm on FRIDAY, JANUARY 31, 2020.**

Only one theatre company will be selected for the 2020 residency.

**La Jolla Playhouse will provide the following for the 2020 Resident Theatre Company:**

**Space**

Performance space with a 100-seat configuration that comes equipped with basic lighting and sound packages. Some soft goods are also included.

A La Jolla Playhouse liaison will be hired to communicate between the resident theatre and LJP, and to oversee the production and ensure safety within the space. Any overtime incurred will be the responsibility of Resident Theatre Company.

Space can be used for rehearsal, performance or workshop of new work. A full production is not a requirement of this residency.

*Please note:* La Jolla Playhouse is allowing use of the theatre space as part of the residency program and **not** renting the space to the Resident Theatre Companies.

**Possible Marketing Assistance**

La Jolla Playhouse's Marketing Department will make best efforts to meet with the Resident Theatre Company to offer advice on scheduling performances, pricing breakdown, ticket discounts and special offers, and general marketing strategies.

The Playhouse Marketing and Communication Department will send out an e-blast and post on social media regarding Resident Theatre Company's production, but will not be charged with "marketing" the production.

*In your application, please detail any marketing assistance you would desire and describe how that assistance would further your company's mission.*

**Possible Development Assistance**

La Jolla Playhouse's Development Department will make best efforts to meet with Resident Theatre Company to offer advice and feedback on grant proposals, funding procedures and donor relations practices.

*In your application, please detail any development assistance you might need and describe how that assistance would further your company's mission.*

## **LA JOLLA PLAYHOUSE REQUIRES APPROVAL ON:**

- Design plans (for safety and compliance purposes, not for artistic aesthetic.)
- Marketing and press materials (for clarity in describing the relationship between LJP and the Resident Theatre Company)

## **Application Information**

### **To apply for the 2020 Residency at La Jolla Playhouse, please submit the following:**

- A 1-2 page proposal, detailing
  - Your theatre company's mission
  - Ideas for your upcoming season, including show titles (if available), and specifically which production (if any) would be part of your residency dates
  - Your marketing plan to draw your current audience to your residency production, as well as your marketing goals for expanding your audience while in this new location
  - How you are currently growing as a company and what your company hopes to gain from a residency at La Jolla Playhouse - why this residency is vital to your company
- Please include your desired rehearsal and performance schedule (days of the week and times your company would be using the space), and any specific needs you would have within the rehearsal space
- Please include your plan for selling tickets (i.e. phone, online, etc.) and front of house support
  - La Jolla Playhouse cannot provide box office, front of house or usher services for the Resident Theatre Company
- Proof of insurance
  - Liability insurance
  - Workers comp for any employees (if you have full or part time employees)
- An information packet on your company, including:
  - Mission statement
  - Production history
  - Past/present marketing materials, including brochures if applicable
  - Operating budget
  - Proof of 501c(3) status if available
  - Copy of 2017 or 2018 tax records if they were filed
  - If your company is Equity, please indicate under which contract you operate.

### **To Submit Your Proposal**

or for more information on the La Jolla Playhouse Theatre-In-Residence program

please email:

[theatrecommunity@ljp.org](mailto:theatrecommunity@ljp.org)

**Subject: Theatre in Residence Application**

Application materials must be received by 5pm on **Friday, January 31, 2020.**