

heart of toronto's waterfront

© Harbourfront centre

Community Partnership Programme Application Package

For Event/Festival Partnerships and Programme Partnerships

This initiative is funded in part by



235 Queen's Quay West, Toronto, ON M5J 2G8 www.harbourfrontcentre.com

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Table of Contents

About Harbourfront Centre	p. 3, 4
About the Community and Educational Programmes (CEP) Department	p. 5
Programme Objectives – Types of Partnerships – Programme Priorities	p. 6
CEP Community Partnership Programme	p. 6, 7
Eligibility – Who can apply?	p. 8
Assessment Criteria	p. 8
Application Procedure	p. 8
Application Deadline	p. 9
Contact Information	p. 9
Template – Programme Application *	p. 10, 11
Template – Proposed Budget *	p. 12, 13
Proposed Venues Checklist *	p. 14
Examples of Successful Partnerships in the Past	p. 15, 16
Venues and Capacity	p. 17
Harbourfront Centre’s Site-Exclusive Sponsors	p. 18
Calendar and Dates	p. 19

*** To be submitted with support material**

About Harbourfront Centre

Our History

In 1972, the federal government created a crown corporation, the Harbourfront Corporation, with a mandate to revitalize 100 central acres of waterfront land. Culture, education and recreation were the programming tools implemented to bring Torontonians to the lake and visitors from North America and around the globe. Reinvented in 1991 as Harbourfront Centre, a non-profit charitable organization, today the 10 acre site is an international platform for theatre, dance, literature, music, film, visual arts and fine crafts with over 4,000 events and programmes staged each year. With more than 80% of its programming presented free to the public, Harbourfront Centre attracts one of the largest and most diverse audiences of any public institution in Canada. Harbourfront Centre is nationally and Internationally renowned for its festivals; International Festival of Authors, International Milk Children's Festival of the Arts, World Stage, the multi-disciplinary summer event season, and exhibition venues like The Power Plant.

Our Vision

A vibrant home for the culture of our time, inspiring people through the magic of the creative spirit.

Our Mission

Harbourfront Centre nurtures the growth of new cultural expression, stimulates Canadian and international interchange and provides a dynamic, accessible environment for the public to experience the marvels of the creative imagination.

Our Constituency

Canada is a country of cultural, racial and linguistic diversity, and nowhere is that diversity more evident than in Toronto. Harbourfront Centre reflects and builds on that diversity in all of its programmes, promoting multiculturalism and racial harmony, especially in its work with community groups.

Our Artistic Role and Contribution to Community

Harbourfront Centre's primary mandate is to showcase the work of contemporary Canadian artists in all creative disciplines and to place those artistic achievements within a broad international context by simultaneously presenting leading-edge artists from around the world. Harbourfront Centre is also committed to work with artists from diverse cultural communities who have not yet worked with a mainstream organization. Harbourfront Centre provides professional resources to support the development of artistic efforts in these communities. By offering a variety of performance venues for their use and promoting them to a large and diverse audience, Harbourfront Centre helps these artists to reach beyond their own communities to a broader public, raising awareness of their cultural traditions as well as their current expression.

Some programming highlights from Harbourfront Centre's 2010/11 year

- **Beyond Imaginings**, a large-scale photographic exhibition along Toronto's waterfront exploring Ontario's Greenbelt, the world's largest Greenbelt.
- The annual **International Festival of Authors** showcasing contemporary international novelists, poets, playwrights, short story writers and biographers.
- Harbourfront Centre's Summer Festival Season, from May to October, celebrates cultures with artists from all over the world.
- **Harbourfront Centre Camps**, with over 4,500 young people in attendance.

Our Partnerships

Harbourfront Centre has closely collaborated with other community cultural partners such as the Creole Committee of Toronto, Association for Native Development in the Performing Arts, Philippine Independence Day Council, Centre for Spanish Speaking Peoples, Canadian Arab Federation, Scadding Court Community Centre, Native Women in the Arts, Mexican Canadian Association, the Caribbean Cultural Community, Iranian Canadian Centre for Art and Culture, Formosa Cultural Society of Ontario, Woodland Cultural Centre, Casa Cultural Colombiana, Tridha Arts Association, and Chinese Canadian National Council.

Ashkenaz Festival 2010



About the Community and Educational Programmes (CEP) Department

The Community and Educational Programmes Department produces over a dozen multidisciplinary contemporary arts festivals throughout the summer season, as well as many off-summer events at various Harbourfront Centre venues. Each festival is organized around a curatorial theme and programming can include: music concerts, dance performances, workshops, visual arts exhibitions, film screenings, readings, theatre presentations, artistic activities for young audiences, panel discussions and a variety of other programming on-site. Some artists premiere new work that has been commissioned and developed for the curatorial theme. More than 80% of CEP produced events are free to the public. Between 30,000 and 65,000 visitors participate in each free festival weekend throughout the summer, making Harbourfront Centre a vibrant site for artistic explorations.

In addition, the Community and Educational Programmes Department (CEP) at Harbourfront Centre is host to 30,000 children as part of our School Visits programme and 4,500 children in our HarbourKids Camps programme annually. The CEP department also manages the Harbourfront Centre volunteer programme, with over 2,000 dedicated volunteers who generously contribute their efforts and time to the organization as a whole.

Our Vision

The Community and Education Programmes Department has the responsibility to engage the broadest possible publics. Through our programmes we aim to encourage meaningful and memorable experiences with culture for everyone.

Our Mission

The Community and Educational Programmes Department engages and fosters a wide range of communities through a creative process that includes public programming, education, new artistic creation and volunteer services.

Our Values

Inclusiveness

Accessibility

Innovation and creativity

Opportunity for growth, development and enrichment

Partnerships and collaboration

Programs as a forum for discussion

Local and international representation

Leadership

CEP Community Partnership Programme

Programme Objectives

- 1) To explore and nurture the traditions and contemporary artistic endeavors of communities that is represented within Toronto through partnerships and innovative programming approaches.
- 2) To initiate a varied programme of festivals, residences, workshops, and other presentations which explore contemporary cultures and themes.
- 3) To work in close partnership with local, provincial, national and international community arts organizations to produce events that reflect new practices in community arts as well as emerging art forms and issues within communities.
- 4) To provide an opportunity for communities to showcase their artistic and cultural practices and new work with the Harbourfront site space.

Types of Partnerships

The Harbourfront Centre CEP Community Partner Programme provides the opportunity for the following relationships:

- **Festival and Event Partnership:** Where partner provides artistic vision, artists funds and production costs, and a dedicated staff team, and Harbourfront Centre provides administrative support, artistic guidance, marketing, media, production and sponsorship support, and venues free of charge.
- **Program Partnership:** part of a larger Harbourfront Centre produced event, fits within the event's theme and priorities. Production cost and venue cost is waived. Program will be marketed as part of the larger festival. Partner provides artists funds.

Programme Priorities

Harbourfront Centre CEP events are characterized by their multidisciplinary nature. In assessing applications our priorities will be to provide a critical meeting point for exchange of ideas among audiences and professional artists in the sharing of an artistic experience by addressing particular constituencies, interests, themes or ideas.

Specifically, a successful Community Partnership Programme proposal should include the following:

- The proposal should follow one of the partnership formats suggested above (please see past examples).
- At least 80% of the proposed event(s) must be free to the public

- The proposed event should include presentations as well as interactive educational programs/workshops
- There should be clear indication of funding sources outside of Harbourfront Centre

Eligibility - Who can apply?

CEP will only consider applications from incorporated, not-for-profit organizations whose mandates contain a strong arts and culture focus. Both community-based and professional organizations may apply. Proposed programmes must take place between September 2012 and September 2013.

The following applicants *will not* be considered: Individuals or for-profit organizations

Assessment Criteria

All partnership applications to CEP are evaluated in terms of:

- ✓ Artistic Expression and Innovation
- ✓ Educational Components in Programming
- ✓ Impact on Community
- ✓ Soundness of Budget
- ✓ Organizational Effectiveness
- ✓ Audience Potential
- ✓ Marketability

Application Procedure

All applications should include (please see templates on p. 8-10 to guide you):

- A profile of the organization
- A project description
- A short paragraph on your objectives for partnering with Harbourfront Centre
- A proposed budget for the event
- Descriptions of any relevant past projects undertaken by the organization
- Any other relevant support material

This program is competitive and submission of an application is not a guarantee of support.

Application Deadline

For Event/ Festival Partnership: April 15 (for September to May proposals)

For Program Partnership: April 15 (for Sept. to May proposals) or July 1 (for summer proposals)

Contact Information

For general questions and inquiries, or to obtain an electronic version of this application, please contact:

Stewart, Liz, Artistic Associate

416-973-5682

lstewart@harbourfrontcentre.com

or

D'Souza, Tanya, Assistant Artistic Associate

416-973-7029

tdsouza@harbourfrontcentre.com

Applications should be addressed to:

Community Partnership Application

Community and Educational Programmes

Harbourfront Centre

235 Queens Quay West

Toronto, Ontario M5J 2G8

Template – Programme Application

Please answer the following on a separate document and provide all relevant information.

Name of your organization: _____

Mailing Address: _____

Contact Person(s): _____

Contact Phone: _____ **Email:** _____

Proposed Event Title: _____

Proposed Date(s): (see pg. 19 for more details) _____

- 1. Profile of your organization:** (Brief history, organization mission and mandate, organization activities, list of your board of directors, main funding sources, relevant past projects related to the proposed programme etc.)
- 2. Describe the programme in detail:** (Curatorial theme(s), overview of key projects, standards used in determining artistic excellence in your project, types of performances, artists in consideration, duration of event etc.)
- 3. Describe the multi-disciplinary approach and the artistic disciplines represented in this programme:**
- 4. What are the demographics of your artists** (age, nationality, place of residence, stage in career, cultural heritage)?
- 5. Outline educational components in the programme, if any, and indicate their intended audience.**
- 6. Is there a programme similar to this in Toronto? How will the proposed programme be different? What are your objectives for partnering with Harbourfront Centre?**
- 7. How will this programme relate to and involve the community** (The community that you collaborate on the event with and the community that is your audience)?

8. **What are the demographics of your target audience** (age, interests, cultural heritage, where they reside)?
9. **What is the expected audience size?**
10. **Please outline the sources of funding for this programme:**
11. **Briefly describe potential sponsorship relationships:**
12. **Have you attended a Harbourfront Centre produced event in the past?**
13. **How did you find out about our Community Partnership Programme?**
14. **Is there additional information you would like to share about your organization or proposed programme?**

Template – Proposed Budget

Please prepare budget on a separate document. You may include additional fields as required.

Revenue

Grants- Art Councils	\$
Grants- Foundations	\$
Other Grants	\$
Sponsorships ¹	\$
Ticket Sales ²	\$
Vendor Rental	\$
Other Income (Please specify)	\$

Total Revenue	\$ _____
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Expenses

Artist & Performer Fees ³	\$
Performer Travel & Accommodation ⁴	\$
Performer Per Diems	\$
Honoraria & Judges Fees	\$
Equipment & Tech Rental	\$
Tech & Production Staff	\$
Site Security Staff	\$
Courier fees	\$
Supplies	\$
Decorations	\$
Reception and Hospitality	\$
Other Expenses (Please specify)	\$

Total Expenses	\$ _____
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Net Surplus / Financial Need⁵ \$ _____

Proposed Budget Notes:

¹ Partner's potential sponsors should not conflict with Harbourfront Centre's site-exclusive sponsors (see page 18).

² It is part of CEP's mandate that at least 80% of programming should be available to the public at no cost.

³ To foster artists and their careers, all performers and participants must be paid, either an artist fee or an honorarium. Artist fees must adhere to available Canadian standards.

⁴ Please remember to consider International travel costs if you are including International or out-of-town artists.

⁵ If there is a financial need, please indicate from where you would expect to obtain the additional funds to cover this need.

Proposed Venues Checklist (please complete and include in your application)

* Please note that certain venues may incur more costs than others.

T	Venue	Day(s) of week venue in use	Time of Day venue in use	Activity (exhibition, performance, screening etc.) Please describe as fully as possible.
<input type="checkbox"/>	Brigantine Room		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Brigantine Tent		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Marilyn Brewer Community Space		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Studio Theatre		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Miss Lou's Room		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	West Arcade		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Lakeside Terrace		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	WestJet Stage		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Redpath Stage		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Ann Tindal Park		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Natrel Pond/Rink		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Other YQC Venues:		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Fleck Dance Theatre*		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Enwave Theatre*		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
<input type="checkbox"/>	Other:		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
			<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	

Successful Partnerships in the Recent Past

The Community and Educational Programmes department is currently looking for partnership proposals in the following two categories: Event/ Festival Partnerships and Program Partnerships.

Festivals and Event Partnerships (1-3 day weekend events)

Harbourfront Centre is committed to forming deep and meaningful relationships with local communities to produce the highest quality events that are engaging and empowering our diverse audiences. Events can take between 8 months to over a year in planning, and all take place at Harbourfront Centre venues. In a partnership, Harbourfront Centre not only contributes the professional venues, but also provides programming, marketing, media relations support and guidance, as well as connects the partnering group to our vast networks and contacts in the cultural industry toward a successful event. Upon financial consideration, Harbourfront Centre may also provide some money toward production costs. The co-producing partner usually contributes all event related expenses (except for venue rental) and a dedicated team of professional staff to execute the event. Proposed events or festivals should be multi-disciplinary and should utilize multiple venues.

- **Franco-Fête:** a 3-day Francophone Festival in partnership with **La Franco-Fête de Toronto** (June 24-26, 2011).
- **Tirgan:** a 3-day Persian festival produced in partnership with the **Iranian Canadian Centre for Art and Culture** (July 17-20, 2008 and July 22-24, 2011)
- **Day of the Dead:** a one-day event produced in partnership with the **Latin Community Committee** (Last Saturday of October)
- **Barbados by the Water:** a 3-day event produced in partnership with the **Barbados Consulate and Tourism Authority** (June 15-17, 2007 and May 28-30, 2010).
- **Telus Taiwanfest:** a 3-day festival produced in partnership with the **Asian-Canadian Special Events Association** (August 27-29, 2010 and August 26-28, 2011)
- **Ashkenaz: A Festival of New Yiddish Culture:** a 3-day festival produced in partnership with the **Ashkenaz Foundation** (First weekend of September every two years)

Program Partnerships (generally part of a larger Harbourfront Centre produced event)

In a program partnership, Harbourfront Centre contributes the venue at which the program will take place, and markets the program as part of the larger festival or event that Harbourfront Centre is self-producing. Normal production staff cost is waived to the partner, however the partner is responsible for the artistic vision, administration coordination, as well as the artistic fee and related artist costs incurred in the program (i.e. Artist fee, material, transportation and accommodation, per diem etc.) The partner and Harbourfront Centre develop such program together based on the themes surrounding the host event or festival.

- Visual art and crafts exhibition and performances to represent a number of different refugee groups in Canada, in partnership with **Amnesty International**, as part of the **Canada Day Festival** (July 21, 2009).
- Film screenings, Q & A's with directors, and animation workshops to present and celebrate contemporary Caribbean film-making, in partnership with **Caribbean Tales**, as part of the **Island Soul Festival** (July 30 - August 2, 2010).
- Workshops for children and adults on Urban Agriculture, in partnership with **Evergreen**, as part of the **Hot & Spicy Food Festival** (August 13-15, 2010).

Other partnership opportunities

The Community and Educational Programmes department also operates Harbourfront Centre's summer kid's camps, March Break Camps, and School Visits programs. We have partnered with various performing arts companies and cultural groups in the past to deliver specific artistic programs (i.e. Improv theatre, dance, music production, film and animation etc.) to children and youth. For more information, please contact:

Elizabeth Lubowitz

Department Administrator

elubowitz@harbourfrontcentre.com

416.973.4747

Venues and Capacities

Venue	Liquor Capacity	Fire Capacity	Concert Set-up	Cabaret Set-up
Brigantine Room *	336	436	325	250
Studio Theatre *	n/a	192	192	n/a
Miss Lou's	n/a	100	100	n/a
Marilyn Brewer Community Space	95	224	n/a	n/a
WestJet Stage (Concert Stage) *				
Seated area	2001	1369	1369	n/a
Standing area	n/a	3300	n/a	n/a
Brigantine Tent	148	214	n/a	n/a
Lakeside Terrace *	238	337	n/a	n/a
Enwave Theatre **	422	350		
Fleck Dance Theatre **	446	446		

* Staged Venues ** Additional Production Costs Apply

Harbourfront Centre at night



Harbourfront Centre's Site-Exclusive Sponsors

Partnership Exclusivities 2011-2012 Category Corporate Partner Notes

YEAR ROUND:

Category	Corporate Partner
Energy Provider Enwave	Energy Corp.
Airlines WestJet Naming	WestJet Stage
Sweeteners	Redpath Sugar Ltd.
Dairy Products	Agropur – Division Natrel
Pets and Pet Food	Nestle Purina Petcare Div.
Beer Labatt	
Ice Cream <i>(Includes all Frozen Novelties)</i>	Nestle – Vital Link
Carbonated Soft Drinks <i>(Includes all beverages except milk, hot coffees, hot teas and hot chocolates)</i>	Pepsi Bottling Group
Toy/Play Blocks	LEGO Canada Inc.

SEASONAL:

Category	Corporate Partner	Notes
Agriculture	Greenbelt	Ongoing – Visual Arts
Hotel	Intercontinental Hotel Toronto	Ongoing – Summer Season (mid-May-Oct.)
	Westin Harbour Castle	Ongoing – Winter Season (Nov.-mid-May)
Financial	TD Bank Financial Group	Kuumba 2012
Financial	RBC Foundation	Learn to Skate 2012
Financial	RBC Royal Bank	HarbourKIDS: Family Skating Party '12

PLEASE NOTE: This list is subject to change. Please consult before pursuing

CALENDAR & DATES

The Event/ Festival Partnership application is for programmes commencing in **April 1, 2013 to March 31, 2014** only. However, not all dates will be available. Harbourfront Centre has a large roster of programs that return on an annual basis, and we will work to find dates that are mutually agreeable.