



# Performance Opportunity Program (POP)

## Event Proposal Application

Arts at the Armory is a non-profit arts venue located in Somerville, MA. POP provides an opportunity for organizations to host arts-focused events in our Hall (capacity 395) at minimal rental cost. The Center for the Arts at the Armory welcomes groups of all backgrounds to apply. To apply, fill out this application and submit to [info@artsatthearmory.org](mailto:info@artsatthearmory.org), or drop off in person. Please also include examples of relevant similar experiences, including video or pictures from other performances, news articles, etc.

<b>Name of Organizer</b>		<b>Date of Submitted Application:</b>	
<input type="text"/>		<input type="text"/>	
<b>Name of Organization (if applicable)</b>		<b>Proposed Month of Event, if preference:</b>	
<input type="text"/>		<input type="text"/>	
<b>Name of Event</b>		<b>Somerville Based Organization (y/n)?:</b>	
<input type="text"/>		<input type="text"/>	
<b>Organizer Phone</b>		<b>Type of event:</b>	
<input type="text"/>		<input type="checkbox"/> Concert	
<b>Organizer Email</b>		<input type="checkbox"/> Comedy	
<input type="text"/>		<input type="checkbox"/> Literary Arts	
<b>Organization Website</b>		<input type="checkbox"/> Dance	
<input type="text"/>		<input type="checkbox"/> Performance Art	
		<input type="checkbox"/> Theater	
		<input type="checkbox"/> Media Arts	
		<input type="checkbox"/> Film Screening	
		<input type="checkbox"/> Circus Arts	
		<input type="checkbox"/> Other:	

**Describe your event:**

Describe the value of your event to the Somerville/ Boston arts community:

Describe your need for financial assistance for performance/event space:

Proposed payment structure for guests attending your event:

Free to Public:	
Recommended Donation:	
Recommended Donation Amount:	
Ticketed:	
Estimated Ticket Cost:	

Planned marketing for your event:

Facebook event:	
Other social media posts:	
Press release distributed:	
Flyers distributed:	
Paid advertisements:	
Email marketing:	
Other advertisement:	
Describe:	

**\*COVID protocols including proof of vaccination and masking must be followed**

*\*Events must be open to the public (ticketed or otherwise).*  
*\*Applicants will be reviewed by the leadership team at Arts at the Armory based on the following criteria: a) artistic merit b) cultural relevance of proposed event c) the need for financial assistance d) how values of inclusivity, community and creativity will be incorporated.*  
*\*Groups cannot apply for an event date greater than 6 months in advance.*  
*\*Though your preferred month for your event will be taken into account, other months may be offered if there is an availability issue.*  
*\*Approved events will be offered off-peak (Monday through Wednesday) availability only.*  
*\*Cost for venue and rental for event organizer will be highly subsidized and possibly free depending on Arts at the Armory's fundraising success for POP. Our usual rental fee will be waived. For ticketed events, a \$1.50 charge per visitor will be given to Arts at the Armory.*  
*\*For ticketed events, ticketing should be handled by the event organizer.*  
*\*Depending on the nature of your event, Arts at the Armory will feature a cash bar staffed by Arts at the Armory, the profit of which will go to Arts at the Armory.*  
*\*Though Arts at Armory will place the event on our events calendar and social media outlets, promoters are required to lead marketing efforts.*  
*\*Events must meet all Armory policy standards, including our 9:30 event end-time, 95 decibel noise limitation, and our health and safety standards.*  
*\*COVID protocols including proof of vaccination and masking must be followed.*

Estimated Attendance:

Applicant Signature:

Date: