



**Asian Pacific Islander Cultural Center**

934 Brannan Street  
San Francisco, CA 94103  
Phone: 415.829.9467  
[www.apiculturalcenter.org](http://www.apiculturalcenter.org)

## **USAAF 2018 - CALL FOR FESTIVAL ENTRIES**

*The Asian Pacific Islander Cultural Center of San Francisco announces a call for entries for the 21st Annual **United States of Asian America Festival: Regenerative Community**. Please read the following section completely and carefully.*

**SUBMISSION GUIDELINES** | APICC is currently reviewing bodies of work for its 21st annual *United States of Asian America Festival* (USAAF). Individual artists, arts groups, and arts organizations are welcome to submit applications for events occurring in May 2018.

**FESTIVAL THEME** | Subject(s) of your program(s) and/or event(s) should focus on themes related to Pacific Islander and Asian American themes and culture, connecting specifically to this year's theme of **Regenerative Community**:

- ★ What can we do to care for ourselves and our community? How have our regenerative practices evolved and how are they vital to our sustainability?
- ★ What are historical traumas Asians and Pacific Islanders have faced and how have they shaped our history, our culture, and today? How are we as a community addressing these traumas and working towards a future of healing and restorative justice?
- ★ How do we renew and sustain our drive and passion to be artists, organizers, cultural workers, and community leaders in the face of oppression?

**SUBMISSION FORM** | The submission form can be found on the APICC website:  
[www.apiculturalcenter.org](http://www.apiculturalcenter.org).

Direct link to submission form: <https://apiculturalcenter.wufoo.com/forms/z1uhzo970kapwej/>

**DEADLINE & SUBMISSION FORMAT** | ALL SUBMISSIONS ARE DUE AT **11:59PM PST ON MONDAY, NOVEMBER 27, 2017**. No late submissions will be accepted. All files must be submitted through the online submission form.

If you have any problems with this submission form, please contact APICC's Artistic Director Melanie Elvena directly at [entries@apiculturalcenter.org](mailto:entries@apiculturalcenter.org). NO phone, post-mail, or in-person submissions will be accepted. Incomplete or incorrectly formatted submissions will also NOT be accepted.

Students and emerging artists are encouraged to apply. The selected and wait-listed artists or groups will be contacted by email by **Wednesday, December 6, 2017**.

**USAAF SUPPORTS** | All mediums of art and culture (e.g., theater, storytelling, stand-up comedy, dance, performance art, solo performance, literary, panel discussion, music, visual art exhibition, performance poetry, film, spoken word, variety showcase, multimedia productions, multi-art productions, etc).

**USAAF DOES NOT FUND** | Benefits and fundraisers. Events not open or accessible to the general public. Events occurring outside of the city and county of San Francisco.\*

**LEVELS OF SUPPORT** | Artists or groups are encouraged to apply to USAAF within one of the following three levels of support: **Member Event, Showcase Event, and Focus Event**. Featured Events and the annual visual arts exhibition are proactively selected through internal APICC processes.

**Member Event:** For artists, groups, or organizations who need promotional assistance. Those accepted in this category will receive:

- ★ Your event will be featured in the USAAF print calendar (sent to over 7,500 people in the Bay Area) and online calendar.
- ★ Receive APICC publicity support in the form of email marketing, press releases, event announcement posts, and social media marketing.
- ★ APICC's website will include a special section showcasing the artist or group and their work, featuring links back to the artist or group's website.
- ★ Access to professional development workshops in the following categories: Budget/Budget Tracking, Integrated Marketing, Taxes for Artists, Grant Writing, and Bio/Statement Writing.
- ★ Access to artist networking opportunities and special APICC festival previews.

*Please Note: Participants in this category may present anywhere in the greater San Francisco Bay Area. Participants in this level must have presented their work in APICC's festival in the past and agree pay the annual Association Fees.*

**Showcase Event:** An evening length event centering the work of the lead artist(s), and showcasing 2-4 artists curated within the theme/concept of the lead artists' vision. Lead artist(s) will serve as the producer of the event and receive production assistance from APICC. Example events:

- Concert headlined by lead artist, and featuring short sets by 2 other local bands.
- Literary salon celebrating the book release of a lead artist, with readings by 4 other writers.
- Exhibition featuring a series of 12 new photographs by a lead artist collaborative, and featuring 2 - 4 pieces by 2 visual artists curated within the theme of the lead artist's work.
- Film screening of a new short documentary by the lead artist, with 3 additional film shorts curated within the theme of the lead artist's work.
- A 30-minute preview of a new solo dance piece by a choreography duo, with a panel discussion featuring 3 choreographers.

Those accepted in this category will receive:

- ★ Up to \$3000 in artists fees (Up to \$1000 for producing artist, and up to \$500 for each showcase artist)
- ★ Up to \$850 in venue rental fees and assistance with booking one of the San Francisco Cultural Centers (SOMArts Cultural Center, African American Art & Culture Complex, Mission Cultural Center for Latino Arts, or Bayview Opera House) as chosen with the Artistic Director.
- ★ Up \$500 for video/photo documentation of proposed event/program.
- ★ Up \$500 for event technical staff such as lighting technician or stage manager.
- ★ Your event will be featured in the USAAF print calendar (sent to over 7,500 people in the Bay Area) and online calendar.
- ★ Receive APICC publicity support in the form of email marketing, press releases, event announcement posts, and social media marketing.
- ★ APICC's website will include a special section showcasing the artist or group and their work, featuring links back to the artist or group's website.
- ★ APICC will run box office for your ticketed event: online presale tickets and day-of-event box office. The artist/group will receive 90% of box office income.
- ★ Access to professional development workshops in the following categories: Budget/Budget Tracking, Integrated Marketing, Taxes for Artists, Grant Writing, and Bio/Statement Writing.
- ★ Up to 4 hours one-on-one technical assistance consultation with Artistic Director.
- ★ Access to artist networking opportunities and special APICC festival previews.

*Please Note: Participants in this category must present their event at an official San Francisco Cultural Center. Participants must plan to do a call for artists, performers, etc. in January. APICC will assist with booking the venue and the call for artists.*

**Focus Event** - Artists, groups, and organizations who want to produce an evening length event with: multiple artists supporting a lead artistic vision; a group/collective

creating collaborative work; two or three artists coming together to create a split show.

Example events:

- A collective of writers hosting a literary salon featuring their work.
- A choreographer presenting a new piece featuring a 4 person ensemble.
- Three comedians splitting an evening length show.
- A visual arts collective creating a full gallery show of their collaborative work.

Those accepted in this category will receive:

- ★ Up to \$1500 in artists fees.
- ★ Up to \$850 in venue rental fees.
- ★ Up to \$500 for video/photo documentation of proposed event/program.
- ★ Up to \$500 for event technical staff such as lighting technician or stage manager.
- ★ Your event will be featured in the USAAF print calendar (sent to over 7,500 people in the Bay Area) and online calendar.
- ★ Receive APICC publicity support in the form of email marketing, press releases, event announcement posts, and social media marketing.
- ★ APICC's website will include a special section showcasing the artist or group and their work, featuring links back to the artist or group's website.
- ★ APICC will run box office for your ticketed event: online presale tickets and day-of-event box office. The artist/group will receive 75% of box office income.
- ★ Access to professional development workshops in the following categories: Budget/Budget Tracking, Integrated Marketing, Taxes for Artists, Grant Writing, and Bio/Statement Writing.
- ★ Up to 4 hours one-on-one technical assistance consultation with Artistic Director.
- ★ Access to artist networking opportunities and special APICC festival previews.

*Please Note: Participants in this category must present their event in the City and County of San Francisco and have presented their work in APICC's festival in the past.*

*\*\*Money received from APICC can only be used to reimburse artistic fees.*

**ELIGIBILITY |** In order to be eligible to participate in USAAF:

- Pacific Islander and/or Asian American artists must be centralized within the artistic creation process, and constitute a majority of participating artists.
- Lead artist(s) must be based in the Bay Area (if outside Bay Area, contact Artistic Director Melanie Elvena to assess participation).
- Lead artist(s) must be over 18, but artists participating in the program can be all ages.
- Lead artist(s) must demonstrate the ability to produce their own event (i.e., including managing and executing all production, creative, technical, promotional, etc. responsibilities).
- Events must occur in May through mid-June, 2018.

- ❑ Agree to attend at least 3 of APICC’s professional development workshops in Budget/Budget Tracking, Integrated Marketing, Taxes for Artists, Grant Writing, and Bio/Statement Writing (but it is highly recommend that you attend all workshops).
- ❑ Be able to meet all marketing and artistic deadlines (see below).
- ❑ Be a legal resident of the United States (if you are not a legal US resident, contact Artistic Director Melanie Elvena to assess participation).
- ❑ Artists applying as a Member Event or Focus Event must have previously participated in USAAF as lead artist(s).
- ❑ Agree to pay APICC’s annual Association Fees (\$10 for Artists, \$25 for Organizations).

**IMPORTANT DATES |** In order to be eligible to participate in USAAF:

- ★ Application Live – October 30, 2017
- ★ Application Workshops – November 13, 15, 21, 2017 (See Application Workshops below)
- ★ Application Deadline – November 27, 2017
- ★ Artists Notified – December 6, 2017
- ★ Contract & Association Fee Deadline – December 9, 2017
- ★ Mandatory Orientation – December 9, 2017 @ SOMArts Cultural Center, 2-3pm
- ★ Grant Writing Workshop – December 9, 2017 @ SOMArts Cultural Center, 3:15-4pm
- ★ Budget – January 8, 2018 @ 44 Montgomery, 6:30-7:30pm
- ★ Artist Bio & Statement – Jan 24, 2018 @ 44 Montgomery, 6:30-7:30pm
- ★ Marketing – February 7, 2018 @ 44 Montgomery, 6:30-7:30pm
- ★ Marketing Deadline – February 23, 2018
- ★ Tax Workshop – March 21, 2018 @ 44 Montgomery, 6:30-7:30pm
- ★ Showcase Previews – early April 2018 @ TBD
- ★ Featured Preview – March 24, 2018 @ ACT Costume Shop, 8pm
- ★ Festival Kickoff Event – May 3, 2018 @ SOMArts Cultural Center, 6-9pm
- ★ Final Report Deadline – June 15, 2017

**APPLICATION WORKSHOPS |**

**Workshop I** - Monday, November 13, 2017 @ 6-7pm, Bayanihan Community Center, San Francisco.

**Workshop II** - Wednesday, November 15, 2017 @ 6-7pm, Oakland Asian Cultural Center, Oakland.

**Workshop III** - Tuesday, November 21 @6-7p, Virtual.

**Workshop Registration**



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## USAAF APPLICATION CHECKLIST

When filling out the USAAF 2018 online application, please make sure to have prepared:

**SHORT EVENT DESCRIPTION**

In 200 words or less, describe your proposed event including the event title, type of event, topic explored, and number of anticipated artists and audience members. As an example, “This proposal requests \$(AMOUNT) to support (TITLE), a (TYPE OF EVENT i.e., performance piece, literary reading, exhibition, etc.) exploring (TOPIC) and featuring (NUMBER OF ARTISTS) artists that will attract an estimated audience of (ESTIMATED AUDIENCE NUMBER).”

**PROJECT PROPOSAL**

In 500 words or less, please (1) describe the work that you plan to showcase, and (2) explain how this work is connected to this year’s theme – **Regenerative Community** – and how the subject(s) of your program(s) and/or event(s) focus on themes related to Pacific Islander and Asian American themes and culture:

- What can we do to care for ourselves and our community? How have our regenerative practices evolved and how are they vital to our sustainability?
- What are historical traumas Asians and Pacific Islanders have faced and how have they shaped our history, our culture, and today? How are we as a community addressing these traumas and working towards a future of healing and restorative justice?
- How do we renew and sustain our drive and passion to be artists, organizers, cultural workers, and community leaders in the face of oppression?

**GROUP OR ARTIST BIO & RESUME/CV**

Please provide relevant proof of capacity to successfully produce a well-organized and well-attended cultural event or performance similar to that which is being proposed in the form of:

- **Biography**
- **Resume/CV** including an exhibitions, performances, productions, etc.
- **Sizes of Audiences** for various past performances

#### ❑ **GROUP/ARTIST STATEMENT**

In 500 words or less, tell us about your mission, values, philosophy, modes of creation and/or collaboration, artistic inspirations, etc.

#### ❑ **ADDITIONAL SUPPORT MATERIALS**

Please provide minimum 3 additional support materials or work samples that will be useful for the selection committee to get to know your work and your ability to produce well-organized, well-attended events featuring skillful art or meaningful discussion. We will accept:

- **High quality images of your work and past events.** Please upload up to 3 high resolution images in .jpg or .jpeg format. The images must be at least 4"x6" or 6"x4". You may also provide a link to your online portfolio.
- **Links to online video clips of your work.** Please provide online links to high quality videos that are 3 minutes in length or less. You may also provide video clips with notated time segments in the "Special Instructions" for the selection committee to review. For password protected videos, please provide a guest password in the "Special Instructions".
- **Press coverage** in the form of full articles about your work.
- **Reviews and Testimonials** from audience members or other credible sources.
- **An excerpt of your script or literary excerpt.** Please upload files in .doc or .pdf format that are no more than 3 pages in length.

#### ❑ **BUDGET**

- **Please provide a budget** for your event/program outlining proposed income and expenses. Feel free to use this [Budget Template](#) and [Sample Budget](#).
- **Include any additional income sources** such as current and/or pending grants, fundraising campaigns, etc.