

## Required Attachments Best Practices and Tips

### What is the letter of intent?

The letter of intent is your opportunity to let us know more about the artist or ensemble and the proposed production. This section is a summary of the whole proposal and the most important section. This document is the primary reference that the selection committee and coordinators will use during deliberation. Use this letter as your chance to make the case for why your project should be recommended for inclusion. A letter of intent is not a vague exploration of an idea. It is assumed that you have already thought through your proposed project and are presenting an abbreviated description with this letter. Previous participants have found it helpful to have an objective observer or outsider to review the application materials.

### What is the descriptive copy?

We use the descriptive copy you provide in the Festival brochure, on our website and in other promotional materials. We encourage you to make this copy clear, concise, and compelling. If you have participated in the Festival before, we ask you to please submit new copy each year.

Copy will be edited at the discretion of Piccolo Spoleto staff.

### Here are some things you might include:

- Context for the show or performance
- A description of what the audience should expect
- A brief explanation of what the show is about
- Details on the ensemble's performance history or collaboration
- Selections from the musical program

### Here are things you should not include:

- First person point of view
- The dates of the production
- Passive voice
- Superlatives, ex: "the best show in Charleston" or "the funniest thing you will ever see"
- Quotes from critical reviews. (Press links can be included in another area of the application)
- Extraneous details, ex: "the director loves cats" or "she hails from Seattle"
- Eliminate words like "beautiful, great, fun, perfect, unique" from your copy. "What makes it unique?" "Perfect?" "Fun?" Draw out the descriptive details.

### What photos should I include with my application?

If available at this time, submit high resolution promotional photographs (300 dpi or greater) in a digital file format (JPEG, GIF, PNG). Include captions & photo credits. Live action shots, performance photos, or images that convey the arts discipline (i.e. with instruments/props or within a venue) are preferred. Images should be suitable for press distribution. Participating artists should submit new images each year. Please provide clean images that do not have a watermark or text on the image files.

Should you have any additional questions about press materials, please contact [culturalaffairs@charleston-sc.gov](mailto:culturalaffairs@charleston-sc.gov).