

## FAQS ABOUT PARTICIPATING IN PICCOLO SPOLETO

### ***What official designation or approval is required to participate in Piccolo Spoleto?***

All artists and ensembles selected to participate in Piccolo Spoleto will enter into a contractual agreement with the City of Charleston Office of Cultural Affairs – even those who plan to participate without receiving financial compensation. As such, a complete application must be submitted by the December 8, 2017 deadline to facilitate review of your proposed participation. This application is imperative for all artists – from large musical groups to buskers and street performers.

### ***How are artists compensated for participating at Piccolo Spoleto?***

As stipulated in our contractual agreements, the City of Charleston Office of Cultural Affairs is responsible for all aspects of ticketing for the Piccolo Spoleto Festival. In some cases, invited participating artists will enter into a presentation contract in which a mutually agreed artistic fee is paid to the artist without consideration of box office receipts. More often, a self-producing contract will be generated allowing the artist or ensemble to assume a greater financial risk while having direct participation in ticket sales revenue in lieu of a presentation fee. In no instance may an artist or ensemble issue tickets, solicit contributions at the door, or “pass a hat.”

### ***What will Piccolo Spoleto do to promote my performance or participation?***

The Festival will include your event in our advance ticket sales campaign; in press releases and media advisories; in the comprehensive Piccolo Spoleto program guide made available immediately ahead of the Festival; on the Piccolo Spoleto website, which features online ticketing; in e-newsletters and e-blasts promoting different series; and via social media. The broader promotion of Piccolo Spoleto includes television, radio, and print advertising, as well as information points and outdoor display including banners and posters in highly visible locations. Given the volume of offerings on Piccolo Spoleto and Spoleto Festival USA, however, it is incumbent upon participating artists and ensembles to actively promote their shows. We encourage you to augment our marketing outreach with your own promotional efforts.

### ***How long of a run of performances should I propose for Piccolo Spoleto?***

While we understand the expense associated with mounting a show or performing at Piccolo Spoleto, please bear in mind the number of other attractions and events on offer. Typically, music, opera, and dance performances are not repeated. Theatre producers are encouraged to limit the number of performances in order to maximize capacity during Piccolo Spoleto – a sold-out run of four performances is far better than an eight-show week of half-full houses.

### ***Is there work that is not appropriate for Piccolo Spoleto?***

Proposals that are gratuitously sensational, overtly political, or of questionable taste typically are culled out during our selection review process. If you are concerned about the content or style of your proposed event, please call our office to discuss your application in advance of the deadline.

### ***I was not accepted when I last applied to Piccolo Spoleto. Should I apply this year?***

Each year, we receive more qualified submissions than we are able to include on the Festival program. As such, re-applying is encouraged, so long as you are confident your proposal meets our basic criteria and guidelines. Feel free to call our office if you wish to discuss your proposal.

[Contact \[culturalaffairs@charleston-sc.gov\]\(mailto:culturalaffairs@charleston-sc.gov\) with questions.](mailto:culturalaffairs@charleston-sc.gov)