



The Los Angeles Dream Shapers

2010 New Artist Information

Thank you for your interest in participating with Dream Shapers as an artist on our roster of performers. We are an artist run non-profit organization that strives to create greater awareness and more work for performing, visual, variety and demonstrating artists. Keep in mind that there are many events each year, the Library Showcases, Program Preview Day and more that all artists, not just Dream Shapers artists, can participate in. We are always open to new artist participation however there is a process that all artists must go through and organizational policies that must be agreed to prior to becoming part of Dream Shapers.

We suggest you go to the website, www.dreamshapers.org and look over the website and especially the Artist pages and Program pages. You can also see more offerings that each artist can do independently for their promotion at www.programpreviewday.com and www.performersvideoshowcase.com.

PLEASE READ THE FOLLOWING INFORMATION
as it will be helpful for you to understand how we work.

Definitions:

Libraries – library shows

Preschools – preschool programs

City Events – fairs, festivals, community events, boy scouts, etc.

Schools – assemblies, student workshops, teacher workshops in K-6 elementary schools.

Performing arts – Dance, Music, Theatre, Storytelling

Visual arts – art, cartooning, crafts

Variety arts – Magic, juggling, mime, puppetry, marionettes, ventriloquism, and more.

Demonstration arts – Science and math demonstration, motivation, lectures, and more.

Before you start you need to:

1. Go to www.dreamshapers.org to see if you are duplicating a program that already exists. We try not to duplicate presentations. For example, if you are a storyteller of international folktales you would need to clearly tell us why you are different from what is already being offered. If you are a magician with a fun magic program and not thematic in some way, you probably will not get on the roster.
2. You will have to be available to perform throughout Los Angeles Metro (all but High Desert and Catalina), Orange County and San Bernardino Core (from LA, OC border to

Redlands. We do provide programs throughout Southern California in addition to the above required area list.

3. You will have to be available 7 days a week for possible programming from 8 – 8.
4. You will have to agree to all the organizational rules, structures and fees which are non-negotiable. All Dream Shapers artist work exactly the same way. We do not have different arrangements for different people.
5. Dream Shapers must be able to bill, less its discount, at the same prices you quote. We do not take your fees and add on to them.
6. You need to be willing to participate in additional advertising, or as part of a committee group for the promotion of Dream Shapers, its events, and its artists.
7. There is an inclusion fee that varies from artist to artists (from \$100 to \$350) for artists to become involved with Dream Shapers. This helps our non-profit cover costs for inclusion on the website and videotaping if artists do not have their own quality tapes.

Artists:

1. **You must** be an experienced performer with programs that have been performed successfully with live children's and family audiences in all or at least part of the markets we service (libraries, schools, preschools, city events)
2. **For School** programs you will need to clearly demonstrate your connections to the California Educational Standards.
3. **Your program must** be of the highest quality and professionalism.
4. **Must be able to provide:**
 - a. Photography for publicity
 - b. Our informational packet of personal information, biographies, program descriptions and more.
 - c. Contact numbers.
 - d. Quality Video footage is helpful.
 - e. Email contact for show requests, confirmations and more that are read and replied to regularly.

Programs.

1. **Thematic programs** are much more interesting to us than general "Fun" programs.
2. Having a **variety** of programs that you offer is beneficial.
3. Having the **flexibility** to provide new thematic programs for the libraries yearly summer reading program themes would be helpful to you.
4. We offer **programming for** preschool ages, K-5 elementary and family audiences. If your program does not work for any of these areas it will not work for us. (e.g. high school programs are not what we are looking for.

5. **All types** of performing arts, variety arts, visual arts, demonstration arts and student residencies / workshops are acceptable. If it's fun, interactive, ideal for children

Pricing, billing and payments:

- a. **WE BILL AT YOUR RATE.** We do not inflate pricing or sell your programs for a higher rate than you do. We have established some basic pricing guidelines that can be discussed when considering what we will charge for your programming.
 - b. **You Are Paid When We Get Paid.** This means that we must receive a payment for your show before we send you a payment. We do not pay in advance. Generally 50% of shows are paid in about 2 weeks. 60% of shows are paid within 30 days. 90% of shows are paid within 90 days and sometimes it can take 120 days to get paid. We have always collected and paid artists. More detailed information will be provided once you are accepted.
 - c. **Price Ranges.** Generally speaking the rates listed are for a solo performer, duo's and groups get different consideration that we will discuss. Rates for libraries range from \$175.00 to 350.00. Preschools from \$250 - \$400. City events from \$250 to \$550. Multiple person shows do get more money.
 - d. We will need to speak directly and discuss all pricing before they are finalized.
6. **Mileage:** There are no mileage fees charged to any client within the LA Metro, San Bernardino Core and Orange County Areas. There are established mileage fees that we can go over prior to joining the roster.
 7. **DreamShapers deducts 25% from the billing fee.** All prices we discuss will be Billing Fee. That is at the rate that Dream Shapers will charge and you must always keep in mind that you will receive 25% less than that. So \$200.00 Billing fee = \$50.00 to DreamShapers and \$150.00 to the artist.
 8. **Billing Fee.** Each invoice will have a total fee that is charged to a client. This includes any additional fees for mileage or supplies or any additional. Our 25% deduction is from the total amount on an invoice.
 9. There are **additional fees** and charges possible.
 - a. Failure to make a booking may not only cause you to be dropped from our roster, but it will also require you to still pay Dream Shapers its percentage for that show. If the show is rebooked, we will deduct an additional 25% from the new shows fee. For example: You miss a show for \$200.00. You will owe Dream Shapers its \$50.00 for that show. If the show is then rebooked for \$150.00 (you give a discount) then Dream Shapers will take 25% from that fee also.
 - b. Failure to confirm your program within 3 days of the show and has to confirm it for you can result in a \$25.00 confirmation fee.
 - c. Artists are often offered additional advertising opportunities to participate in that are paid for by the participating artists. You are not required to participate but the

will be fees if you do. We will let you know what they are in advance and you can determine whether or not you will participate.

10. There is a \$200.00 new artist fee that covers the costs to have you added to all our websites.

Benefits:

Dream Shapers artists, through the percentages taken, support these services:

- a. Advertising – we mail out and distribute over 15,000+ pieces of promotional material each year.
- b. Website and promotion – we get 1,00's of clicks per day on our website and are getting about 15% of our bookings from visits to our website (this is growing and we expect it to get to about 50% in 3 to 5 years)
- c. Reputation – Dream Shapers artists are amongst the best artists available in Southern California and after 14 years of service and promotion, our artists are recognized to be just that. So new artists join a roster of great performers with great reputations that reflects well on them.
- d. Work, Work, Work – DreamShapers is a non-profit arts organization that supports itself mainly through the percentage contribution of its artists to the fund. New artists are benefiting from tens of thousands of dollars that we have spent promoting Dream Shapers, it's artists and performing folk arts throughout southern California. We work daily on promotion and creating more work for artists.
- e. Office staff that answers calls, sets up shows, bills c
- f. Clients, follows up on payments and represents the artists to clients on a daily basis.
- g. Insurance: all programs and artists are covered by a \$2,000,000.00 liability policy.
- h. Participation on our online showcases.
- i. Cost effective joint advertising.
- j. Discounts at other online resources, for showcases and more.

General Requirements of Artists:

All Dream Shapers Artists are expected to follow the following rules of professionalism.

- a. Act in a professional manner at all times. Any problems, difficulties or the such are referred back to the office to handle.
- b. All programs presented are appropriate for children and family audiences.
- c. All programs are appx. 45 – 50 minutes in length
- d. You must call 1 week prior to a program (minimum of 3 days before) to confirm your program and verify date, time, location and show.
- e. That you review all confirmations and calendar information we send right away and let us know ASAP if there are any problems.
- f. That you plan to arrive at all programs at least 1 hour in advance of the show and announce yourself to the client. If you are running behind that you call and let the client know where you are and when you will arrive.
- g. That you always hand out cards and flyers (not your personal information) at all shows.

- h. That any future booking that may come to you as a result of a Dream Shapers booking is referred back to Dream Shapers for billing.
- i. If you are sick or not going to make it to an event that you notify DreamShapers early enough that we can make arrangements to cover your program.
- j. If artists have CDs, videos, books, t shirts etc. for sale they may be sold ONLY with prior consent from the event at which they are performing. Please do not assume that you can sell at any Dream Shapers.
- k. If you book a birthday party as a result of a Dream Shapers program, do so direct and we ask that you send a 10% tax deductible donation to Dream Shapers.
- l. Be online to look at email daily and respond to our notices and inquiries.

Guarantee. All artists guarantee their programs so that if they perform a show and the client, with reason, hates the program, they will be 1) offered a discount and 2) if that does not work, the client does not have to pay for the program. This has happened only 3 or 4 times over the past 15 or so years, but it is a possible loss of income that you need to be aware of.

What you need to do next:

If all of this is acceptable and you still want to pursue becoming an Dream Shaper Artist then please email Ken Frawley at kenf@dreamshapers.org and supply him with a website that he can view your shows and send an email addressing the following questions:

- 1) Provide a short bio on yourself with credits,
- 2) List events and locations in the past year where you have performed. (If you have letters of recommendations it would be good to send those.)
- 3) What type(s) of programming and themes do you offer?
- 4) How you see yourself fitting in our roster?
- 5) Can you give us dates for upcoming shows that we can attend to audition your program?

Once we've reviewed we will contact you. If you have not heard back from us within 2 weeks of your submission, please email Ken Frawley at kenf@dreamshapers.org.

If you have any questions, please email Ken Frawley at kenf@dreamshapers.org or call our staff in our office at (714) 771-1981.