



FORM FOR CONSIDERATION

GENERAL INFORMATION

Type of Event/Promotion: SoundWalk 2013
Contact Person: Marco Schindelmeyer Telephone: (562) 413-5868
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Address: 500 E Ocean Blvd # 912 Long Beach CA 90802

EVENT INFORMATION

Name of Event: SoundWalk 2013 Location(s): East Village
Event Date(s): Oct 5, 2013 Expected Attendance: 1000
Event Producer: Long Beach Flood Inc.
First time event: ☐ Yes ☒ No If no, how many events have taken place?: 9
Is this a free event?: ☒ Yes ☐ No If no, what is the cost to attend?: _____
Attendance you anticipate from Long Beach or the surrounding area?: % 80
Attendance you anticipate from outlying areas (more than 10 miles)?: % 20
How many room nights do you anticipate at local hotels?: NA
What is the demographic of your target attendee?: All ages

Will the event include food/drink vendors?: ☐ Yes ☒ No If yes, what kind?: _____

Will the event include other vendors?: ☐ Yes ☒ No If yes, what kind?: _____

Details: NA

PROJECTED BUDGET

Total Event Expenses: \$ 8,000

Total Event Revenue: \$ 0

Amount Requested from DLBA: \$ 2500

Please attach a detailed line-item event budget, inclusive of all expenses and revenues. Include all secured and projected revenue sources as well as a list of any pending sponsors.

If the sponsorship is awarded, 75% of funds will be provided prior to the event in the form of direct payment of an invoice or reimbursement of invoice. The remaining 25% of funding will be provided following your completion of the Post Event Report submitted to the DLBA, within 30 days of the event's conclusion.

Sponsorship funds can be allocated to equipment, product, marketing/advertising and City services. It is not applicable to administrative and event management fees.

DOWNTOWN STAKEHOLDER INFORMATION

All funding proposals must be supported by at least one Downtown Stakeholder (business owner or commercial property owner). Please include the name and contact information of a Stakeholder who is familiar with and supportive of your proposal.

Stakeholder Name: Kamran Assadi

Business Name: Utopia

Phone Number: (562) 432-6888

How will this event positively impact Downtown?: Soundwalk is a well attended multi-disciplinary art event and Perhaps one of the largest Indoor/ outdoor sound art festival in United States. In addition to Promote The East Village & Downtown as a destination for Contemporary art, The event would also generate a Significant boost to The local economy.

How do you plan to incorporate existing businesses into your event?: _____

Soundwalk by nature is dependent on local businesses. Each year we Partner with more than a dozen local business owners and turn their shops to hybrid galleries and exhibition venues.

What is your marketing/advertising plan (please include specific publications in which you intend to advertise)?: _____

We have used The Gazette's newspapers as our main print publication & advertising in the past nine years. We have also worked with OC Weekly, LA Weekly, District Weekly, City Beats and others in the past. In addition to print advertising, we would utilize online advertising on local websites along with no cost social media

What deliverables will the DLBA be entitled to if this proposal is accepted?: _____

DLBA would be recognized as our main sponsor with logo placement and acknowledgement on all print and online collaterals.

What other organizations are confirmed sponsors of this event/promotion and at what level(s)?: _____

Arts Council for Long Beach.

Please attach additional pages should you wish to provide more information

SOUNDWALK 2013

PROJECTED BUDGET

Production: \$3000

Stipend to artists: \$ 500

Event planning and coordination: \$1000

Facility rental: \$900

Directional signs: \$100

Equipment rentals: \$500

Advertising: \$3500

Design: Website and print collaterals: \$400

Print advertising: \$2000

Website banners: \$300

Post cards and posters: \$ 500

Event Map/ catalog: \$300

Fees: \$ 500

Event permit and Insurance: \$500

Total: \$7000

Amount Requested from DLBA: \$2500

WELCOME TO SOUNDWALK.ORG

2013 will be both SoundWalk's 10th anniversary and the centenary of Luigi Russolo's Futurist manifesto, "The Art of Noise." By rethinking approaches to sound production and aural perception, the Italian Futurists anticipated sound art. During SoundWalk 2013, we wish to honor them by presenting works that refer to, relate to or are informed by this historical document and precedent.

SOUNDWALK 2013 CALL TO ARTISTS

Artists who utilize, in any manner, sound in their work are invited to submit to the Tenth Annual SoundWalk event to be held in Long Beach CA on Saturday, October 5, 2013. Please visit the Soundwalk 2013 submission site for submission requirements and details on how to submit your work.

Deadline for submissions is Monday, July 1st, 2013. Feel free to forward this email to those individuals or groups you think might be interested in submitting.

100 years ago this week (March 11, 1913), Luigi Russolo's Futurist manifesto "The Art of Noises" was released. It was a letter that strove to open the sensorium to new ways of perceiving. It has been SoundWalk's mission to promote such aspirations and, we hope, our success to have done so. However, in order to continue to find new ways of perceiving, we must transcend the aural and move into other modes. As a result, this will be SoundWalk's last year. 2015 will be the launch year of a more expansive and daring event that will explore and respond to the synaesthetic experience in which cognitive boundaries dissolve and the senses converge.

WHY SOUNDWALK?

One of the youngest artistic genres to have approached maturation, sound art has yet to be fully recognized, in Southern California, by the gatekeepers of mainstream culture. It is FLOOD's aim, through this event, to raise awareness as well engender appreciation for art set forth in sound. It is also important that audiences, along with the larger community, are exposed to aesthetic sensibilities and innovative approaches that exist outside those of the contemporary mainstream.

SOUNDWALK 2013 Saturday, October 5th 6-10 PM

Application Deadline: July 1st, 2013

Notification of Acceptance: August 1st, 2013

(Submissions reviewed by an academic and artistic panel)

Application Fee for up to three proposals (nonrefundable): \$20.00

Now in its tenth and final year, SoundWalk, is an annual Long Beach art event produced by the artist group FLOOD. In a downtown area encompassing 4th Street and Linden Avenue, First Street and Elm Avenue, pure sonic art as well as works integrating any combination of the visual, conceptual and performative with the aural will activate, catalyze, inspire and surprise. Featured will be sculptures, environments, performances and installations. This year's event will continue the exploration of the concept of connectivity (spatial, geographical, personal, disciplinary etc.)

This being in large part an outdoor event, procuring power is problematic. As a result, proposals for self-contained, indoor-outdoor adaptable works will be receive special consideration.

It is important that artists realize that SoundWalk is a sound art event and not a music event. Work that examines the nexi and interfaces in which experimental music and sound art connect will be considered. If the work is characterized solely by elements of pitch, melody, rhythm, tempo or meter and does not explore or incorporate in some meaningful way acoustics, psychoacoustics, electronics, audio technologies, listening actions, performance actions, spatialization, conceptualization, timbralization, found sound, environmental sound,

Works that utilize live animals, hazardous materials or pose potential safety concerns will not be considered.

Please note: SoundWalk does not provide stipends or any other type of financial support for artists. Any costs for production of work and/or travel expenses are the responsibility of the artist. FLOOD will gladly write letters of support for those artists seeking funds elsewhere. Applications fees will be utilized to defray production costs for the event.

Any work accepted for presentation at SoundWalk2013 cannot be radically altered or substituted with another work without the approval of FLOOD.

Approval of radical alterations to accepted work should be negotiated via e-mail. Substitutions require the submission of a new proposal for review by FLOOD. FLOOD reserves the right to refuse, on the day of the event, any artist who has not fulfilled or followed the aforementioned expectations and procedures. In other words, do not switch works without previous approval.

As notification of availability by individual sites or venues is in some cases not provided until days before the event, curatorial decisions regarding the placement of works will be at the discretion of FLOOD.