



Fiscal Sponsorship Program Guidelines & Application

Mission: *The Hollywood Theatre is a not-for-profit organization whose mission is to entertain, inspire, educate and connect the community through the art of film while preserving a historic Portland landmark.*

The Hollywood Theatre is a 501(c)(3) nonprofit offering fiscal sponsorship to approved Oregon-based film projects that both support the Hollywood's mission and are actively seeking project funding. The Hollywood has been fiscally sponsoring a variety of film projects since 2003, helping established and emerging filmmakers create new, thoughtful works for the silver screen. The Hollywood also partners with film festivals and other educational programs to support their work.

Definition of Fiscal Sponsorship

Fiscal sponsorship is a formal financial and legal arrangement in which a 501(c)(3) public charity establishes a pre-approved grant relationship with groups engaged in activities that further its mission. Through this arrangement, the legal and tax-exempt status of the nonprofit is made available to the approved project for fundraising purposes, allowing the producers of the approved project to widen potential funding sources to include grants and donations available to nonprofit entities without starting their own nonprofit.

Benefits of the Hollywood's Fiscal Sponsorship Program

Fundraising

Upon acceptance of fiscal sponsorship by the Hollywood, producers for the project may apply for grants available to nonprofit entities and solicit tax-deductible donations using the Hollywood's umbrella. *Note: Funds may not be solicited from sources where The Hollywood Theatre has other proposals pending without The Hollywood Theatre's express approval.* This additional fundraising ability opens doors to a multitude of granting opportunities, as well as providing an avenue for soliciting donations from individuals who may be persuaded to give substantial funds in exchange for a tax-deductible donation receipt.

Note: If Producer undertakes any form of crowdsourcing fundraising campaign on behalf of the project (Kickstarter, Indiegogo, etc.) that process will be entirely separate from the fiscal sponsorship agreement. No funds raised via crowdsourcing will be processed by Hollywood Theatre.

As a Fiscal Sponsor, the Hollywood does not take any ownership of the project, nor infringe on creative control, copyright, or in any way prevent future sales or profit from the project once the fiscal sponsorship has concluded. The Hollywood seeks to be as non-intrusive as possible in monitoring projects, while assuring that the money raised is being properly disbursed and used for the project as intended. Sponsored projects are treated as separate legal entities that are

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responsible for their own tax returns, employment taxes, insurance, debts, liabilities and other legal obligations.

Consultation

The Hollywood Theatre staff delivers more than 30 years of combined experience in the independent film sector. Throughout project development, staff is available to discuss fundraising and film distribution strategies. The Hollywood will advise on proper use of non-profit funds and on reporting requirements for granting organizations. Additionally, staff is available to provide feedback on a rough-cut of the film.

Access to the Historic Hollywood Theatre

All Sponsored Projects have free access to the Hollywood Theatre for 1 event, including:

- 1) a fundraiser, casting call, or other development event, or
- 2) the premiere of the finished film.

Deadlines and Notifications

The Hollywood Theatre accepts sponsorship applications on a rolling basis and projects may be submitted for review at any time. Producers are strongly encouraged to contact the Hollywood prior to submitting an application to clarify any questions about the application process or project eligibility.

Eligibility/Application

To be considered, a project must be considered a “non-commercial” work (able to be financed by personal funds, donations, grants, corporate sponsorship, in-kind donations, etc., but NOT by offering investment for profit) and should fall into the following categories:

1. Documentary films, other works of nonfiction, or experimental films
2. Fiction works with proposed budgets that can realistically be raised in a non-commercial manner (see above)
3. Film Festival or film-related educational program (be sure to contact the Hollywood before applying to confirm your non-production project is eligible)

Additionally:

- The producer must be a U.S. citizen with a social security number or have a production company with a U.S. Federal ID number.
- The producer may not be a full-time student.
- The project proposal should reflect the ability to develop a high quality project.

The following criteria will be considered when reviewing applications:

- Whether the project supports the mission of the Hollywood Theatre.
- Overall quality of the proposal. It should be well written and engaging to the review board.
- A budget that is realistic for the project outlined.

- Proven or realistic potential fundraising ability of the project director and the identification of potential appropriate sources of funding for the project.
- Experience of key project personnel associated with the project and their feasibility of completing the project.
- Distribution potential of completed project.

How the Hollywood Theatre Sponsorship Works

Once accepted, the Hollywood Theatre acts as the Sponsored Project's exclusive fiscal sponsor for the duration of the project. All rights, title and interest to the project remain with the producer. In return, the Hollywood charges a standard administrative fee on a sliding scale:

- 6% of contributions totaling up to \$150,000
- 5% of contributions between \$150,000 and \$400,000
- 4% of contributions between \$400,000 and \$600,000
- 3% of contributions over \$600,000

(Note: If a sponsored project wants to accept donations via credit cards, additional fees apply.)

There is no application fee but all applicants are required to have a current Hollywood Theatre membership (at the \$35 level). If the project is accepted, this membership must be kept active via yearly renewal for the duration of the fiscal sponsorship.

The Hollywood Theatre processes all donations as follows:

1. We receive donations allocated for specific projects
2. Checks are deposited in our bank account. Once they clear our accounting department, a check will be issued to the producer within 10 business days
3. Checks are sent out to the producer with copies of donor checks for your records.
4. We suggest the producer contacts contributors directly with thank-you notes. Keep these in your files for your reference.
5. The Hollywood will send a letter for donations of \$250 or more, in accordance with IRS regulations, stating the tax-deductible donation was received.

Reports to Funding Organizations

1. When the producer receives a fiscally sponsored contribution through a funding organization, they will most likely require a report on how their money was spent.
2. The funding organization will set the deadline.
3. All reports must be submitted to the Hollywood either as a copy of the report submitted to the funding organization, or by sending two original copies to the Hollywood where the funder requires that the report be submitted from the Hollywood directly.
4. As part of the producer's fiscal sponsorship agreement with the Hollywood, the producer agrees to represent the Hollywood in a way that will not damage our relationship with any funders. As such, all reports must be submitted in full and on time.
5. As the producer's fiscal sponsor, the Hollywood is responsible for the funds the producer receives from funding organizations for the project. Failure to meet the requirements of the funding organization may result in their asking for their funds to be returned. If this happens, the producer will be required to return the funds, and the fiscal sponsorship will be terminated.

Reports to The Hollywood Theatre

Twice a year the Hollywood requires a status report from each producer.

1. The reporting periods are
 - * Mid-year: January 1–June 30, due by July 15 each year
 - * Year-end: January 1–December 31, due by January 15 each year
2. Current project budgets as of the end of each reporting period are required with each report.
3. The Hollywood issues a report template for all projects. The producer will be asked to provide the following information:
 - * Current full budget for the end of the period, including income and expenses.
 - * The amount the producer has raised for the project to date
 - * The amount the producer has raised through the Hollywood
 - * The amount the producer has raised that was not administered by the Hollywood
 - * Who the producer received contributions from and how much
 - * What phase the project is in
 - * Expected end date
 - * Whether the project still requires fiscal sponsorship
 - * How much the producer still needs to raise
 - * Updated contact information (if applicable)
4. All reports must be kept up to date and submitted on time to keep the fiscal sponsorship active.

Tax Reporting: The producer is responsible for maintaining his/her own financial records. The Hollywood will send the producer a 1099 form each year if revenue exceeds \$600. The producer is responsible for maintaining proper tax records should the Hollywood be required to provide any such records to tax authorities in the event of an audit. Producers should consult a tax advisor concerning participation in the program.

Application Process

To apply for the Hollywood Theatre's Sponsored Project Program, please submit the following application package:

- The Hollywood's Application Cover Sheet
- Project Proposal: this proposal will not only inform us of the details of your project, but will also give us an idea of your ability to create clear, concise proposals for funders. Guidelines are laid out below.
- Sample Work: Please submit a sample from the project you are proposing. If you don't have a sample yet, then please submit a sample from previous work and let us know how it relates to your current project.
- A current membership with the Hollywood Theatre (at least at the \$35 *Cast Member* level).
- References: please include a contact list of two personal or professional references.
- Script: Narrative projects must also submit a script.

Project Proposal Guidelines

Introduction

Please summarize your project in a few sentences.

Project Description/Treatment

This section should contain these sub-sections:

- Full Summary (approximately one page)
- Structure, Style & Format (after reading this we should be able to picture the film in our minds.)
- Director's Vision Statement/Need for Project – what is motivating you to produce it and why is there a need for this project to be made?

Fundraising Plans

How do you plan to fund this project? Please be specific with names of foundations, corporations and agencies you will be applying to for your project. Please detail any funds you have already received or that are secured. Are you going to individual donors or do you plan to hold a fundraiser? Be as detailed as possible. Applications with a thorough fundraising plan are more likely to get approved.

Distribution Strategies

Who is your primary audience and how will you reach them? What venues, distributors or alternate strategies will you use and why? This is the most important thing for funders – they want to see who will benefit from the work they fund. This is something that needs to be well thought out before production begins.

Budget

Please attach a total budget for your film, including pre-production, production, and post-production. Please be realistic: consider the viability of the project and its fundability.

Personnel Biographies

Please list all primary crew and supply a biography of each listed crew member (including you). If you are a first-time director/producer, make sure the rest of the personnel associated with your project are highly qualified. Funders rarely support projects of filmmakers with no track record.

Sample Work

Please submit a work-in-progress DVD for the project you are proposing, be it a trailer, an edited scene, or a rough cut. Most funders want to see an example of the project before committing funds. If you do not have a sample of the project you are applying for, please submit a sample of your previous work as a director (something that relates stylistically or thematically to your current project). Please include a statement as to how your sample tape relates to your submitted project.

References

References: please include a contact list of two personal or professional references.

Narrative Projects

Narrative (or fiction films) must also submit a treatment or the script.

Please mail the complete package to:

*The Hollywood Theatre
Attn: Fiscal Sponsorship Program
4035 NE Sandy Blvd, #212
Portland, OR 97212*

Please allow 4 weeks for a response. If you need a quicker response because of a looming grant deadline or because you already have funds secured, please let us know.

Additional Questions

If you have any additional questions about this application, please contact doug@hollywoodtheatre.org