Dear [HEAD OF FUNDING BODY],

We are writing to request funding for next terms ADC Week 4 Mainshow ‘Angels in America – Part One: Millennium Approaches’ by Tony Kushner.

This is a play we are extremely passionate about; it is a fantastic opportunity for queer actors in queer roles, a moving depiction of the New York AIDs crisis, and a scarily relevant portrait of an American landscape dominated by right wing politicians. It is such a great challenge for everybody on board, actors and tech team alike — for the actors, the parts is regarded as some of the most difficult and rewarding in western 20th century drama, and for the tech team it provides some real exciting challenges to tackle in its staging (an angel bursting through the roof in the final scene of the play, for example!)

Although we haven’t confirmed a set designer yet (we already have several applications to choose from), we have a fairly concrete plan for how we want the stage to look; we plan to construct three spaces out of CLS frames painted black, hopefully with LED tape along all the edges to give the illusion that the frames are themselves made out of light. Additional set dressing such as a sofa, hospital bed and desk/chair will mark out the spaces as the hospital room, Harper’s living room and Harper’s office, flying in set pieces such as a sink/washbasin to signpost the area outside the frame as, for example, a bathroom.

In terms of publicity, we have a specific role on our production team to ensure that the marketing of the show is a priority from the beginning. On top of the usual flyers/posters, we are hoping to release several teaser trailers towards the beginning of term, and organise a TCS Telly preview, as well as a written article from Varsity. We’d like to work with at least one UK-based AIDS charity, hopefully in a closer capacity than simply doing bucket collections for them after the show, to really emphasise the need to raise and maintain awareness of the issues surrounding the AIDS crisis.

Budget Breakdown

Rights: £575

Publicity: £100

Programmes £100

Set: £1,000

Props: £150

Costume: £200

Skip Charge: £150

Sundries: £50

Contingency: £100

**Total £2,425**

\*There is no PRS fee included in the above budget breakdown as all music used will be original compositions, courtesy of our composer.

Below is a table approximating the profit the show will generate between our target percentage of ticket sales (70%) and 100% sales, where the average ADC Mainshow price is £11.

|  |  |
| --- | --- |
| Target percentage of sales | 70% |
| What % of sales allows funding body to break even? | 43% |
| Profit at 100% sales | £5,617.92  |
| Profit at target % of sales | £3,932.54  |
| Profit at 100% sales after max show budget | £3,192.92 |
| Profit at target % sales after max show budget | £1,507.54 |

We hope that you can see why this is such an exciting production, and that you will be keen to have your society attached to it.

We look forward to hearing from you.

[SIGN OFF WITH YOUR NAME]