



## NEW AUDIENCE DEVELOPMENT (NAD) GRANT & TRANSPORTATION REIMBURSEMENT

*For the Bank of America 'SchoolTime' Series*

**MISSION:** This program was created to ensure that all school children in our community, regardless of economic background or any other social criteria, 1) have access to the performing arts and arts education; 2) are able to enjoy a professional theatrical experience at Ruth Eckerd Hall.

### NEW AUDIENCE DEVELOPMENT GRANT (Ticket Subsidy)

- Grants are awarded based on the economic need of a school. **Funds are limited** and are awarded on a first-come, first-served basis.
- These grants are all for 50% of the seat value advertised.

### TRANSPORTATION REIMBURSEMENT PROGRAM

- Rewards up to \$100.00 per bus.
- Reimbursement awards will vary depending on the economic need and number of performances for which you register. The amount of the reimbursement increases with multiple registrations:
  - FIRST SHOW: \$50.00 PER BUS
  - SECOND SHOW: \$75.00 PER BUS
  - THIRD SHOW: \$100.00 PER BUS

### REQUIREMENTS & PROCEDURES TO APPLY & RECEIVE AWARD(S):

To apply, schools **must have** at least 50% of student population on the free or reduced lunch program.

**Step 1-** Make reservations for the show(s) of your choice. Enroll online, by fax or by calling (727) 712-2706.

**Step 2-** Submit a completed NAD Grant application (must be done at least 30-days prior to attendance!)

**Step 3-** If accepted, you will receive an updated invoice and an **Award Letter** from us via email or fax.

- For **NEW AUDIENCE DEVELOPMENT GRANT**, the discounted amount will be applied to your invoice.
- For **TRANSPORTATION REIMBURSEMENT**, you must submit to us a copy of a paid invoice **OR** arrange for the bus provider to send a copy of the invoice directly to us.
- The **AWARD LETTER** must be signed by the teacher placing the reservation **AND** the school bookkeeper responsible for payment, then returned to us (*see contact information below*).

**Step 4-** The teacher(s) responsible for field trip must submit no less than **TWO completed activities or lesson plans** using the educational support materials connected to the show(s) being attended. ***These materials must be received no later than date of performance before any reimbursements will be permitted. This step is NOT optional. If these materials are not received, you will NOT receive the ticket discount or the transportation reimbursement. No exceptions.***

### Contact information:

PHONE: (727) 712-2706/ FAX: (727) 791-7449

EMAIL: rehedu@rutherfordhall.net

MAIL: Marcia P. Hoffman Performing Arts Institute at Ruth Eckerd Hall  
c/o Registrars  
1111 McMullen Booth Rd.  
Clearwater, FL 33759



**NEW AUDIENCE DEVELOPMENT (NAD) GRANT & TRANSPORTATION REIMBURSEMENT**  
**For the Bank of America 'SchoolTime' Series**  
**APPLICATION**

*\*Indicates Required Information*

\*Teacher(s) Name(s) \_\_\_\_\_

\*School Bookkeeper Name \_\_\_\_\_

\*School Name \_\_\_\_\_

\*Street Address \_\_\_\_\_

\*City \_\_\_\_\_ \*State: FLORIDA \*Zip \_\_\_\_\_

\*County \_\_\_\_\_ \*District \_\_\_\_\_ \* Pony Route # (Pinellas only) \_\_\_\_\_

\*Demographics: % free/ reduced lunch \_\_\_\_\_ %ESOL \_\_\_\_\_ %ESE \_\_\_\_\_

\*Work Phone (\_\_\_\_\_) \_\_\_\_\_ \*FAX Number (\_\_\_\_\_) \_\_\_\_\_

Cell Phone (optional) (\_\_\_\_\_) \_\_\_\_\_

1) Please check the program(s) you are applying for:

**NEW AUDIENCE DEVELOPMENT GRANT** \_\_\_\_\_ **TRANSPORTATION REIMBURSEMENT** \_\_\_\_\_

2) **Program Assessment:** Please tell us why your school is in need of a ticket grant or transportation reimbursement.

- a. # of students on free or reduced lunch \_\_\_\_\_
- b. # of homeless students \_\_\_\_\_
- c. # of students from single family homes \_\_\_\_\_

Please give a brief explanation of how participation in this program will support your school goals and/or curriculum. (If additional space is needed, please use the back of this application or attach additional pages to the application.)

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3) **Release of Materials** (to be completed by lead teacher) "I agree to the stipulation of sending The Hoffman Institute student samples of completed activities and/or lesson plans."

Name (please print): \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_