**GIFT OF THE ACADEMY APPLICATION FORM *2018***

**POLICY**

1) Gift of the Academy room hire bookings are available to charities or not-for-profit organisations whose remits are both connected to our industries (film, games and television) and whose events directly support BAFTA's charitable remit. We will look particularly favourably on:

* Organisations that are committed to addressing the balance of under-represented groups in the film, games or television industries, in accordance with BAFTA’s diversity policy.
* Organisations that form part of the Charities Forum, the collection of charities which Their Royal Highnesses The Duke of Cambridge – President of BAFTA – The Duchess of Cambridge and Prince Harry are patrons, where the purpose of the hire supports BAFTA’s aims in relation to the film, games or television industries.

2) The selected organisations will be asked to acknowledge the BAFTA gift in their relevant promotional materials, with the reference approved by BAFTA before publication.

3) Only one Gift of the Academy booking will be given to an organisation each year.

4) The Gift of the Academy support will be considered as a partnership activity which helps further our own remit and will be accounted for as such in our financial statements.

5) The maximum room hire value of bookings taken under the Gift of the Academy scheme in any one calendar year is £50,000 per year, with a maximum gifted benefit to each charity of £6,750.

6) Applications are invited throughout the year and these will be considered and approved in the October before the financial year in which the event will fall i.e.: in October 2014 for 2015 events. Therefore, it is important that prospective partners, both existing and new, are informed of the approval timetable to avoid disappointment.

7) There is no guarantee that an approved Gift of the Academy booking in one year will result in an approval the following year and we will seek to vary the partners in order to widen our support as much as possible. Please also note that Gift of the Academy bookings can only be granted to the same organisation for a maximum of three consecutive years, after which a one-year gap is required before another application from that organisation can be considered.

8) All applications must include information about the event, an explanation of why the event fulfils our Gift of the Academy criteria and the latest audited accounts of the applicant. The financial standing of the applicant organisation will be taken into consideration when considering the application.

9) Applications will generally only be considered for events taking place in January, February, April, July, August and September, during the venues ‘off peak’ periods. Requests outside of this period will be taken into consideration subject to the venues availability and the outcome of the Board on the individual applications.

10) The Head of Commercial Events is charged with summarising all applications, including summary financial information on the applicant organisation, in time for the October Board meeting when the applications will be considered.

11) The ‘Gift’ constitutes complimentary room hire as agreed by the Board, to the limit of £6,750.00. All additional elements of the event would then be chargeable, including a minimum catering/beverage spend, AV facility charges, and any ancillary products (e.g. flowers). A contract would be drawn up and signed for these elements and deposits/payments required accordingly.

12) BAFTA may at times create joint initiatives with organisations that meet the criteria above. In those cases, in addition to ‘Gift of the Academy’ room hire, BAFTA may provide other ongoing support, such as:

* Expert volunteers from the BAFTA membership.
* Promotion to BAFTA’s public audiences, in particular new talent.

***The British Academy of Film and Television Arts is a world-leading independent arts charity with a remit of bringing the very best work in film, games and television to public attention and supporting the growth of creative talent in the UK and internationally.***

**APPLICATION**

|  |  |  |
| --- | --- | --- |
| **BACKGROUND TO YOUR ORGANISATION**  *(Name, type of organisation, purpose, aims & objectives)* | | |
| **EVENT PROPOSED *(Description)*** | | |
| **NUMBER OF GUESTS:** | | |
| **WHO IS YOUR EVENT AIMED AT?** | | |
| **ENTRANCE TO EVENT *(free or ticket cost)*** | | |
| **IDEAL DATE FOR YOUR EVENT**  *(Morning, Afternoon, Evening, All day) – please include start and finish time (including set-up, rehearsal and de-rig if required)* | | |
| **Date:** | **Start time:** | **End time:** |
|  |  |  |
| **WHO WILL YOUR EVENT BENEFIT?** | | |
| **HOW DOES YOUR EVENT FULFIL OUR REMIT?** | | |
| **WHAT FACILITIES WOULD BE NEEDED?** | | |
|  | **Capacity** | **Y/N** |
| Princess Anne Theatre | 227 |  |
| David Lean Room | 200 |  |
| Run Run Shaw Theatre | 40 |  |
| Mezzanine | 150 |  |
| The Gallery | 30 |  |
| The Boardroom | 20 |  |
| **WHAT CATERING FACILITIES WILL YOU REQUIRE?** (A minimum spend would be applicable if the event is agreed) | | |
| **WHAT IS YOUR BUDGET FOR THE EVENT?** | | |
| **WILL YOUR EVENT BENEFIT THE FILM, TELEVISION OR INTERACTIVE INDUSTRY? IF SO, PLEASE EXPLAIN HOW:** | | |
| **DO YOU EXPECT YOUR EVENT TO RAISE MONEY FOR YOUR ORGANISATION?** *(Please provide an approximate amount)* | | |

**Deadline for applications:**

**Friday 15 September 2017**

**HOW TO APPLY**

Please return this application form, along with a copy of your company accounts and any other information you feel will support your application, to: Jenny Bones – [jennyb@bafta.org](mailto:jennyb@bafta.org)

Or send to:

Jenny Bones

Head of Commercial Events

195 Piccadilly

London

W1J 9LN