

Program Solicitation: National Endowment for the Arts Musical Theater Songwriting Challenge for High School Students

Proposal Receipt Deadline: May 3, 2017

The National Endowment for the Arts requires organizations to submit their proposals electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your proposal no later than 11:59 p.m. Eastern Time on the deadline date above. We strongly recommend that you **submit your application by April 24, 2017** to give yourself ample time to resolve any problems that you might encounter.

Background

The National Endowment for the Arts' **Musical Theater Songwriting Challenge for High School Students** (the "Songwriting Challenge") began in 2016 as an opportunity for students in three cities to showcase their songwriting talents and compete for the opportunity to participate in a mentorship and final competition in New York City. Working alone or in collaboration with one other student, contestants are challenged to create the lyrics and music for an original song that could appear in a musical theater show.

Now, the 2017-2018 Songwriting Challenge is being expanded to reach any eligible high school student across the United States. Students will compete for the opportunity to be one of six regional¹ finalists traveling to New York City for the Finalist Weekend in Spring 2018 to:

- Learn more about songwriting and sharpen their songwriting skills;
- Engage with professional musicians, singers, songwriters, and producers through an intensive songwriting mentorship;
- Experience their original song performed by professional musicians and singers; and
- Compete for the title of National Champion.

¹ **Region I:** AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY, AS, GU, MP; **Region II:** IL, IN, IA, MI, MN, ND, OH, SD, WI; **Region III:** AR, KS, MO, NE, OK, TX; **Region IV:** AL, FL, GA, KY, LA, MS, NC, SC, TN; **Region V:** DE, DC, MD, NJ, NY, PA, PR, VI, VA, WV; **Region VI:** CT, ME, MA, NH, RI, VT

During the Finalist Weekend, each student will be paired with a songwriting mentor with whom they will further develop their song in preparation for a final performance and judging. Students also will participate in learning sessions with musical theater industry professionals and attend a Broadway musical performance.

The National Endowment for the Arts is seeking an organization to coordinate and administer the Songwriting Challenge. The Cooperator will manage all aspects of the program, coordinate regional and national competitions, and develop and disseminate curricular materials and information about the program to potential applicants through partners such as regional, state, and local arts agencies; arts service organizations; music, musical theater, and theater organizations; and schools or other educational programs around the country.

Scope of Work

The purpose of this Program Solicitation is to select an organization (“Cooperator”) to coordinate and administer the 2017-2018 Musical Theater Songwriting Challenge for High School Students in conjunction with the National Endowment for the Arts. In brief, the Cooperator will:

1. Provide project management, including financial management, for the Songwriting Challenge.
2. Coordinate activities among project partners to promote the project, develop and disseminate online curricular materials, and recruit eligible high school students to apply.
3. Assist in the development and implementation of a communications plan for the project.
4. Coordinate the songwriting adjudication process from preliminary screening to regional winners competing at the national level.
5. Manage and produce a three-day Finalist Weekend to take place in New York City in Spring 2018.

Detailed Requirements

The Cooperator will work with the National Endowment for the Arts’ Project Director, and through the National Endowment for the Arts’ Project Director with other agency staff as appropriate, on all aspects of this program. The National Endowment for the Arts’ Project Director will be the Director of Theater and Musical Theater.

The Cooperator will consult with, and will secure the approval of, the National Endowment for the Arts’ Project Director in carrying out the responsibilities below.

The Cooperator will:

- Prepare a project plan, detailed budget, and schedule for the series of activities relating to the Songwriting Challenge. Provide the National Endowment for the Arts' Project Director with project updates in a mutually-agreed-upon format and timeline.
- Leverage networks of new and existing partners to accomplish the Songwriting Challenge activities listed below:
 - Promote the Songwriting Challenge to high school students, particularly in formal and informal music and theater learning environments;
 - Produce a short promotional video of well-known artists who discuss the importance of musical theater songwriting;
 - Recruit eligible high school students to participate;
 - Plan and develop songwriting support, as well as production and technical support options for high school students during the contest period, including, but not limited to, live workshops and online curricular/educational resources;
 - Enlist qualified volunteers for preliminary application screening, if necessary, and implement virtual regional adjudication panels; and

Potential partners include regional, state, and local arts agencies; arts service organizations; music, musical theater, and theater organizations; and schools or other education programs.

- Assist in the development and implementation of a communications plan for the Songwriting Challenge, including awareness campaigns, student recruitment efforts, and competition announcements.
 - Utilize materials provided by the National Endowment for the Arts and tailor for use as needed. Manage distribution of materials through partners, online, and other media channels.
 - In coordination with the National Endowment for the Arts, provide public relations and social media leadership to build local and regional awareness.
 - In coordination with the National Endowment for the Arts, support efforts to announce the national and regional winners, as well as runners-up.
 - Coordinate directly with partners to further disseminate outreach materials and announcements, particularly ensuring local and regional awareness.
- Coordinate the songwriting adjudication process from preliminary screening to regional winners competing at the national level.
 - Verify applicant eligibility and implement an application review process utilizing the National Endowment for the Arts-approved rubric. Applicants will submit materials through a web-based platform developed by and hosted on the National Endowment for the Arts' website. The National Endowment for the Arts will specify student eligibility criteria and application requirements.

- Engage well-known artists and producers to participate in the preliminary, regional and final adjudication process. Provide names and bios of reviewers to the National Endowment for the Arts in advance for approval.
- Select six regional Songwriting Challenge winners and at least two runners-up per region to present to the National Endowment for the Arts for approval.
- Ensure conflict of interest standards are enforced throughout the adjudication process.
- Manage and produce the three-day Finalist Weekend to take place in New York City in Spring 2018.
 - Arrange and pay for all air or other appropriate travel; ground transportation to and from airports/train stations, hotels, and all planned ancillary events; and per diem including lodging (up to three nights) for up to two winners from each region and one chaperone per student.
 - Develop and produce materials for the mentorship and national competition including a run of show; schedules; sound design; signage; invitations; programs; and other relevant requirements. The Cooperator is responsible for making sure that all of the necessary materials, services, and equipment to carry out the mentorship and national competition are available.
 - Identify and contract with an appropriate venue. The Cooperator will work with this facility to ensure effective communication and a clear outline of roles and responsibilities.
 - Identify and contract with, as needed, any vendors necessary to carry out the Finalist Weekend such as professional musicians, singers, songwriters, production assistants, food and beverage providers, and consultants.
 - Arrange for all ancillary events. The Cooperator is responsible for any room rental costs as well as any necessary payments for special participants.
- Follow the Cooperator's approved written procurement policies if consultants or vendors are selected by the Cooperator as part of this project. In addition, the Cooperator's policies must be consistent with all requirements of the Uniform Guidance procurement standards described in 2 CFR 200.318. Consultants or vendors engaged by the Cooperator as part of this project will be required to agree that any information gathered will be used only for the purposes described in the Cooperative Agreement. The Cooperator must seek approval for any consultants or vendors before they are engaged.
- Obtain any necessary rights, permissions, licenses, and releases as appropriate to the project (the "Rights"). The Rights may include, but are not limited to, permissions for audio, video, visual images, and/or music. If relevant, the National Endowment

for the Arts' Project Director will coordinate discussions or meetings between the Cooperator and the Office of General Counsel to ensure that the rights secured meet the National Endowment for the Arts' needs. The National Endowment for the Arts reserves the right, in its sole discretion, to determine whether the Rights provided are satisfactory to it. The Cooperator accepts sole responsibility for, and will defend, indemnify and hold harmless the National Endowment for the Arts from, any liability arising from deficient Rights and/or the Cooperator's warrants or statements about the Rights. Copies of the permissions/releases must be provided to the National Endowment for the Arts in accordance with any requirements provided by the Office of General Counsel.

- No later than 90 days after the completion or termination of the Cooperative Agreement, submit electronically to the Grants & Contracts Office and to the National Endowment for the Arts Project Director, a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425. The FDR must include recommendations for the future.

Responsibilities of the National Endowment for the Arts Project Director

The National Endowment for the Arts Project Director will:

- Advise and assist the Cooperator throughout the course of the Songwriting Challenge project. Work with the Cooperator to refine project timeline, plans, budgets, division of responsibilities, and event(s) schedule.
- Develop the Songwriting Challenge submission guidelines, application review process, eligibility criteria, and a scoring rubric that will be used by reviewers.
- Ensure access to and provide technical support for the online platform developed by the National Endowment for the Arts to support the application submission and application review process.
- Approve application reviewers as well as the list of students advancing to the final competition and the final winner(s).
- Approve the date(s), location(s), and schedules of all project events and any ancillary activities.
- Review and approve the proposed vendors necessary to carry out the program, such as professional musicians, singers, songwriters, production assistants, food and beverage providers, and/or consultants.
- Coordinate with the National Endowment for the Arts' Office of Public Affairs and the Cooperator to develop a comprehensive communications plan, including messaging, promotional materials, videos, marketing language, and press releases.

- Consult with and seek approval from the Office of General Counsel for any organizations or individuals that offer to sponsor activities in conjunction with the Songwriting Challenge.
- Act as liaison between the Cooperator and other National Endowment for the Arts staff (e.g., Office of Public Affairs, Office of General Counsel) involved in the project.

Estimated Schedule

The schedule below is a preliminary, tentative schedule only. The National Endowment for the Arts will work with the Cooperator to identify dates related to specific project activities before the Cooperative Agreement is finalized.

July to October 2017	Cooperator refines project plans and schedule with the National Endowment for the Arts. Cooperator develops and releases online songwriting curricular materials; publicizes program.
October to December 2017	Submission period open to students. Cooperator makes arrangements for application adjudication and Finalist Weekend activities.
January 2018	Regional Judging
February to March 2018	Regional Finalists are announced. Arrangements for the Finalist Weekend are finalized. Mentors and judges are selected.
Spring 2018	Finalist Weekend takes place in New York City. National winner is announced.
June 30, 2018	Period of Performance ends.
September 30, 2018	Submit Final Report.

Award Information

Cooperative Agreement Amount

The National Endowment for the Arts expects to award one Cooperative Agreement of up to \$120,000, contingent upon the availability of funds.

This Cooperative Agreement does not require cost share/matching funds. However, any project costs beyond the amount above must be covered from non-federal sources other than the National Endowment for the Arts.

Period of Performance

Project activities may begin on or after July 1, 2017, and may extend for up to 12 months. Although the Cooperative Agreement may not be awarded until September 2017, allowable costs can be incurred as of July 1, 2017.

An organization may not receive more than one National Endowment for the Arts award for the same costs during the same or an overlapping period of performance. In addition, different awardees may not receive federal funds for the same project costs during the same or an overlapping period of performance.

Applicant Eligibility

Nonprofit, tax-exempt 501(c)(3), U.S. organizations; units of state or local government; or federally recognized tribal communities or tribes may apply. To be eligible, the applicant organization must:

- Meet the National Endowment for the Arts' "**Legal Requirements**" at the time of application.
- Have at least three years of experience in performing arts presenting and producing prior to the application deadline.
- Have submitted acceptable Final Report packages by the due date(s) for all National Endowment for the Arts award(s) previously received.

An organization may submit only one proposal under this program solicitation.

You may apply to other National Endowment for the Arts funding opportunities, including Art Works, in addition to the Musical Theater Songwriting Challenge for High School Students program solicitation. In each case, the request must be for a **distinctly different project**.

How to Prepare and Submit an Application

Organizations are required to submit their applications electronically through Grants.gov, the federal government's online application system. **The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on May 3, 2017.** We strongly recommend that you submit by April 24, 2017 to give yourself ample time to resolve any problems that you might encounter.

Submitting an application is a two-step process:

1. Before you submit through Grants.gov for the first time, you must be registered. This is a multi-step process for which you should allow at least two weeks. Registration must be completed before you can apply. See "**Get Registered**" for details. If you have already registered with Grants.gov, renew/verify your

registration with Grants.gov and make sure that all of your information is current before you apply. Before you submit through Grants.gov for the first time, see "Apply Electronically Through Grants.gov" beginning on page 10 for further instructions.

2. Follow the detailed instructions for submitting items such as the application narrative, bios, project budget, and supporting information in the "How to Prepare and Submit an Application" section beginning on page 18.

Application Review

Proposals will be reviewed on the basis of the following criteria:

The artistic excellence of the project, which includes the:

- Potential for this activity to be carried out at the highest level of artistic quality including the applicant's commitment to and experience with musical theater songwriting, curriculum development, and event production.

The artistic merit of the project, which includes the:

- Degree to which the project correlates to the applicant's mission and programs.
- Quality and clarity of the project design and event production plans.
- Ability to adjudicate an artistic competition with a panel review.
- Ability to carry out the project on time and within budget including the appropriateness of the budget.
- Qualifications and experience of staff involved in the project.

Proposals are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chairman of the National Endowment for the Arts. The Chairman makes the final decisions on all awards. It is anticipated that applicants will be notified about the selection of a Cooperator in July 2017.

NOTE: All recommended National Endowment for the Arts applications undergo a review to evaluate risk posed by the applicant prior to making a federal award. This may include past performance on grants, meeting reporting deadlines, compliance with terms and conditions, audit findings, etc.

Award Administration

Travel Policy

Travel costs – including lodging, meals, and incidental expenses – must be reasonable and allowable in accordance with 2 CFR Part 200.474 as applicable. These costs must

not exceed:

- Travel charges normally allowed by the applicant's institutional policy. (The selected organization must submit a copy of this policy, if it exists, to the Grants & Contracts Office before a Cooperative Agreement can be finalized.); or
- In the absence of an institutional policy on travel costs, costs established in the government-wide Federal Travel Regulation.

No federal or matching funds can be used to support federal staff travel or National Council on the Arts Members' travel.

Crediting Requirement

The Cooperator must clearly acknowledge support from the National Endowment for the Arts in all material related to this project. We will provide the Cooperator with specific requirements for this acknowledgment.

Subsequent Cooperative Agreements

The National Endowment for the Arts may enter into up to four subsequent Cooperative Agreements with the recipient of this Cooperative Agreement. Any such future Cooperative Agreements, however, would be subject to agency priorities, the availability of funds, Cooperator performance, and the agency's regular review process.

General Terms and Conditions

National Endowment for the Arts Cooperative Agreements are subject to the [General Terms and Conditions for Grants and Cooperative Agreements to Organizations](#).

Project Reporting and Evaluation

Through this program we intend to achieve the following objective: *Learning: (Lifelong Learning in the Arts)*. If an award is received, the Cooperator also will be asked to provide evidence of those results. Before applying, please review the [reporting requirements](#).

Agency Contacts

If you have questions about programmatic requirements, contact:

Greg Reiner, Director of Theater and Musical Theater
202/682-5482 or reiner@arts.gov

If you have questions about award administration, contact:

Nicki Jacobs
NEA Grants & Contracts Officer
202/682-5403 or jacobsn@arts.gov

[REMINDER: If you have questions about your Grants.gov registration or the mechanics of getting your application through the Grants.gov system, you should contact Grants.gov, not the National Endowment for the Arts. Call the Grants.gov help desk at 800-518-4726, e-mail support@grants.gov, or consult the information posted on the Grants.gov Web site at Support. The Grants.gov Contact Center is available 24 hours per day, seven days a week.]

Reporting Burden

The public reporting burden for this collection of information is estimated at an average of 20 hours per response including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We welcome any suggestions that you might have on improving our Program Solicitations and making them as easy to use as possible. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: webmgr@arts.gov, attention: Reporting Burden. NOTE: Applicants are not required to respond to this collection of information unless it displays a currently valid U.S. Office of Management & Budget (OMB) control number.

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OMB No. 3135
Expires 12/31/2019

Apply Electronically Through Grants.gov

Organizations are required to submit their applications electronically through Grants.gov, the federal government's online application system.

The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on May 3, 2017. We strongly recommend that you submit your application by April 24, 2017 to give yourself ample time to resolve any problems that you might encounter. The National Endowment for the Arts will not accept late applications.

Register or Renew/Verify Your Registration with Grants.gov

It is your organization's responsibility to create and maintain a regularly updated registration with Grants.gov. This includes registration with the **System for Award Management (SAM)**, where your organization's information must be renewed annually. **Finalize a new or renew an existing registration at least two weeks before the application deadline.** This should allow you time to resolve any issues that may arise with Grants.gov or SAM. Failure to comply with these requirements may result in your inability to submit your application.

If your organization is not yet registered, go to Grants.gov's **Get Registered**. **Allow a minimum of two weeks for this multi-step, one-time process.** If your organization already has registered, **renew your registration with SAM and verify that your registration with Grants.gov is current.**

If you have problems with registration:

- SAM Federal Service Desk: Call 1-866-606-8220 or see the information posted on the SAM website at **SAM User Help**.
- Grants.gov Contact Center: Call 1-800-518-4726, e-mail **support@grants.gov**, or consult the information posted on the Grants.gov website at **Support**. The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

Maintain documentation (with dates) of your efforts to register or renew at least two weeks before the deadline.

You do not need to complete the registration process to download the application package and begin to prepare your material (see below). However, you will need your Grants.gov Username and Password that you obtain during the registration process to submit your application.

Registration Tips:

- **Register early.** Registration is by far the hardest part of the whole process. Don't put it off to the last minute. Grants.gov advises that registration usually takes up to 5 business days but it can take longer; we recommend that you allow at least two weeks. For help, call the Grants.gov Contact Center at 1-800-518-4726, e-mail **support@grants.gov**, or consult the information posted on the Grants.gov website at **Support**. The Grants.gov Contact Center is available 24 hours a day, 7 days a week.
- **Be extremely careful when entering your registration information and make sure your information on file with the entities involved is correct and consistent.** In the second step of the registration process, your information will be validated with the IRS and Dun & Bradstreet (D&B). If your information doesn't match exactly -- like having a comma in your organization's name on file with the IRS, but not with D&B -- it can snag your registration.

- **Make sure your registration information is up to date.** Your organization's System for Award Management (SAM) registration -- part of the Grants.gov registration process -- must be renewed every year. SAM will alert your organization's SAM Point of Contact when it is time for renewal. You can check your current SAM registration status by entering your DUNS number at "[Search SAM](#)" at www.sam.gov. Also verify your registration with Grants.gov and make sure it is current before you apply, especially if your e-mail address has changed.
- **Even if you aren't registered, you can work on an electronic application.** While you need to be registered in order to submit an application, you don't need to be registered (or an AOR) in order to work on one.

Creating your application:

- **Review the Grants.gov software requirements.** You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer in order to access, complete, and submit applications. Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.
- **Yes, the DUNS is important.** The DUNS you enter on the SF-424 form must match exactly the DUNS you used when you registered with SAM. If it doesn't match -- even if you just transpose two digits -- we won't get your application because the Grants.gov system will kick it back to you. If your organization has more than one DUNS (many do), make sure you're using the right one for applying via Grants.gov.
- **You're the only one who can ensure that your application is complete.** Yes, the Check Package for Errors function on the forms will tell you if you missed a required field but it can't tell you if your application was validated and accepted by Grants.gov. See below.

Submitting your application:

- Submit your application by May 3, 2017 to give yourself ample time to resolve any problems that you might encounter. You take a significant risk by waiting until the day of the deadline to submit.
- **Just because Grants.gov received your application doesn't mean it's been accepted.** Ensure that your application was validated and accepted by the Grants.gov system. Go to [Track My Application](#) to track the validation and progress of your application submission through Grants.gov. There are several reasons applications may not be validated. Maybe there was a problem with the DUNS (see above). Bottom line: Don't wait until just before the deadline to submit. If you turn off your computer right after submitting, you may not learn the application was kicked back until too late. Give yourself some extra time to make adjustments and resubmit, if necessary.
- **Sometimes the problem isn't Grants.gov or you, it's your computer.** You'll need to work with your own IT administrator to fix the problem. It may be due to

the presets on your computer or your Internet Service Provider. If your IT administrator isn't available, just try submitting from another computer and see if that works. Another reason to submit early!

Download the Application Package

1. Verify your software.

You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer before you download your application package from Grants.gov. Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.

Please go to "**Recommended Software**" to see the compatible versions of Adobe Reader or to download and install Adobe Reader. Please see important information about versions of Adobe Reader DC [here](#).

2. Access the application package on Grants.gov by clicking on the link below:

DOWNLOAD

[Funding Opportunity Number: NEAPS1703]

This will bring you to the "Selected Grant Applications for Download" screen.

Download the application package and follow the instructions below. **It is not necessary to download the instructions from Grants.gov** as you will merely be directed back to **the instructions in this document**.

Do not open a Grants.gov "Workspace" environment to create, prepare, or submit your application materials.

3. When you download the application package, the Grants.gov "Grant Application Package" screen will open. Click on the "Save" button and **save the application package to a location on your computer or network where you can find it readily**. Save your application each time that you work on it. You will get the message: "The File already exists. Replace existing file?" Click "Yes" to ensure that you always save the most recent version.
4. You can access each Mandatory form by clicking on it OR you can scroll down your screen and you will come to each form in succession.

The two forms are:

- **Application for Federal Domestic Assistance/Short Organizational Form (SF-424)**: This form asks for basic information about your organization and project. Complete this form first. Data entered here will populate fields of other forms where possible. Instructions for completing this form begin on page 14.
- **Attachments Form**: This is not a form in the conventional sense, but rather a place to attach additional items (e.g., your application narrative and the Project Budget Form) that must be included for your Grants.gov application package to be considered complete. Instructions for completing this form begin on page 18.

Submit Your Electronic Application

1. Check the size of your electronic application. The total size should not exceed 10 MB.
2. To begin the submission process, click the "**Save & Submit**" button. [This button will not become active (and turn from light to dark gray) until you have saved your application with all required fields completed. Clicking this button will prompt you to save your application package one last time. When asked if you want to replace the existing file, click "Yes." You will then be reconnected to Grants.gov and the Internet.] **You will be prompted to provide your Grants.gov Username and Password that you obtained during registration.**
3. Click the "**Login**" button. This will bring you to the "Application Submission Verification and Signature" screen, which provides a summary of the Funding Opportunity for which you are applying. Click the "Sign and Submit Application" button to complete the process. **Be certain that you are satisfied with your application before you click this button. No revisions to your application are possible through Grants.gov once it is submitted.**

If you have difficulty submitting, go to [Adobe Reader Error Messages](#) or [Applicant Resources](#) for several tools and documents to help you.

4. Ensure that your application was validated and accepted by the Grants.gov system. Go to [Track My Application](#) to track the validation and progress of your application submission through Grants.gov.

Application Instructions

For a complete application, follow Steps 1 and 2 below:

Step 1: Fill out the Application for Federal Domestic Assistance/Short Organizational Form (SF-424)

NOTE: All asterisked (*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

1. Name of Federal Agency: Pre-populated.
2. Catalog of Federal Domestic Assistance Number: Pre-populated.
3. Date Received: This will be filled automatically with the date that you submit your application; leave blank.
4. Funding Opportunity Number: Pre-populated.
5. Applicant Information:
 - a. Legal Name: Enter the legal name of your organization as it appears in the current IRS 501(c)(3) status letter or in the official document that identifies the organization as a unit of state or local government, or as a federally recognized tribal community or tribe. (Do not use your organization's popular name, if different.)

b. Address: Use Street 1 for your street address or post office box number, whichever is used for your U.S. Postal Service mailing address. Street 2 is not a required field and should be used **only** when a Suite or Room Number or other similar information is a necessary part of your address. Do **not** use Street 2 to give a second address for your organization.

In the Zip/Postal Code box, enter your **full 9-digit zip code that was assigned by the U.S. Postal Service**. (You may look it up at www.usps.com/zip4/.)

d. Type of Applicant: Select the item that best characterizes your organization from the menu in the first drop down box. Additional choices are optional.

e. Employer/Taxpayer Identification Number (EIN/TIN): Enter the 9-digit number that was assigned by the Internal Revenue Service; do not use a Social Security Number.

f. Organizational DUNS: All organizational applicants for federal funds must have a DUNS number, which is recognized as the universal standard for identifying organizations worldwide. **The number that you enter here must agree with the number (either 9 or 13 digits) that you used with the SAM (System for Award Management) as part of the Grants.gov registration. Otherwise, your application will not be validated by Grants.gov and will be rejected.**

g. Congressional District: Enter the number of the Congressional District where the applicant organization is located. Use the following format: 2 character State Abbreviation-3 character District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If your state has a single At-Large Representative or your territory has a single Delegate, enter your two-digit state/territory abbreviation and "-000." If you need help determining your district, go to www.house.gov and use the "Find Your Representative" tool.

6. Project Information:

a. Project Title: NEA Musical Theater Songwriting Challenge.

b. Project Description: Provide a two or three sentence summary description.

Please note: This field on the form has a character limit of 1,000. Even if you have less than 1,000 characters, Grants.gov may translate special characters (e.g., apostrophes) in a way that will cause your application to be rejected. This can happen if you copy from an old application package or another document and paste into the form. We strongly encourage you to write a succinct project description and double check the number of characters.

c. Proposed Project Start Date/End Date: Enter a start date no earlier than July 1, 2017. Your project may extend for up to 12 months.

7. Project Director: Provide the requested information for the Project Director. Select a Prefix (e.g., Ms., Mr.) even though this is not a required field. Provide contact information, including an e-mail address that will be valid throughout the proposed period of performance.

8. Primary Contact/Grant Administrator: Provide the requested information for the individual who should be contacted on all matters involving this application and the administration of any Cooperative Agreement that may be awarded. Select a Prefix even though this is not a required field.

If this individual is the same as the Project Director, you may check the "Same as Project Director" box and not repeat information that you have already provided in Item 7. (If the Primary Contact/Grant Administrator is the same as the Authorizing Official, please complete all items under both 8 and 9 even though there will be some repetition.)

9. Authorized Representative: Enter the requested information for the AOR (Authorized Organization Representative) who will be submitting this application to Grants.gov. Select a Prefix even though this is not a required field. The AOR must have the legal authority to obligate your organization. By clicking the "I Agree" box at the top of Item 9, this individual will be certifying compliance with relevant federal requirements on your organization's behalf. (These requirements can be found in the "**Assurance of Compliance**" section.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

Step 2: Complete and Attach Required Items to the Attachments Form

This "form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved elsewhere on your computer.

Several important points:

1. Attachments 2 is a fillable form; you will link to find it. This form can be filled in, saved to your computer, and attached without the need for special software or conversion to PDF. **Please be sure you are using Adobe Reader** (version 9 or higher) when filling out our PDF forms.

Note to Mac users: Your computer may be set to open PDF files using Preview (you can tell which program is being used to view a PDF file by looking at the left-most item in the menu bar). Please verify that you are using Adobe Reader and not Preview. If you don't have Adobe Reader installed, you can download it here: <http://get.adobe.com/reader/>.

2. All other attachments are documents (e.g., narratives, bios) that you will develop in accordance with the instructions provided. **These items must be submitted as PDF files.**

Do not create PDFs of your electronic documents by scanning. In the past, some applicants have printed their electronic documents and then scanned them, saving the scan in PDF format. PDFs created this way are much larger, and of lower quality, than PDFs created by the methods we recommend. **Do not embed non-printable media files (video and/or sound) in your PDF documents.**

Static images (e.g., pictures) are acceptable. Please do not enable any document security settings or password-protect any PDF file you submit to us.

3. No attachment should be more than 2 MB. For non-form documents, label pages clearly with the name of the item (e.g., Application Narrative) and your organization's legal name. **Leave a margin of at least one inch at the top, bottom, and sides of all pages. Do not reduce type below 12 point font size.** Do not type in all capital letters. Within each attachment, number pages sequentially; place numbers on the bottom right hand corner of each page. **Excess pages will be removed and not be reviewed.**

4. **Name your files as indicated below and attach them in the proper order.** Limit file names to 50 or fewer characters and use only the following characters when naming your attachments: A-Z, a-z, 0-9, underscore (_), hyphen (-), space, and period. If you do not follow this rule, your application may be rejected. Please note that you cannot change the name of a file on the Attachments Form. Therefore make certain that each file is named correctly **before** you attach it.

When you open the Grants.gov Attachments Form, you will find 15 attachment buttons. By clicking on a button, you will be able to choose the PDF file from your computer that you wish to attach. Please attach the proper file to the proper button as listed below.

How to Prepare and Submit an Application

The Attachments

ATTACHMENT 1: To this button attach your **Application Narrative** (up to 5 pages) that addresses the points below. The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative" (e.g., "ABCOrgNarrative").

The information that you provide will be reviewed in accordance with the Review Criteria for this project. Please organize your response a), b), c), etc. and use the boldfaced language below as a heading for each item.

- a) Your organization's **mission** and how it relates to this program. Include information for all organizations you propose to partner with. Describe your organization's networking and communications capabilities, especially as they relate to the musical theater and songwriting fields.
- b) Your organization's **experience** in coordinating and producing musical theater or educational programs and events. Describe your organization's ability to adjudicate an artistic competition with a panel review and develop curricular materials. Note any major musical theater or songwriting events that you have produced or presented in the past three years.
- c) **Proposed project activities.** Be as specific as possible. Describe your plans for accomplishing all aspects of the project as detailed in the Scope of Work and Detailed Requirements section of the Program Solicitation.
- d) **Schedule** of key project planning and implementation dates.
- e) Describe any **special efforts** your organization will undertake to raise national awareness about the Songwriting Challenge, or any unique resources that you will bring to the project.

ATTACHMENT 2: To this button, attach **brief bios** (a maximum of two to a page) for the key personnel to be involved in this project. The file name should indicate the name of your organization or a recognizable acronym followed by "Bios" (e.g., "ABCOrgBios").

ATTACHMENT 3: To this button, attach the completed **Project Budget Form**, [\[DOWNLOAD FORM\]](#) [\[INSTRUCTIONS\]](#).

The file name should indicate the name of your organization or a recognizable acronym followed by "Budget" (e.g., "ABCOrgBudget").

You may request an award amount of up to \$120,000.

ATTACHMENT 4: To this button, attach a PDF with one or two recent examples of **programmatic material** that provides evidence of your experience in coordinating projects and producing events that are relevant to this project. The file name should indicate the name of your organization or a recognizable acronym followed by "ProgExamples" (e.g., "ABCOrgProgExamples").

You may provide web links to these materials in the PDF. In this case, list the URL for the page to be shown and include any necessary navigation paths and any information on required plug-ins. Do not submit a website that requires a password. Do not submit a link to a site that requires material to be downloaded (e.g., Dropbox).

Leave all remaining Attachment buttons blank.