

**Terra Foundation for American Art  
Exhibition Program  
Grant Application**

Formal proposals and all attachments should be written in English. We request that proposals not be stapled or bound in any way. All proposals should be received by the foundation's deadline. If the proposal does not include all of the following components, it will be considered incomplete. Please bear in mind that proposals will be reviewed by scholars/curators of American art, so materials should be written accordingly.

- I. **Executive Summary of 1 to 2 pages that describes the exhibition and the funding requested (5 copies).**
- II. **Project proposal (5 copies):**

Description of Organization, including its history and mission

1. In a few paragraphs, describe the history and mission of your organization. If a partnering organization will be involved, provide information for it as well. Name and briefly describe (1 to 3 sentences) at least 2 projects your institution has organized/hosted in the past seven years that are most like the project for which you seek Terra Foundation for American Art support.

Exhibition and Catalogue Description

2. Concisely describe the exhibition.
3. Describe the exhibition workplan and provide a timeline (with beginning and end dates of project, and including the production schedule of any major publication).
4. If there will be a catalogue, please include: the names of authors, topics/themes to be addressed, names of publisher and/or distributor, size of print run, language(s) of published text, number of pages, and number of illustrations.
5. If you are requesting funding for related scholarly programming (such as a symposium or conference), please describe it and include the names of potential or known participants, institutional affiliations, and topics/themes. If participants will be selected through a call for papers, describe the process and timetable.

Key People

6. Name the key people responsible for achieving the results of the exhibition, catalogue, and related programming (curators, essayists, symposium speakers [if applicable], and education director). Please specify their names, institutional affiliations, and qualifications in relation to the project; indicate whether new positions will be required.

Exhibition Objectives and Evaluation

7. Please describe how this exhibition situates American art in an international context. (For exhibitions that will not travel to an international or a Chicago venue, this is a funding requirement.)

8. If this exhibition will contribute to scholarship (i.e., contribute new knowledge to academic literature), please describe how.
9. From your *institution's perspective*, describe the desired objectives for this exhibition.
10. From the *exhibition curator(s)' perspective*, describe the desired objectives for this exhibition.
11. From your *museum education department's perspective*, describe the desired objectives for programming related to this exhibition.
12. Please describe any other objectives you would like to achieve with this exhibition.
13. Describe the indicators that will be used to evaluate whether the above-named objectives have been met (i.e., your “signs of success”—how you will know you are making or have made progress); describe the methods and/or tools for collecting any data/information.

### Engaging Audiences

14. Name the audience(s) you want to influence with this exhibition (e.g., scholars, general public, university students, etc.).
15. Please state the anticipated number of visitors who will see this exhibition at your venue and during the full exhibition tour; also provide the total number of anticipated participants in related educational programs.
16. Describe the publications, educational programs, and/or curatorial strategies that will be developed to engage the intended audience(s), keeping in mind each audience's previous exposure to the subject of the exhibition.
17. Please provide a brief overview of marketing and public relations strategies to reach the intended audience(s).

### Exhibition Budget & Narrative (see attached sample budget that includes important details)

18. Please include an itemized project budget and narrative that detail the total project cost for all venues and include both direct and indirect expenses in U.S. dollars (including all internal costs, ex: salaries, travel, marketing, evaluation of project) grouped as follows:

#### TOTAL EXPENSES:

- Exhibition research and development costs (including direct staff costs)
- Implementation costs (which could include insurance, loan fees, packing, crating, shipping, insurance, couriers, installation)
- Catalogue costs
- Educational programs
- Marketing and promotion (including evaluation of project)
- Indirect costs (may total no more than 15% of total project's cost)

#### TOTAL INCOME:

*Subtotal secured income*

- Earned income for venue/exhibition fees to be paid to your museum by already secured venues
- Funding or sponsorship already awarded

*Subtotal pending income*

- Projected earned income (from potential venue fees paid to your museum, admission fees, catalogue sales, event income, etc.)
- Any funding or sponsorship pending
- Amount of funds requested from the Terra Foundation and their proposed use

Exhibition Checklist

19. Please include an illustrated list of works to be included in the exhibition with the status of loan requests noted (pending or secured). Copies of this checklist will be sent to the panel of reviewers. Color images, thumbnail size, are preferred and recommended.

Attachments (only one copy of each required):

- Verification that the organization is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code of 1986 (a copy of the IRS tax-exempt determination letter must accompany the proposal). If applicable, the organization should also include the IRS determination that it is not a private foundation as defined in Section 509(a) of the Internal Revenue Code. Organizations outside the United States must provide copies of their governing documents (such as articles of organization or constitution and bylaws) in English, and, if applicable, evidence of their tax-exempt status in their home country. Additional documents may also be requested.
- Audited financial statements and Internal Revenue Service Form 990 plus attachments for the most recently completed fiscal year. If audited statements for the most recently completed fiscal year are not yet available, include the unaudited statements in addition to the financial statements from the organization's latest audit. Organizations outside the United States must provide equivalent financial information (i.e., tax-exempt and non-profit organizations' annual financial information submitted to tax administration).
- Letter of project support from head of institution
- Letter(s) of project support from head of any venue(s) for which funding is being sought
- List of board members and officers with outside affiliations
- Operating budget of the organization for the current year and/or period covered by proposal
- List of major sources of support received by the organization in the current and prior fiscal years
- Latest annual report if available

Any questions about proposal components should be referred to the foundation's Grants Manager (phone: 312.654.2275/ email: [grants@terraamericanart.org](mailto:grants@terraamericanart.org)).

**TERRA FOUNDATION FOR AMERICAN ART**  
**Sample Exhibition Budget**

We ask that budgets be divided into the six main expense categories shown below. Typical expenses falling within each category are listed, though you should only include those expenses that are applicable to the project at hand and other expenses may be added that are not listed. Each expense should be listed as a separate line item within the appropriate category. Figures shown are purely random and should not be considered as a model or ideal. All figures should be given in U.S. dollars. (If you are converting to U.S. currency, please indicate the exchange rate used for your calculations.)

<b>EXHIBITION EXPENSES</b>	<b>Budgeted</b>
<b>Exhibition Development and Staff Costs Total</b>	<b>\$50,600</b>
<ul style="list-style-type: none"> <li>• direct administration salaries (do not include benefits, such as national insurance, insurance, or pension contributions; include percentages of staff salaries, e.g., “curator: 25% for 1 year”)</li> </ul>	\$40,000
<ul style="list-style-type: none"> <li>• curatorial research and travel</li> </ul>	\$5,600
<ul style="list-style-type: none"> <li>• registrar’s research and travel</li> </ul>	\$5,000
<b>Exhibition Implementation Costs Total</b>	<b>\$300,000</b>
<ul style="list-style-type: none"> <li>• shipping</li> </ul>	\$150,000
<ul style="list-style-type: none"> <li>• packing/crating</li> </ul>	\$50,000
<ul style="list-style-type: none"> <li>• insurance</li> </ul>	\$25,000
<ul style="list-style-type: none"> <li>• object loan fees</li> </ul>	\$25,000
<ul style="list-style-type: none"> <li>• installation</li> </ul>	\$25,000
<ul style="list-style-type: none"> <li>• courier travel (list approximate number of couriers and number of trips)</li> </ul>	\$20,000
<ul style="list-style-type: none"> <li>• courier per diem (list daily figure and number of days per courier)</li> </ul>	\$5,000
<b>Publication Costs Total</b>	<b>\$105,000</b>
<ul style="list-style-type: none"> <li>• essayist</li> </ul>	\$15,000
<ul style="list-style-type: none"> <li>• editor</li> </ul>	\$5,000
<ul style="list-style-type: none"> <li>• designer</li> </ul>	\$15,000
<ul style="list-style-type: none"> <li>• images rights and reproduction</li> </ul>	\$10,000
<ul style="list-style-type: none"> <li>• printing</li> </ul>	\$40,000
<ul style="list-style-type: none"> <li>• shipping/postage</li> </ul>	\$5,000
<ul style="list-style-type: none"> <li>• translation costs</li> </ul>	\$15,000
<b>Educational Programs Total</b>	<b>\$41,300</b>
<ul style="list-style-type: none"> <li>• Symposia/lecture series (breakdown costs for travel, per diem, honoraria, lodging, facility costs, etc.)</li> </ul>	\$15,000
<ul style="list-style-type: none"> <li>• K-12 and adult programs</li> </ul>	\$20,000
<ul style="list-style-type: none"> <li>• Additional publications (brochures/guides)</li> </ul>	\$6,300
<b>Marketing and Promotion; Project Evaluation Total</b>	<b>\$220,000</b>
<ul style="list-style-type: none"> <li>• Print advertising</li> </ul>	\$100,000
<ul style="list-style-type: none"> <li>• Television/radio advertising</li> </ul>	\$100,000
<ul style="list-style-type: none"> <li>• Opening events/receptions</li> </ul>	\$5,000

• Evaluation (costs for any evaluation of the exhibition and/or programming)	\$15,000
Indirect Costs (may total no more than 15% of total project's cost)	\$20,750
<b>TOTAL EXPENSES</b>	<b>\$737,650</b>

<b>EXHIBITION INCOME</b>	
SUBTOTAL SECURED INCOME	\$250,000
<b>Earned Income</b> (includes venue/exhibition fee[s] to be paid to your museum by already secured venues)	\$50,000
<b>Contributed Income</b> (includes funding from corporations, foundations, government agencies, the museum's general operating budget or specialized funds, and individuals that has been secured. <i>In the budget narrative, individually list</i> funding sources and amounts; "anonymous" is acceptable for individuals who do not wish to be identified, and only include individuals who give \$5,000 or more)	\$200,000
SUBTOTAL PENDING INCOME	\$487,650
<b>Projected Earned Income</b>	<b>\$237,650</b>
• Admission sales	\$117,650
• Catalogue sales	\$15,000
• Program ticket sales	\$5,000
• Venue/exhibition fee(s) to be paid by potential venues (\$50,000 x 2 museums)	\$100,000
<b>Pending Contributed Income</b> (includes requested funding that has not been secured from corporations, foundations, government agencies, the organizing museum, and individuals. <i>In the budget narrative, individually list</i> funding sources and the amounts requested from each)	\$100,000
Amount of funds requested from the Terra Foundation (please specify their proposed use)	\$150,000
<b>TOTAL INCOME</b>	<b>\$737,650</b>