

3.

Be an Official Festival Venue



29 APR - 2 MAY 2011

The Festival works through a network of existing bars, eateries, clubs - and even shops and galleries – that become Official Festival Venues in the historic Barbican area.

As an Official Festival Venue, we'll be promoting your venue locally, regionally, nationally and internationally to music and culture audiences across Plymouth, Devon, Cornwall, the South West, the UK, France and the US in the run-up to and during the Festival. Our event is part of the Plymouth Summer Festival.

You'll be an integral part of a marketing push presenting The Barbican as a vibrant place that visitors will want to return to every year.

Remember, you don't have to be a music venue to be an Official Festival Venue. You wouldn't want to be left out of the band, would you?

Benefits

- Attendance at your venue
We'll be putting people through your doors (and bums on your seats). We'll work on ticket allocations with you.
- Inclusion in the Official Festival Programme
On sale in the run-up to the Festival and during the event. Your venue will feature in that programme and on the map of participating venues included.

- Inclusion on the Official Festival website and in our digital marketing campaign
Your venue will feature on the Official Festival website at www.barbicanjazzandbluesfestival.com and we'll link to your venue's website too. Your venue will feature on other digital marketing platforms we use (such as MySpace/ Facebook etc.) Your venue will be included in our Festival e-newsletter campaign, and marketed to our growing list of subscribers.
- Inclusion in press and PR campaigns
As part of your participation, we suggest and provide PR opportunities for your venue or space in the run-up to, during and even after the event.
- Festival branding
We'll give you a Festival Branding Pack for you to promote the event at your venue in the run-up to and during the Festival.

"Plymouth City Council sees the potential in supporting such an event, not just for the Barbican, but for the entire city."

Plymouth City Council

The Barbican International Jazz and Blues Festival

www.barbicanjazzandbluesfestival.com

Festival info: +44 (0) 7768 726899

info@barbicanjazzandbluesfestival.com

Official Festival Venue Contract

To become an Official Festival Venue, we ask you to sign the Official Festival Venue contract below, and to pay £50 + VAT.

This gets you a position on the Festival map within the Official Festival Programme, plus a listing on and a link from our Official Festival website.

We'll also need you to agree to the following terms and conditions:

1. You agree to allow us to programme our selection of artistes into your venue, where applicable. If you want to become an Official Festival Venue but you still want to programme your own events, that's great too. But we need to ensure that all the Official Festival Venues put on events that match the Festival's style and ethos otherwise they won't appear in the promotion of the festival. We'll need you to programme at least 1 jazz or blues gig. If you're not a suitable music venue, then we'll still need your shop/gallery/restaurant etc to contribute to our Festival's theme, in order to qualify you as an Official Festival Venue.
2. You agree to receive a Festival Branding Pack and clearly display Festival branding and publicity materials supplied by us, including flyers, programmes & posters.
3. You agree to clearly display sponsorship branding and publicity materials (although we'll work with you carefully and sensitively on any gig sponsorships that include your venue).

4. If your venue is hosting an act selected by us, we'll work with you on the act's costs. You agree on ticket allocations between your venue and our Festival, and proceeds from a percentage of the sales will go to the Festival.
5. You agree to allow us to sell tickets from Festival HQ on your venue's behalf, if applicable.
6. You agree to participate in Festival evaluation and feedback processes.

Venue Name _____

Address _____

Signed _____

Dated _____

Print Name _____

Position _____

For Barbican International Jazz and Blues Festival

Signed _____

Dated _____

Print Name _____

Position _____

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