



EVENT GUIDE 2017

Here's a guide if you are putting on an event :

REGISTRATION :

- Registration of your event with Belper Arts Festival ensures that it will be featured in brochures, on the web site and in all publicity material.
- The registration fee is £25. This should be by cheque (made payable to Belper Arts Festival) or by cash forwarded to the Festival office. See application form for adjustments for smaller audiences. (workshops etc)
- The Festival office is at 31a Field Lane, Belper, Derbyshire DE56 1DD
- The closing date for events to be registered to ensure inclusion in the brochures is 31 January 2017.
- Events can be registered after this date but they will not be featured in the brochure.
- The registration document and an up to date event timetable will be forwarded from nonnel@sky.com or 07847 478215 .

DECIDE ON YOUR VENUE

- You need to decide which venue best suits your event.
- The Festival has a list of approved venues that is available for download on www.belperartsfestival.org . These are for guidance.
- You need to be clear as to what the venue can do for you.
- Ensure that you are clear on the financial aspects of dealing with the venue (hire cost etc.)
- Make sure that you have written confirmation from the venue of your booking.
- Ensure that the venue has suitable licenses. If not you may need to apply for a Temporary Events Notice from Amber Valley Borough Council.
- The Festival recommends Public Liability Insurance for all events. Check with the venue because their PLI may cover your event.

REGISTERED EVENTS : TICKET SALES

- The Festival will print tickets on the events behalf. These will be sold through the Festival Box Offices. A charge of 5% of the total sales will be made by the Festival to cover costs and fees to the Box Office.
- The Festival will sell tickets through the Festival web site and ensure delivery to buyers via email. The Festival will supply event organisers with details of ticket sales on a weekly basis. In the week leading up to the event the Festival will report ticket sales on a daily basis.
- The Festival will supply organisers with a quantity of tickets if necessary.
- It is the responsibility of the event organiser to organise front of house arrangements for their event. Many events have a high level of "walk up", hence the need for front of house.
- Monies due to organisers from ticket sales will be forwarded within 14 days after the event.
- Ticket prices are set by the event organiser. However, the Festival suggests that pricing structures are as simple as possible with as few tiers as possible.

- If you choose to have ticket concessions they must fit the following tiers:
FULL TICKET PRICE
UNDER 16's
OVER 60's
DISABLED
These are not compulsory. You can offer just the full ticket price if you wish but the Festival will not accept such categories as 'unwaged' or 'students'.

PUBLICITY

- The Festival will publicise your event through brochures, the web site, local radio, social media, newspapers and magazines.
- It is essential that you promote your event as widely as possible. It is the organisers responsibility to produce posters, flyers and other promotional material.
- Event organisers will receive a template for posters (A4) and a copy of the Festival logo. This should be used on all promotional materials issued by organisers.
- The organiser should supply an image for the event to the address at the end of this document. This will be featured on the web site, social media, brochure and promotional material. The image **MUST** be a minimum of 300dpi and in a jpeg format. The image should be supplied along with the registration form.
- Please remember that often the quality of promotion is only as good as the information received.

BELPER ARTS FESTIVAL CONTACT DETAILS

GEORGE GUNBY

OFFICE : 31A FIELD LANE, BELPER, DERBYSHIRE DE56 1DD

TEL 07847 478251

EMAIL nonnel@sky.com

WEB SITE www.belperartsfestival.org

The above guidelines do not apply to the ARTS TRAIL and OPEN HOUSES ART.

If you wish to be part of either please contact :

ARTS TRAIL : SUZANNE PARNELL suzanneparnell1@yahoo.com

KELLY NIXON kelnixon@yahoo.co.uk

OPEN HOUSES ART : SHEILA GUYATT sheilaguyatt@btinternet.com

JAYNE NEMETH jaynenemeth@orangehome.co.uk