



Children's Arts Festival

PROMOTER INFORMATION PACK

What is the Spark Festival

The Spark Children's Arts Festival is a festival of theatre, dance, music and visual arts for children aged 0-13 years, which takes place across Leicester and Leicestershire for two weeks in May/June. It presents around 100 events of high quality professional, national and international companies and artists in a wide range of settings that ensure children from all communities, abilities and backgrounds can access events in the festival.

The "On Your Doorstep" programme provides a low cost, local and accessible programme, taking around 30 performances to family audiences in public places such as village halls, parks, museums and libraries.

How can I book a production for my venue

The Spark Festival sends out a Bulletin of available shows every year. If there is a production that you are interested in, please check the technical requirements on the bulletin, and if you are able to provide these, then please ring us on 0116 261 6893 or email admin@sparkfestival.co.uk

When you book a performance, we will agree with you performance times, audience size and ticket prices. We will then send you a Booking Confirmation form, which you will need to sign and return to us.

Venue requirements

Performance area- please check you have enough room to accommodate the performance area required plus room for your audience. Many venues have a couple of rows of mats for the children to sit at the front, or sometimes mats will be provided by the company.

Blackout- some companies require the performance space to be blacked out, so they can use lighting effects.

Power – you will need to ensure that there is basic power (13amp) available.

Parking – Parking will be required immediately adjacent to your venue for unloading and reloading. If the van then needs to be moved, an alternative parking space needs to be identified.

Changing rooms- it would be useful if your venue has a room where the artists can change- but this is not absolutely necessary. They will require access to toilets.

Your venue should have its own Public Liability Insurance and meet the relevant Health & Safety requirements.

Publicity

You, as the promoter, will have the main responsibility for selling tickets and promoting the event. You know your potential audience and how best to contact them. However, every production will be included in the Spark Festival brochure and website, which is launched in April.

If you have a local Parish magazine or website, please use that to promote your event. Additionally, our Press Manager may contact you to arrange specific publicity events.

We will provide you with posters and flyers, over printed with your venue information. These come to us by April, so if you require images or logos to use in newsletters earlier than this, please contact us. We ask that any information you send out has the Spark Festival logo on it.

Selling Tickets

The basic requirement when pricing your tickets is to cover your costs. Add up the fee to Spark and any expenses you expect to have (e.g. provision of refreshments) and divide by the minimum audience numbers you expect to get. This will give you your basic ticket price.

You then need to decide if you are giving concessions to children and senior citizens, as well as whether you will have a family ticket (e.g. family of 4 for £12). This ticket price will be agreed with The Spark and will be included in your contract with us and the brochure.

Unless otherwise arranged, **tickets will be printed and sent to you from the Spark office.** We will hold back up to 20% of the tickets to sell via our website. These tickets will incur a booking fee of 75p to cover our expenses, but the price of the ticket will be passed to the venue. We will return any unsold tickets to you one week before the performance.

We expect to start selling tickets after the brochure launch in April. However tickets can be issued earlier if you require. It is up to you how you sell the remaining tickets, but ideally you should have one person who coordinates all the ticket sales, and will be the contact person on the brochure and website.

Complimentary Events

You might decide to compliment your performance with other activities. Refreshments are always welcome, and you might want to charge a small amount for these.

Some performances have a workshop available after the performance. This may be only available to a small number of children who will need to book separately. If this is the case, then please make sure the rest of the audience leave the space before the workshop starts.

The cost to you

The Spark Festival will invoice you for the fee less the tickets we have sold, after the performance. You will need to cover the cost of any expenses (e.g. refreshments).

All other tickets sales income and sales from refreshments will be the venue's to keep.

Feedback and Reporting back

A member of the Spark Festival team may attend your performance, and will provide and collect feedback forms for the audience.

We will also send you a reporting form, for you to report audience numbers etc, and also for you to give us any feedback about how the event worked, what you thought of the performance and how things worked with the Festival organisers. We would be grateful if you could return this as soon as possible after the event.

If you have any other queries, please contact us at The Spark Festival office, details below.

Spark Contact Details

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The Spark Children's Arts Festival

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