



HOW DO I SUBMIT AN EVENT FOR THE FROME FESTIVAL PROGRAMME?

IMPORTANT DATES

- **FRI 30 JAN 2026** Frome Festival 2026 event submission opens
- **FRI 27 FEB 2026** Event submission deadline
- **APR 2026** Brochure printed and online event listings published
- **MAY 2026** All Box Office opens
- **FRI 3 JUL 2026** Festival begins

1. DISCUSS YOUR PLANNED EVENT WITH THE FROME FESTIVAL TEAM

Get in touch as early as possible by contacting office@fromefestival.co.uk. The Frome Festival team will be able to help plan your event, including recommending helpful contacts and letting you know what else is going on in the programme to ensure your event stands out!

Your event must be approved by the Frome Festival team before you submit your event. Once you have been approved, the Frome Festival team will set you up as an Event Organiser on the Event Submission form – you will be unable to submit your event through the form without this approval.





2. ENSURE THAT YOU HAVE FULLY PLANNED YOUR FESTIVAL EVENT

ARTIST FEES AND EVENT COST

Unless negotiated separately with the Frome Festival team, all costs associated with events must be covered by the event organisers. This is included and not limited to:

- Artist Fees & Expenses
- Venue Hire
- Event Staffing
- Additional Marketing Campaigns (beyond Frome Festival's core promotion)
- PRS and Licensing
- Any other associated costs

As a part of the event submission process, you will need to confirm that you have booked the venue for your event and have committed to all costs associated with the event.

If you are considering options for a suitable venue, feel free to discuss your requirements with the Frome Festival team or reach out directly to any of the venues who have historically programmed events at Frome Festival.

[Find out more about Frome Festival venues](#)

Frome Festival is open to accepting events in new venues not previously used during the Festival as long as the Festival team have visited the venue and approved that events will be run safely and legally at the venue. Events must take place in the town of Frome, or in surrounding towns and villages within 5 miles of the centre of Frome.

It's your responsibility to find out your obligations under the law and, if necessary, to pay the appropriate fees, including and not limited to copyright and PRS.





BOX OFFICE

All Festival tickets will be sold through the Cheese & Grain box office unless discussed and confirmed separately with the Frome Festival team.

- The Cheese & Grain box office will retain 10% (inc. VAT) of all ticket income in order to cover their box office management costs
- All tickets priced above £5 will be subject to the Cheese & Grain's standard booking fee of £2 per ticket

Please allow at least six weeks after the festival has finished to receive financial reconciliation and monies owed. Bank details will be collected through the brochure submission form.

All event organisers are expected to maintain as accurate records as possible of the total number of participants engaging with your event. In certain cases, we appreciate it is difficult to keep records of all attendees, but the Frome Festival team ask for estimated attendance to be recorded. After the Festival, all event organisers will be asked to submit their attendances (known or estimated) as a part of the Festival's monitoring and evaluation - this information helps us plan future activity.

MARKETING

[Read Frome Festival's Marketing Tips for Independent Event Organisers](#)

Frome Festival provides marketing support for all independently organised events and is committed to supporting all event organisers in making their events as successful as possible. **That said, Frome Festival makes no guarantees about expected audience numbers for events, and ultimately it is the responsibility of the event organiser to ensure that events are promoted effectively.** The more engaged and active the event organiser is in promoting their event, the higher the probability of a strong audience.

All independent event copy and imagery used in print and e-marketing will be based on marketing information provided by the event organiser at the point of event submission. The Festival team reserves the right to edit copy at their discretion in order to maximise impactful promotion and clarify event information for audiences. It is the responsibility of the event organiser to respond promptly to requests for clarification or updated marketing information.





All independently organised events are included in Frome Festival's annual brochure, distributed widely across the local area. The brochure is designed by the Frome Festival team with the aim of showcasing the diverse range of activities in each programme. Design decisions including page-positioning of listings and use of event imagery are solely at the discretion of the Festival team, who aim to produce the most impactful print marketing based on submitted marketing assets.

All independently organised events will be listed on Frome Festival's website with links to box office sites and venue information.

Frome Festival has a broad print and e-marketing strategy to promote the programme, including and not limited to social media posts, mailings, flyers, posters, PR and online listings. Frome Festival will include independently organised events as a part of these promotions but cannot promise specified promotion methods to any event organiser. Decisions around promotion strategy are solely at the discretion of the Festival team.

The Festival team are open to receiving print marketing designed and organised by the event organiser. Please contact the Festival team to discuss further.

INSURANCE

Event organisers are responsible for fully insuring an independently organised event at Frome Festival, including and not limited to Public Liability insurance, Employers' Liability insurance and cancellation insurance. Frome Festival's insurance policy covers core events organised by the Festival team only.

All insurance requirements will be set by the policy of the venue used for the activity – some venues will insist on seeing proof of adequate cover before they allow you to perform in their space to the public.

While event organisers are not legally required to obtain public liability insurance assuming it is not a requirement of the venue, Frome Festival strongly recommends you do for peace of mind in case something goes wrong.





FESTIVAL STEWARDS

Frome Festival can provide festival stewards to assist in the management of events. A steward would be able to manage pre-paid uncollected tickets and collect door ticket sales, along with basic event management tasks as required.

To facilitate event stewarding, Frome Festival will retain 10% (inc. VAT) of all ticket income sold on the door. All monies will be collected by the Festival office before being paid to the event organiser. Please allow at least one month after the festival has finished to receive financial reconciliation and monies owed. Bank details will be collected through the brochure submission form.

EVENTS, ACTIVITIES AND WORKSHOPS INVOLVING CHILDREN

Frome Festival is a Family Arts Standards holder. We strongly recommend all event organisers planning activities designed for families and younger audiences to refer to the Family Arts Standard's models of best practice for designing events for younger audiences.

[Go to the Family Arts Standard's Website](#)

If your event is designed for families and younger audiences, we may ask you for additional information and documents in our initial conversations to ensure the quality and safety of the event.

MAKING YOUR EVENT ACCESSIBLE

Where possible and relevant, please consider making your event accessible and inclusive for the enjoyment of all. Examples of how to make your event more accessible include:

- Wheelchair ramps
- Sign-language or captioning off-stage
- Relaxed sensory-friendly performances
- Touch tours for blind and visually-impaired people

[Click here for an excellent blog post with further advice](#)





3. PURCHASE THE APPROPRIATE EVENT SUBMISSION PRODUCT

You can do this using our online shop. The Frome Festival team will advise you on the correct product to purchase as a part of your initial event discussions.

EVENT & LARGE WORKSHOP / WALK	FIRST LISTING - £95 ADDITIONAL LISTINGS - £45 PER EVENT	A one-off ticketed event, workshop or walk with a capacity of 30 - 200 participants requiring a single brochure listing
FREE EVENT (PUB OR RESTAURANT)	FIRST LISTING - £70 ADDITIONAL LISTINGS - £45 PER EVENT	A free event with a paid bar or food offer with a capacity of fewer than 200 participants requiring a single brochure listing
FREE EVENT (OTHER VENUE)	FIRST LISTING - £60 ADDITIONAL LISTINGS - £30 PER EVENT	A free event without a paid bar or food offer with a capacity of fewer than 200 participants requiring a single brochure listing
SMALL WORKSHOP / WALK	FIRST LISTING - £60 ADDITIONAL LISTINGS - £30 PER EVENT	A one-off workshop or walk with a capacity of fewer than 30 participants requiring a single brochure listing
EXHIBITION	£75	A listing for an exhibition across the Festival for any duration
LARGE EVENT: 200+ CAPACITY	FIRST LISTING - £150 ADDITIONAL LISTINGS - £100 PER EVENT	A one-off free or ticketed event with a capacity of over 200 participants requiring a single brochure listing





HOW DOES YOUR EVENT SUBMISSION FEE CONTRIBUTE TO FROME FESTIVAL?

In order to make Frome Festival accessible for event organisers, the Frome Festival team have worked hard to ensure that event submission fees are as low as possible. The event submission fee supports the general administration of the Festival and a large promotional campaign for the Festival to ensure all events are as successful as possible, including the Festival brochure (15,000 distributed widely across the local area) and e-marketing campaigns through the Festival's social media pages and website.

4. COMPLETE THE EVENT SUBMISSION FORM

Once you have purchased your product, you will receive a brochure submission form via email which you must complete as soon as possible. This form will collect all relevant information for the event, including planning and marketing information.

Occasionally, the Festival team will reject independently submitted events if they believe the event does not comply with the core ethos of Frome Festival as a community-led celebration of arts and culture. The Festival team reserves the right to do this at their discretion.

The Festival team further reserves the right to reject independent event submissions to the Festival programme if:

- The Festival team has reason to believe the submitted event will not be delivered safely or legally.
- The Festival team has reason to believe the submitted event will not be delivered in the spirit of the advertised event.
- The event has not been approved by the Frome Festival team before it has been submitted.
- The event organiser does not pay the correct event submission fee required for inclusion in the programme, or the event organiser has a history of not paying event submission fees in previous Festivals.
- The event organiser does not respond to queries from the Frome Festival team in a timely manner.

Any queries? Get in touch – office@fromefestival.co.uk

