



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

### IMPORTANT DATES

- **TUE 31 JAN 23** Frome Festival 2023 event submission opens
- **WED 1 MAR 23** Event submission deadline
- **APR 23** Brochure printed and online event listings published
- **MAY 23** All Box Office opens
- **FRI 7 JUL 23** 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](mailto: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!





## **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 the 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 confirmed the venue for your event and have committed to all costs associated with the event.

### **BOX OFFICE**

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

- The Cheese & Grain box office will retain 10% (inc. VAT) of all ticket income in order to cover box office management costs
- All tickets priced above £5 will be subject to the Cheese & Grain's standard booking fee of £1.50 per ticket

Please allow up to one month 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 the Festival team plan future activity.





## **FESTIVAL STEWARDS**

Frome Festival can provide voluntary stewards to assist in the management of events. A steward would be able to manage pre-paid uncollected tickets and collect door ticket sales.

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 up to 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](#)

All event organisers planning activities designed for families and younger audiences must provide a full copy of up-to-date DBS checks for all leader who are interacting with under 18s at the event. You will be expected to send copies to [office@fromefestival.co.uk](mailto:office@fromefestival.co.uk) before the event is published.





### **3. PURCHASE THE APPROPRIATE EVENT SUBMISSION PRODUCT**

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

#### **SINGLE EVENT**

**£60**

A one-off free or ticketed event with a capacity less than 100 participants requiring a single brochure listing

#### **REPEATING EVENT**

**£60 + £30 PER ADDITIONAL LISTING**

As above but requiring more than one event listing across multiple days

#### **SINGLE WORKSHOP / WALK / CHARITY EVENT**

**£50**

A one-off free or ticketed workshop, walk or event organised by a registered charity with a capacity less than 100 participants requiring a single brochure listing

#### **SINGLE WORKSHOP / WALK / CHARITY EVENT**

**£50 + £25 PER ADDITIONAL LISTING**

As above but requiring more than one event listing across multiple days

#### **LARGE EVENT: 100-200 CAPACITY**

**£100**

A one-off free or ticketed event with a capacity between 100-200 participants requiring a single brochure listing

#### **LARGE EVENT: 200+ CAPACITY**

**£125**

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 THE 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 a large promotional campaign for the Festival to ensure all events are as successful as possible, including the Festival brochure (18,000 shared across 500 sq. mile distribution network) and e-marketing campaigns through the Festival's social media pages and newly designed 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.

The Frome Festival team reserves the right to edit any marketing copy submitted as a part of the event submission form to ensure all print and e-marketing is as well presented as possible. The Frome Festival team will be in touch if they require any clarification on information submitted through the form - the event organiser must ensure that they respond to queries promptly to ensure that the listing can be published in the programme.

The Frome Festival team reserves the right to not to publish and include listings as a part of the Festival programme if:

- The event has not been discussed with the Frome Festival team before submission
- The event submission includes any content deemed inappropriate by the Frome Festival team
- The event submitted does not match the event product purchased
- The event organiser does not respond to queries from the Frome Festival team after submitting their form.

