



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

IMPORTANT DATES

- **THU 1 FEB 2024** Frome Festival 2024 event submission opens
- **FRI 1 MAR 2024** Event submission deadline
- **APR 2024** Brochure printed and online event listings published
- **MAY 2024** All Box Office opens
- **FRI 5 JUL 2024** 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 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 booked the venue for your event and have committed to all costs associated with the event.

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 £1.50 per ticket

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.





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 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 - £80 ADDITIONAL LISTINGS - £40 PER EVENT	A one-off ticketed event with a capacity of 30 - 200 participants requiring a single brochure listing
FREE EVENT (PUB OR RESTAURANT)	FIRST LISTING - £60 ADDITIONAL LISTINGS - £40 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 - £50 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 - £50 ADDITIONAL LISTINGS - £30 PER EVENT	A one-off workshop with a capacity of fewer than 30 participants requiring a single brochure listing
EXHIBITION	£60	A listing for an exhibition across the Festival for any duration
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 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 (18,000 shared through a broad distribution network) 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.

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 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.

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

