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January 2017

PERFORMANCE PROGRAMME

A summary of the split of duties between Artsreach and the local promoter

ARTSREACH is responsible for:

- providing information on performance and workshop events via annual promoters' meeting, and at other times, reacting to needs and suggestions of communities
- sending written confirmation of bookings to local promoters, to include date, technical and performers' requirements
- booking and paying inclusive fees to performers, and workshop leaders, liaising with them and providing detailed information on the performing space, and local contact for telephoning in advance
- providing publicity material for each venue (around 30 A4 posters and up to 250 handouts), having obtained details of ticket prices and box office contact from local promoter
- arranging professionally printed books of tickets, if required, for a subsidised charge (currently £8 each) to local promoters.
- issuing general press releases, updating the website/Facebook and distributing seasonal brochure
- sending out event information to the Artsreach emailing list (circa 2000)
- providing advice and assistance with marketing, technical matters and ticket sales.

The PROMOTER is responsible for:

- Booking and paying for the venue for the performance/workshop/event
- Ensuring the venue is licensed for public performances and adequate alcohol cover, if you need this.
- Deciding suitable ticket prices for an event (remember the show cost and minimum returns)
- Distributing publicity material and publicising the show locally in good time including placing and paying for local advertisements/advertising materials if desired (£10 allowable against box office)
- Placing notices in parish newsletters (usually free) and those of neighbouring parishes.
- Providing tickets for the event (if not ordered as above) and selling them VIGOROUSLY
- Arranging access to the venue for performers to set up prior to the performance
- Providing food and overnight hospitality for performers, where requested and possible
- Using directional signs to the venue on the day of the performance (Yellow AR signs available)
- Making the event a rounded experience for the audience with things like food, refreshments
- Paying Artsreach the agreed minimum/proportion of box office via the performance return form
- Honing promotional skills, e.g. attending occasional Artsreach training sessions

Registered Charity No: 1058198

Supported by Arts Council South West, Dorset County, West Dorset, North Dorset, East Dorset & Purbeck District Councils
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