



THE 10TH ANNIVERSARY

INFORMATION FOR PERFORMERS

THE 10TH STROUD THEATRE FESTIVAL WILL TAKE PLACE ON FRIDAY 16TH TO SUNDAY 18TH SEPTEMBER 2022, WITH COMPANIES PERFORMING VARIED SHOWS AND WORKSHOPS

PROGRAMMING:

WE ALWAYS LOOK FOR AS WIDE A RANGE OF THEATRE INCLUDING; STORYTELLING, PHYSICAL THEATRE, COMIC WORKS, SERIOUS THOUGHT-PROVOKING DRAMA, CHILDREN'S AND FAMILY SHOWS TO MORE ADULT SHOWS.

WE ARE A FESTIVAL THAT WILL SUPPORT ALL MANNER OF COMPANIES IN ALL ASPECTS OF THEIR CREATIVE JOURNEYS. THEREFORE, WE ARE HIGHLY ENCOURAGING COMPANIES TO BRING SHOWS THAT ARE VERY MUCH IN THE DEVELOPMENT STAGES.

IF THIS SEEMS LIKE THE NATURE OF SHOW THAT YOU WOULD LIKE TO BRING TO THE FESTIVAL, **MAKE IT CLEAR IN YOUR MARKETING INFO FOR US ABOUT YOUR SHOW.**

PLEASE SEE THE MARKETING HELP PACK FOR MORE INFO.

CONTACT

HAYLEY TRUST

THE EVERYMAN THEATRE,
REGENT STREET, CHELTENHAM,
GL50 1HQ

hayley.trust@everymantheatre.org.uk
01242 572573 X255

PERFORMANCE TIMES:

SHOWS CANNOT BE LONGER THAN
60 MINS. GET-INS AND GET OUTS ARE VERY LIMITED
TIME NO LONGER THAN 15 MINS.
CERTAIN LONG SHOWS MAY BE PROGRAMMED BY
PRIOR CONSOLTATION.

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VENUES:

THE VENUES IN STROUD FOR THIS YEAR WILL INCLUDE:

LANDSDOWN HALL & GALLERY 80-SEAT VENUE.

THE BRITISH SCHOOL 50- SEAT VENUE.

ST LAURENCE CHURCH 80-SEAT VENUE.

THE MUSEUM IN THE PARK WHICH HAS A 30 SEAT SPACE AND A LARGER 50 SEAT SPACE.
(Mainly used on Saturday and Sunday daytimes for family orientated shows).

OUTSIDE AT **STRATFORD PARK** DURNING DAYTIMES SATURDAY AND SUNDAY.

OTHER VENUES TBC

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EACH VENUE WILL BE STAFFED WITH A TECHNICAL TEAM AND VOLUNTEER FRONT OF HOUSE STAFF

FEES & TICKET PRICES:

PARTICIPATING COMPANIES PAY A **£45.00** FEE TO HELP TOWARDS VENUE COSTS AND BE INCLUDED IN ALL PROMOTIONAL MATERIAL.

COMPANIES/PRACTITIONERS WILL BE PROMPTED FOR PAYMENT WHEN APPLICATION IS RECEIVED.

TICKET PRICES WILL BE AT **£7.00**.
PERFORMERS/PRACTITONERS WILL RECEIVE **£6.00** FROM EACH TICKET SOLD.
THERE WILL BE A 'STROUDIE SPECIAL' WHICH GIVES **6 TICKETS FOR THE PRICE OF 5**.

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ORGANISERS:

THE EVENT IS BEING RUN IN PARTNERSHIP WITH
SPANIEL IN THE WORKS THEATRE COMPANY FROM
STROUD AND **THE EVERYMAN THEATRE**
CHELTENHAM, IN CONJUNCTION WITH THE STAFF
AT THE PERFORMANCE VENUES.

PREMIERES:

WE ARE VERY PROUD THAT STROUD THEATRE
FESTIVAL IS A SHOW CASE FOR NEW TALENT AND
NEW PERFORMANCES AND AS SUCH, ALLOWS
PERFORMERS AT A VERY AFFORDABLE COST TO PUT
THEIR SHOW BEFORE AN AUDIENCE.

TERMS AND CONDITIONS:

**PLEASE NOTE WE DO NOT COVER TRAVEL OR
ACCOMMODATION FOR VISITING COMPANIES BUT WILL
HELP PROVIDING INFORMATION ON BEST VALUE BED AND
BREAKFASTS AND HOTELS AND POSSIBLY "BILLETING"
IN PEOPLE'S HOUSES.**

**IF YOUR SHOW PREMIERES AT THE FESTIVAL AND THEN
GOES ON ELSEWHERE THEN PLEASE CREDIT US
BY INCLUDING THE PHRASE "FIRST PERFORMED AT STROUD
THEATRE FESTIVAL" (DATE)- THIS IS A STANDARD PRACTICE
AT OTHER VENUES AND FESTIVALS.**

THERE MAY ALSO BE A SMALL BOOKING FEE
(FOR ONLINE SALES) WHICH WILL HAVE TO BE TAKEN
OFF THE NET TICKET PRICE. WE TRY TO ENSURE THAT
AS MUCH OF THE MONEY TAKEN AS POSSIBLE
IS RETURNED TO THE PERFORMERS BUT ALSO RELY
ON THE £1.00 TICKET LEVY TO PAY FOR VENUES AND
STAFFING.



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TO OFFER A SUBMISSION PLEASE FILL OUT THE FORM
ATTACHED AND RETURN IT WITH:

IMAGES (IN PX WIDTH X HEIGHT)

(1600X593) MAIN IMAGE

(289X177) THUMBNAIL

OR WE CAN JUST USE A GENERIC STF IMAGE

THESE WILL BE USED TO PUBLICISE YOUR SHOW IN THE
FESTIVAL BROCHURE AND THROUGH FACEBOOK,
INSTAGRAM AND OTHER LISTING WEBSITES INCLUDING
THE EVERYMAN THEATRES. **(PLEASE SEE MORE
INFORMATION IN THE MARKETING HELP PACK).**

EMAIL; HAYLEY.TRUST@EVERYMANTHEATRE.ORG.UK

DEADLINE FOR SUBMISSION

12:00AM ON THE 2ND JULY 2022.

NO FURTHER COMPANIES CAN TAKE PART AFTER THE
DEADLINE OF THE SUBMISSION.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US.

THANK YOU AND WE LOOK FORWARD TO HEARING
FROM YOU.

HAYLEY TRUST

FESTIVAL CO-ORDINATOR

CONTACT

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MARKETING YOUR SHOW:

STROUD THEATRE FESTIVAL WILL WELCOME A WIDE VARIETY OF SHOWS AND WORKSHOPS. AS WE ARE ONLY A SMALL TEAM, WE WILL NEED A GOOD RATE OF RETURN FROM YOU AS A COMPANY/PRACTITIONER TO HELP PROMOTE YOUR SHOW/WORKSHOP AT THE FESTIVAL.

THIS MARKETING PACK WILL AIM TO SUPPORT YOU AND PROVIDE PRATICAL GUIDANCE AND ADVICE.

WE ARE UNABLE TO PROVIDE MARKETING SERVICES FOR INDIVIDUAL SHOWS AND WORKSHOPS. HOWEVER, WE ARE HAPPY TO SHARE AND ENGAGE WITH YOUR OWN PROMOTION ON SOCIAL MEDIA WHERE POSSIBLE.

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**WHEN MARKETING YOUR SHOW/WORKSHOP,
THERE ARE TWO THINGS THAT YOU WILL NEED
TO KNOW BEFORE YOU CAN START.**

1. WHAT IS YOUR SHOW/WORKSHOP?

YOU WILL NEED TO BE ABLE TO SUM UP YOUR SHOW/WORKSHOP IN AS FEW-A WORDS AS POSSIBLE TO BE ABLE TO GRAB PEOPLE'S ATTENTION. YOUR LIMIT FOR ALL BROCHURES AND ONLINE/SOCIAL MEDIA SITES IS **200 WORDS.**

2. WHO IS IT FOR?

YOU WILL NEED TO THINK ABOUT YOUR AUDIENCE. IT IS BETTER TO HAVE A TAILORED AUDIENCE RATHER THAN TO SAY THAT 'THE SHOW IS FOR EVERYONE' THIS MAY WELL LEAD AUDIENCE CONFUSION.

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OUR SPECIFICATIONS FOR YOUR SHOW/WORKSHOP LISTING:

O CONCISE WORDING: GRAB YOUR AUDIENCE'S ATTENTION QUICKLY SO THEY CAN SEE WHAT YOUR SHOW/WORKSHOP IS ABOUT.

O CHOOSING YOUR IMAGE: WHEN USING/SENDING US AN IMAGE OF YOUR SHOW CAN YOU MAKE SURE THAT FOR OUR WEBSITE (WHICH IS WHERE TICKETS WILL BE SOLD) WE NEED THE FOLLOWING SIZES **(IN PX WIDTH X HEIGHT)**

(1600X593) MAIN IMAGE

(289X177) THUMBNAIL

OR WE CAN JUST USE A GENERIC STF IMAGE

O KEEP YOUR PROMOTIONAL MATERIAL CLEAR: USE THE SAME LOGO'S, IMAGERY, AND PHRASING ON ALL YOUR PROMOTIONAL MATERIAL.
(PLEASE SEE THE SECTION ON FESTIVAL LOGOS FOR MORE INFO)

WE ARE HERE TO HELP

IF YOU HAVE ANY QUESTIONS OR ARE UNSURE ABOUT ANYTHING REGARDING THE MARKETING OF YOUR SHOWS OR WORKSHOPS,
**PLEASE CONTACT HAYLEY TRUST,
FESTIVAL CO-ORDINATOR**

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HOW WE SUPPORT YOU:

THE FESTIVAL WILL PROVIDE YOU WITH THE FOLLOWING SERVICES WHICH ARE INCLUDED IN YOUR REGISTRATION FEE:

O THE EVERYMAN THEATRE WEBSITE:

SELLING TICKETS ON YOUR BEHALF.

O THE EVERYMAN THEATRE BOX OFFICE:

ALL THE FESTIVAL SHOWS, AND WORKSHOPS WILL BE ABLE TO BE BOOKED THROUGH THE BOX OFFICE.

O STROUD THEATRE FESTIVAL/THE EVERYMAN THEATRE LED SOCIAL MEDIA CAMPAIGNS:

THIS WILL GIVE YOU THE OPPORTUNITY TO ENGAGE WITH POTENTIAL AUDIENCES WITH LINKING OURS AND YOUR SOCIAL MEDIA PAGES.

@EVERYMANCHELT ON INSTAGRAM
AND **FACEBOOK.COM/EVERYMANTHEATRE-CHELT**
ON FACEBOOK.

O PROMOTIONAL ACTIVATES: FOR THIS FESTIVAL WE WILL HAVE ONE OFFER FOR SHOWS WHICH IS THE 'STROUDIE SPECIAL'; BUY 5 TICKETS AND GET THE 6TH FREE.

O PRESS: THE EVERYMAN THEATRE HAS ITS OWN PRESS CONTACTS WHICH WILL BE USED TO PROMOTE THE WHOLE FESTIVAL.
(WE WILL KEEP COMPANIES UP TO DATE ON THESE DETAILS)

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FESTIVAL/ THE EVERYMAN LOGO:

TERMS OF USE:

- SUBJECT TO COPYRIGHT PROTECTION.
- MADE AVAILABLE FOR MARKETING PURPOSES ONLY.
- ONLY TO BE USED TO PROMOTE THE SHOWS/WORKSHOPS YOU ARE BRINGING TO THE FESTIVAL.

DO'S:

- HAVE A CLEAR BACKGROUND.
- MAKE SURE THAT THE LOGOS DOES NOT CONTRAST WITH YOUR ARTWORK.
- **ONLY USE THE LOGOS WHEN YOUR APPLICATION HAS BEEN ACCEPTED BY THE FESTIVAL.**

DON'T:

- STRETCH OR SQUEEZE THE LOGOS.
- ROTATE OR CROP.
- CHANGE THE COLOUR.
- ADD EXTERNAL TEXT.

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