

UPSTAGE

INVERCARGILL FESTIVAL OF CABARET

30 August-7 September

**2024 Producer/Venue
Expressions of Interest
Information Pack**

Welcome to Upstage Invercargill Festival of Cabaret 2024

You are cordially invited to be part of the next Upstage Invercargill Festival of Cabaret. Join us to independently produce or host an event with Upstage and be part of this year's exciting programme, or get in touch with an idea, performance or workshop you think will make an interesting addition to the programme.

We would like to welcome and include more events in the festival, adding not only variety and uniqueness to our event selection but to spread the festival to the many venues across Invercargill.

At the heart of Cabaret your event should be a little bit naughty, maybe drag, comedy, dance, theatre, or burlesque, and we want to know what's out there! We encourage both local and national producers to submit an expression of interest to showcase their great work and be a part of an awesome festival.

Please read the following information carefully. We can't wait to work with you.

How Producing with Upstage Works

Apply: If you're interested, please complete an expression of interest to be a producer or venue using the online form or by emailing us directly at CabaretFestival@icc.govt.nz. The deadline for submissions is Wednesday 10 April, 2024. At this stage, we are only asking for your concept and some evidence of your production experience.

Get accepted: By Monday 15 April, we'll let you know if your idea has provisionally been accepted. This means we are keen to work with you but there's a chance we still need to iron out some of the details with you.

Create and submit: From here, we ask that you get to work on your event, lock in all the details, and submit your event information to our event submission form, which will be sent to you in advance. This information is due by Tuesday 30 April.

The information that we need in your submission is as follows:

- The name of your event
- The name of your producer/producing company
- A short description of your event, targeted to customers (formatted in a way that's suitable for both Facebook and ticketing)
- Your proposed ticket price
- Your venue or preferred space
- The date and timing of your event
- The seated capacity of your event (ie. how many tickets will be on sale)
- Your company logo
- Various sizes of images for loading your tickets on Ticketek
- A New Event Notification form completed (we can help you with this)

Apply for funding: If you required funding support for your event, we recommend checking out the list of funding options for Invercargill local events. Visit artsmurihiku.co.nz/resources/funding-and-grants/nation-funders/

Review: We will review your event submission form and at this stage we may ask for some revisions (to your event description, scheduling, or venue, for example) or we might just need to check a few things with you. We reserve the right to decline your event if changes can't be made.

Upload: If we have all the information we need, we will get it live and you're set to go.

What Upstage will do to support your event

Design work: We'll create an event banner to use on your event's online listings, co-branded with your logo.

Public Relations: We'll work with you to develop PR material and assist with distribution to local media.

Ticketing: We'll upload and host your event on our ticketing platform, Ticketek. Ticket fees will apply.

Programme: We'll feature your event on our event schedules online and in the printed programme.

Facebook: We'll upload and host your event on Facebook. We'll add your profile as a co-host so you can post in and boost the event, if applicable.

Promote: We'll do a minimum of one timeline post on our social media specifically promoting your event.

Repost: We'll repost, when possible, all content created by you promoting the event. Tag us, and we'll share.

Fee: Upstage is happy to provide different levels of involvement with each producer. We will arrange an appropriate profit arrangement with each party.

What you will need to do as a Producer

Event concept: You'll need to independently come up with your own event concept. The style, structure, theme and concept of your project is entirely up to you, but, of course, must align with the Upstage brand and cabaret theme.

Venue: You'll need to use an Upstage approved venue, and we can support you with venue selection and introductions to venues.

Schedule: You'll need to schedule the date(s), start time(s) and end time(s) of your event or events. While there may be some schedule overlap throughout the festival, we want to develop a programme that gives each event the best chance of success. We reserve the right to ask you to change the time of your event to ensure we can avoid any unnecessary scheduling clashes.

Casting: You'll need to cast your own show, if applicable. We ask that you ensure a commitment to selecting diverse talent wherever possible.

Submit your information: As outlined above, we need to have firm details of your event by Tuesday 30 April.

Find your team: You'll also need to organise any other support staff you might need, like a stage manager. Ensuring appropriate tech, ie. Sound, lighting, is your responsibility, however, we can provide assistance. We can also provide additional tech support for a fee.

Promote: You'll need to promote your own event through your own marketing channels alongside Upstage promotional activity. While we'll provide support, it is your responsibility to sell tickets for your event.

Invoice: After your event has closed, we will request an invoice for us to pay out your ticket revenue, minus any ticket fees and any other costs agreed with the Upstage team.

Current Venues in Invercargill

- The Civic Theatre (main stage)
- The Civic Theatre (cabaret stage)
- The Wikitoria at the Civic Theatre
- Scottish Hall
- The Langlands
- Te Whare Tapua

Terms and Conditions

To produce with Upstage Invercargill Festival of Cabaret, you agree to the following terms and conditions.

I will abide by the refund policy and terms and conditions as required by law.

I/we am/are fully responsible for all my own costs associated with my event.

I/we am/are fully responsible for all my own health and safety obligations and will put in place a health and safety plan with the venue I am working with for my event (s).

That my event is an approved Upstage event and I will only use the Upstage branding as approved by the Upstage event organisers.

I will use Upstage approved venues where possible.

To Apply

Please complete the Expressions of Interest form [here](#).

Any further questions, please don't hesitate to check out our website or email us at CabaretFestival@icc.govt.nz.

Thank you for your interest in producing with Upstage. We look forward to working with you.