

ANYWHERE
THEATRE FESTIVAL
10-27 May 2018

Information Pack For... Businesses and Potential Hosts



What is Anywhere Theatre Festival?

Anywhere Theatre Festival is a festival of performance anywhere but a theatre and art anywhere but a gallery that runs Thursday 10 to Sunday 27 May 2018.

Since 2011 the festival has grown to be one of the **“Top Nine Fine International Festivals”** (QANTAS Travel Insider) with 94,000 attendees at 433 performance in 80+ locations annually, anywhere but a theatre. To put these figures in context, that’s more locations and more performances than Brisbane Festival!

In 2018 Anywhere Theatre Festival is expanding beyond Brisbane to include the Noosa and Sunshine Coast Council region for the second year in a row!

Anywhere Theatre Festival allows independent performers and artists to bypass the theatrical silos to present when and where you want. The top five reasons people do our festival are:

- 80% of all tickets are sold (compared to 6% at Edinburgh Fringe)
- Inclusion in a printed and online program with box office managed for you
- Advice and resources that help you present a show, regardless of your skill level
- We run the box office and the performers run front of house
- Performers use the space as is instead of converting it into a theatre



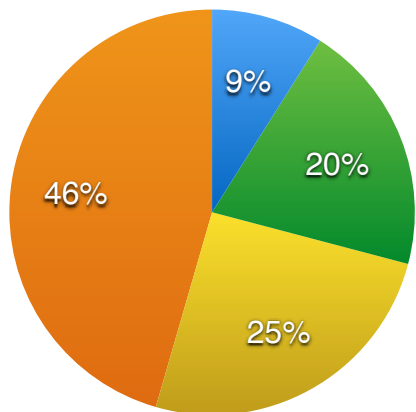
Festival Stats

Over the past four years we have undertaken extensive research on our audiences and the benefits to partners. Here is a selection:

- **77%** of audiences had never visited the Anywhere Theatre Festival event location before attending the festival;
- **51%** of attendees pay to see 0-3 live performances outside Anywhere Theatre Festival, indicating access to an audience not regularly attending other performance
- **68%** of those audiences stated they were “much more likely” to visit that business again as a result of their Anywhere Theatre Festival experience;

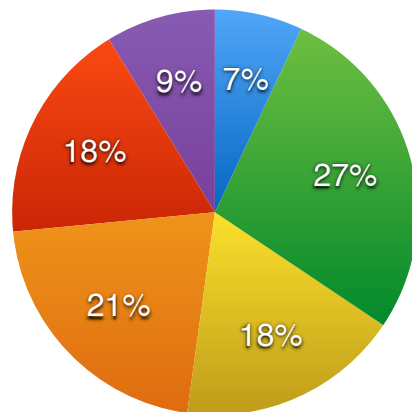
- **41%** of audiences came from beyond Brisbane and 74% came from more than 5 kilometres away
- **100%** of in-person surveyed audience members rated their festival experience as Excellent or Above Average according to Culture Counts.
- The average value of each new customer within on month introduced through Anywhere Theatre Festival was \$142.60 across a range of business types.
- A venue that hosted a performance with a total of 100 audience members over a couple of performance would benefit from an additional **\$7,466** in additional income during and within one month of the festival and **\$25,607** including the festival and the following twelve months.

Will I change my buying behaviour based on Anywhere Theatre Festival partner?



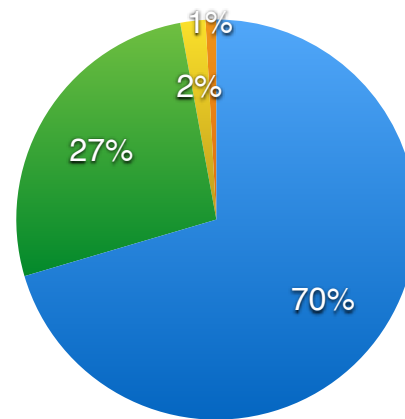
- No / Unlikely
- Might affect based on my experience
- Likely I will trial new service/business / place of my current choice
- Likely I will trial a service/business type I don't currently

Attendee Age



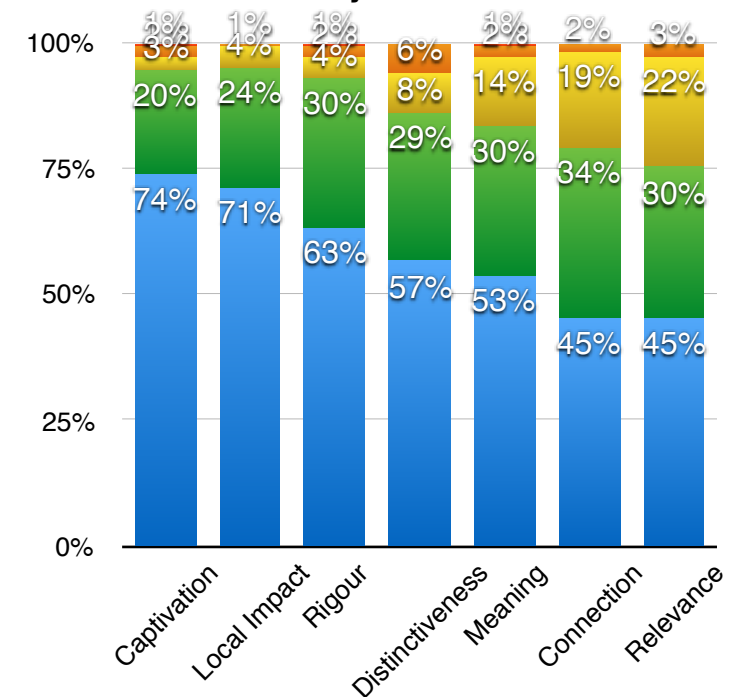
- Under 19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69

Audience rate the festival experience



- Excellent
- Above Average
- Average
- Needed improvement

Quality of the festival



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

What do you get?

A festival of performances anywhere but a theatre with an estimated 100 performances featuring local artists and performers in business and residential locations.

- Logo and advertisement in our **festival program** with an anticipated distribution of 10,000-20,000 throughout Sunshine Coast and additional opportunities to advertise;
- Full page listing on www.anywheretheatre.com which had 183,840 hits during the festival last year and logo placement at bottom of every page;
- Hospitality opportunities to the **launch event, opening and closing night event.**
- Complimentary tickets and special offers for council partners and staff to Anywhere Theatre Festival events.
- Ability to host an exclusive performance or workshop run by Anywhere artists of your choice for your customers and staff.
- Access to be promoted in our **social media and eNews distribution** of over 17,000 highly engaged potential participants to your event (11,000 eNews, 5,900 Facebook, 4,000 Twitter, 1,000 Instagram);
- **Media opportunities** to be driven by Anywhere Theatre Festival that highlight your connection to the festival.
- Research question to attendees and summary of all data from Anywhere Theatre Festival
- We provide data on audiences and run the box office so you don't have to handle bookings before the event.
- **Be part of an exciting local community based festival that is a unique worldwide event!**

How does it work?

- **Give us a call or email if you'd like to discuss, otherwise head straight to anywhere.is and register your space for FREE to get started.**
- We help to line up potential acts based on your venue availability and the types of shows of interest.
- You provide the space rent free to the performers and an agreement is signed between you and the performer to ensure the arrangement is clear.
- The program listing is confirmed with you by the show producer
- You are invited to the **launch event scheduled for 17 April.**
- You are provided with posters, programs for your space and customers as well as an agreed number of complimentary tickets
- All advanced ticket sales are made through the Anywhere web site so any enquiries to you can be directed straight to us.
- The show producer runs through a risk assessment plan with you to ensure any potential risks are covered.
- We provide a list of ticket purchasers to the show producer for each night of the performance and an Anywhere banner so people know where to find the show.
- The show producer works with you to determine the best way to take any ticket sales on the night.



Important Dates

21 February Confirm all show details - dates/times/venue/box office for the online and print program with a venue agreement

Mid March Launch to subscribers and partners

21 April Public Program Launch

10 May Anywhere Theatre Festival opens

27 May Anywhere Theatre Festival closes



10 - 27 May 2018

Details at <http://anywhere.is>

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