

**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



# Why should you get involved?

**You can get involved by simply offering your residential or business space free for a performance of any type to happen.** It's a lot easier than it sounds and the benefits are:

- 87% attendees went specifically for Anywhere Theatre Festival and did not consider other entertainment options beyond the home;
- 82% of all available tickets were sold;
- 77% of audiences had never visited the Anywhere Theatre Festival event business location before attending the festival, 68% of those audiences stated they were “much more likely” to visit that business again or use their services as a result of their Anywhere Theatre Festival experience;
- 41% of audiences came from beyond Brisbane and 74% came from > 5 kilometres away.

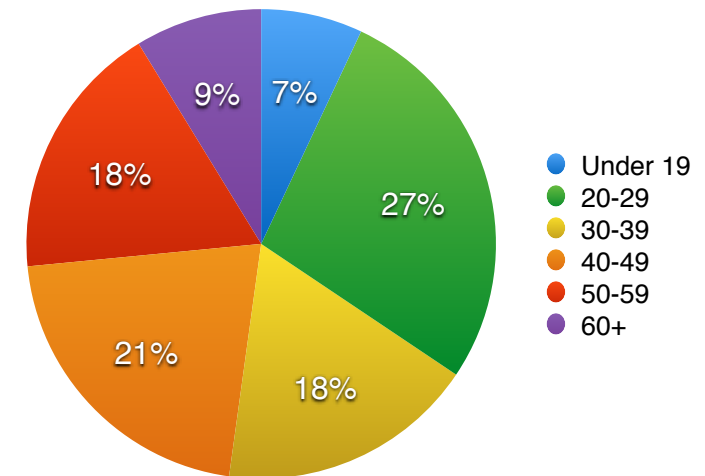
# Get involved because...

- We have a track record built up over seven years presenting Anywhere Theatre Festival in Brisbane with major partnerships that have included organisations from Brisbane City Council, Arts Queensland and Queensland Rail to NewsCorp and The Guardian.
- Introduce new customers to your business with audiences that come to you and opportunities for media

- Provide a unique special event for your loyal customers
- It is easy and the festival staff are there to make it as easy as possible to host a performance of any kind

- 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!**

**Audience Age Ranges**



# How does it work?

- **Give us a call or email if you'd like to discuss, otherwise head straight to [anywhere.is](http://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

**15 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

**17 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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