



## **Filling in the Festival of Chichester 2024 event application form**

[www.festivalofchichester.co.uk](http://www.festivalofchichester.co.uk)

**We're so pleased that you have decided to submit an event (or events) to be part of our 2024 programme.**

In previous years some organisers told us that the process was a little hard to navigate. We have tried to simplify things a little this year but we do need quite a lot of specific info. So, this document aims to help you get the key information ready in advance, as well as guiding you through the form filling process.

Notably we will be asking you to provide photos and texts that will be used in for the brochure, website and box office. Please read carefully the different requirements for each and prepare the texts and pictures as closely as possible to the suggested sizes. If we have to edit your copy or crop your photos, we won't necessarily have the opportunity to check that you are happy with the result.

Please do not start the application until you have, at least provisionally, decided upon a venue.

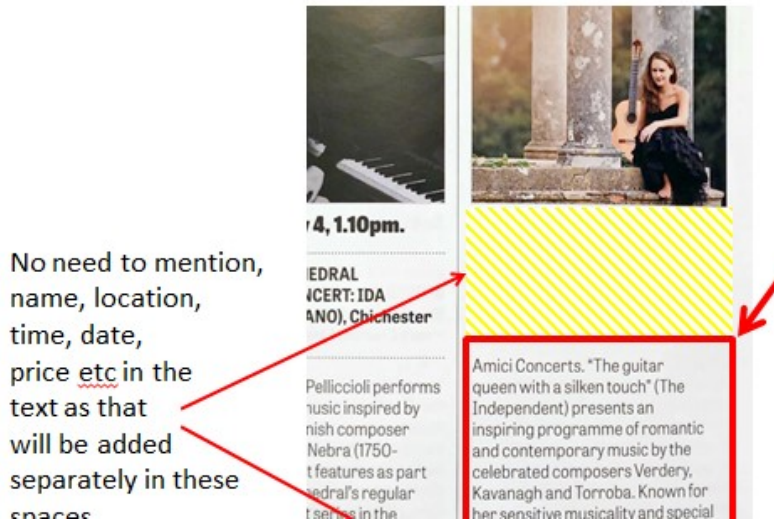
Before you start it's worth preparing two texts and any necessary photos.

### **a) Headline event text**

This is the main explanation of what your event is about, its main attraction and anything that is essential to help a reader decide whether or not to book... or at least to read further (on the website).

There's no need to use this text to give the date, time, location or ticket price as those details will be added separately from information you've provided elsewhere on the form.

If the performer(s) at an event is/are not clear from the event title, then ensure that they are named in the headline event text.



No need to mention, name, location, time, date, price etc in the text as that will be added separately in these spaces

4, 1.10pm.

EDRAL  
ICERT: IDA  
ANO), Chichester

Pelliccioli performs music inspired by nish composer Nebra (1750- t features as part edral's regular t series in the

Amici Concerts. "The guitar queen with a silken touch" (The Independent) presents an inspiring programme of romantic and contemporary music by the celebrated composers Verderly, Kavanagh and Torroba. Known for her sensitive musicality and special

The headline event text will end up on a brochure page formatted like the example above. Target text length should be around 40 words and certainly no more than 50.

You might need to shorten the headline text if your event has a particularly long name, complex venue details, complex pricing structure or a large number of possible dates, as all of these factors will squeeze the space available in the brochure panel which is fixed as one sixth of a page.




**Sunday, June 25, 7pm.**

Event TM7: ROMEO & JULIET  
- OPEN AIR PERFORMANCE  
Chichester Cathedral - South West Lawn.

The Lord Chamberlain's Men invite you to join them for the classic love story Romeo & Juliet. With a history stretching back to William Shakespeare himself, they present this play with an all-male cast and Elizabethan costumes, music and

**If your event has complex or multiple practicality details it will be necessary to write a shorter Headline Event Text as in these examples**



**June 11, 11.30am; June 18, 6pm; June 22, 6pm; June 25, 11.30am; June 29, 11.30am; July 2, 11.30am; July 9, 11.30am**

Event WT2: HIGH CHICHESTER'S  
Chichester Tour Cathedral Bell Tower

An easy 90-minute

## **b) Secondary event text for website and box office**

This comprises a fuller description of what the audience should expect from your event, in addition to what you've written in the headline event text above. There are no specific word count restrictions for the website text and a fair degree of detail is welcome, but generally it is not advisable to make the text longer than around 200 words.

## **Photographs**

You can upload up to eleven different photographs that will appear on our website but most important is the **primary event image** which will be the main image associated with your event across all platforms. The brochure, festival website and box office all use slightly different formats so it would be ideal if you could prepare three differently cropped versions as we'll explain below. If you aren't tech savvy we can accept one photo for all of three and we'll do our best to crop to fit, but you'll probably be happier with the result if you prepare your own.

### **Primary event image**

- We need a real image (not a poster, no lettering) that's free of copyright
- Ensure that the image is level, in sharp focus and well-lit
- We prefer an image showing people.
- Format should be JPG
- Please rename photo file name(s) to be the same as your event title.

### Crop for brochure

- Resolution medium, file size 1 MB to 3 MB
- Landscape
- Aspect ratio of 4:3

### Crop for website

- Resolution medium, file size 1 MB to 3 MB
- Landscape
- Aspect ratio of 17:12

### Crop for box office

- Resolution lower, file size around 0.5MB – must be less than 1 MB
- Portrait
- Target size 600 pixels wide x 962 pixels high.



### **Other photos for website**

Up to ten more photos, target aspect ratio of 17:12, JPG, copyright free.

### **Getting ready to fill in the form**

Most questions are straight forward but it's worth being prepared.

#### **Event name**

Beware of using very lengthy names as this can take up a lot of space within your brochure listing

#### **Event category**

You will be asked to select a category under which your event will be filed in the brochure. The options are:

Art & Craft (AC)

Community, Children & Family (Com)

Music (M)

Spoken Word (SW)

Theatre (Th)

Walk/Tour (WT)

Please select the primary classification that you feel best fits your event. Generally this is obvious but in the case of blended events (e.g. poetry & music) along with musicals (theatre or music?) we need to know which category you favour as your primary listing.

#### **Organiser details**

We will need your contact details (for communication not to be published).

Please decide whether you or your organising group want to be mentioned in the brochure after the title. Be aware that, if so, it does slightly reduce the space you will have in the headline event text. You could alternatively mention your group in that text.

Also if you have a website or any social media links please include them in the relevant fields. If you don't have these yet they can be added later.



### **Event location and dates**

If you haven't yet arranged a venue for your event, please do that before you fill in the form unless the event is purely online. See <https://festivalofchichester.co.uk/venue> for the principal venues that are available in the district. These also appear in the dropdowns in our pre-prepared listing.

The form will ask you to enter the venue: you can either select from our pre-prepared listing or add a new venue that isn't already on our listing. In the latter case you will need the address and postcode too, so it's worth having that to hand before you start.

If possible also pre-check whether the venue is accessible for those with reduced mobility.

### **Tickets**

The form will ask you the price, and number of tickets that will be available for your event.

Although prices can be adjusted later it is helpful if you can give accurate figures on the form.

The form allows you to input concessionary rates. If these rates are complicated, it might be worth giving a general range ("concessions £x-y") then spelling out the full details in the full length text for the website. There's a box to enter these values. That avoids using up a lot of space in the brochure.

If offering age-related special rates, consider phrasing this for clarity as "under-16s" "under-18s" "over-60s" "over-65s" etc rather than "children" or "seniors".

### **Box Office**

We will strongly encourage you to use the ticketing services of the Novium/Chichester Box Office for selling at least a proportion of your tickets. The fact that most events use the same ticketing outlet – and that it's located right in central Chichester (with online options too) – makes the Novium a handy ticketing hub. The box office service for paid events incurs an agency commission of 10% + VAT. There is no charge for free ticketed events. You can also sell a proportion of tickets yourself and on the internet as long as you keep a careful check on numbers sold and liaise with Chichester Box Office over quotas.

If you tick this box that you've accepted The Novium T&Cs, The Novium will send you a separate ticket contract for signature. It's available to view from the footer of this page. No tickets can be sold unless you complete and return the ticket contract. The festival itself does not sell any tickets. The contact name for your event should be the same on both this registration form and the contract. If applicable, please forward any seating plans at the earliest possible opportunity to The Novium.



## **Festival volunteers**

While we cannot guarantee it, we hope to ensure that – whenever possible - one or two volunteers from the Festival of Chichester attend most events and are available to help organisers with ticket checking etc if that would prove helpful.

We would like your feedback on whether this is something that you would want.

Equally, if you would like to volunteer for such a role at others' events, please let us know.

## **T&Cs**

For face to face events there are some terms and conditions that we will need you to accept. These are typical formalities but we suggest that you access the documents in advance to ensure that you know what you're signing. They're in the website footer.

## **Health & safety**

All event organisers are responsible for ensuring the events they manage comply with Health and Safety legislation. Our guidance notes are available to view and print from the website footer. This includes a Risk Assessment Form for your convenience: that does not need to be returned to us.

## **Covid-19**

While there are no specific requirements at the time of writing this document, should Covid or other pandemic situations re-arise, event organisers would be responsible for checking and strictly following government guidelines, for the safety of all concerned.

## **Public Liability**

The Festival cannot provide public liability insurance. It is your responsibility as an event producer to ensure public liability cover is in place. Venues often have such cover but you must discuss this with them to ensure you are covered. If not, you will need to arrange public liability cover or find another venue that offers it on your behalf.

## **Licensing**

Before confirming your event, please ensure that your venue has any necessary licenses for the event that you plan to organise. For most musical, theatrical, indoor sport, or dance events this will include a Premises Licence (<https://www.gov.uk/find-licences/premises-licence>). Equally, if you plan to provide alcohol at your event – either for sale or included in the price of the ticket, you will need to check that the venue has an appropriate Alcohol Licence. Information can be found on Chichester District Council's website at <https://www.chichester.gov.uk> to enable you to apply for a licence.



**Ready!**

OK – so hopefully now you are ready to zip through the form filling without lots of stops and starts to read documents and prepare answers.

We're looking forward to receiving your application(s)!

Best wishes,

Mark Elliott & Simon O'Hea, on behalf of the Festival Committee

30 November 2023