

Dear Potential Venue

Thank you for your enquiry/booking with Oddsocks productions. Oddsocks have been touring nationally and sometimes internationally for over twenty years. We have a reputation for providing quality, family-friendly, good night out theatre to loyal audiences of up to 500 per performance. Our company is hard working, reliable and very experienced. As we have had so many enquiries from promoters who are new to the area of promoting live performance and most of your information has been discussed informally over the telephone, this document outlines how booking a production works and outlines pretty much everything you need to know or find out about in order to make your event the success it deserves to be. If after reading this, you have further questions, please do not hesitate to call us or email us and we shall try to help.

OUR PARTNERSHIP:

When contracting Oddsocks to provide performances at your venue, you become the “Promoter” of the event. This means that you will take the lead on contacting local press and potential audience and advertising the performance(s). It is very important to do all you can to get an audience in. However good a performance is, people will not come unless they are encouraged to book up in advance!

FINANCIAL AGREEMENT:

We charge you a deposit and a fixed guaranteed fee or 70% of the total box office income whichever is the greater.

Initially you pay us a deposit fee to secure booking us for your event. This helps us invest in your publicity material and prepare the production. You then promote (advertise) the performance at your venue, Oddsocks take online bookings, you take phone bookings and bookings in person on the night. Oddsocks perform the show(s) and if the total takings (online/in person and by phone) exceeds the guaranteed fee per performance (100 people paying an average of £15 per performance) you will keep 30% of the excess and Oddsocks will keep 70%. -In the unlikely event of not reaching your audience target figures, you will need to pay Oddsocks the guaranteed fee per performance, less the deposit amount already paid in the form of your deposit.

WHAT WE PROVIDE:

1 The production: set, costumes, rehearsed performance(s) as agreed. Most importantly.... A great night of quality Shakespeare fun and a party atmosphere for your expectant audience to go with their summer picnic at your venue!

2 Lighting :We provide stage lighting, but lighting for the audience after the show is appreciated. We provide and connect our own weatherproof lamps (which conform to British Safety Standard).

3 Publicity:

2000 A5 fliers per performance

(double sided with inclusion of box office details for your performance on the front and in the tour schedule printed on the back)

Up to 50 A4 and A3 posters

(with your specific details on the front).

Two press releases in email format (one regarding our company, one regarding the specific production)

Two high resolution jpegs publicity shots for your use

Any additional publicity material required would be charged in excess.

Both the press releases and the jpegs will be available as downloads from our website by going to www.oddsocks.co.uk/promoters/downloads

Oddsocks will contact, by email, every previous audience member who has given us their details and inform them about your performances.

Oddsocks directors are available for phone interviews if required as are the cast at specific times.

Oddsocks will include your performance details in our relevant quarterly newsletter which is sent by post and email to over 500 potential audience members.

Your performance details will be listed free of charge on our website and a link to your website provided.... it is vital that you update your website with details of the event as soon as possible and provide a link to our website for online bookings!

As soon as you receive your publicity, start promoting the event.... It is never too soon!

4 Online box office - Oddsocks can run an online booking service for your audience members to book in advance. We recommend:

Advance booking price: Adults £13, Child £7

If bought on the door: Adults £15, Child £10

This advance cheaper rate encourages people to book up and not wait to see what the weather is like, please encourage your telephone bookers to book in advance too. NB. We keep approximately 3% of each booking to cover paypal administration fees.

5 Insurance/Electrical: We have full Employer's Liability of £10 million, and Public liability cover of £5 million. All electrical equipment is PAT tested with relevant certificates

6 Accommodation: We arrange all company accommodation and transport, but if you are able to provide or give recommendations it is always appreciated.

7 A supply of tickets for you to sell in advance at your venue

WHAT YOU NEED TO PROVIDE:

1 A deposit of £250 + VAT in order to secure the booking. Details of how to pay are included on Oddsocks invoices. This deposit is deducted from your guaranteed total fee to us of £1,250 + VAT per performance after the last performance at your venue.

2 An Occasional Theatre or Local Authority Public Entertainment Licence for the event organised well in advance, please contact your local council (city or borough) for further information. This is the promoter's responsibility. (Performances which are cancelled due to late application and therefore non acceptance are not the responsibility of Oddsocks and no refund will be offered to your audience by us and no agreed fees waved).

2 Three electrical points - 13 amp

3 Access for the company to the venue at least four hours before the first show. Access to the performance area which is at least 3.5 metres high and 2.5 metres wide. We would ideally need to bring a high topped Luton 3.5 ton van onto the playing space in order to unload our unique set. If access might prove difficult or you cannot allow a van onto your grass, please inform us as soon as possible to talk about alternative arrangements.

4 Enough performance space for the company wagon (stage)

Minimum width 8m (25') x 8m (25') depth

Minimum height 5.5m (18') (not applicable if open air)

5 Public parking, Audience Toilet facilities, (if possible separate toilet facilities for the cast), Stewards in numbers which adhere to health and safety guidelines for events.

6 Adequate personnel to market and advertise the event in the local area. You will need to distribute the fliers/leaflets to outlets, shops, hospitals, clinics, arts venues, libraries etc etc and email your database of visitors, clients, friends, contacts as soon as possible to achieve maximum audience potential (try enlisting the help of friends/ relatives/supporters of your property, people like to help!)

7 Box Office facilities on the night to dispense the tickets to pre-bookers and sell to people who have not bought in advance, this is generally a job for two staff/volunteers.

8 Dressing room nearby for the cast to use.

9 Refreshments for cast members. Usually tea/coffee or soft drinks and a light meal a couple of hours before the show. At least 3 litres of fresh drinking water, (preferably mineral water), and six beakers available for each performance.

10 A box office telephone number which must be manned for a good proportion of each day, and have an answer phone attached for taking messages, which should be responded to promptly. Please inform us of this number as soon as possible for publicity purposes.

General information you may need to know:

Advance site visits?

We don't generally visit each potential venue in advance of a booking to choose a performance area. The best way to help us is by taking photographs (which you may already have) and sending them to us to look at via email to info@oddssocks.co.uk or post: Oddssocks Productions, Friar Gate Studios, Ford Street, Derby DE1 1EE. Remember that we will need access to power without feeding cables through the audience and the best atmosphere is gained by having a natural backdrop behind our set (a bush or a house wall etc and an enclosed space for the audience to sit in. Please inform us what ground surface the cast will be performing on in advance:

Grass (best and needs to be cut short and free from animal dung), gravel (ouch that hurts!) concrete, or wood.

Seating?

Unless you have hired our seating (see note below), we generally ask you to encourage audience members to bring groundsheets/rugs and /or garden seats.

Why not hire our impressive covered seating (as seen on C4's "Country House Rescue"? This set up provides all weather comfortable seating for up to 120 audience members and looks magnificent which adds to the prestige of your event. For prices please contact Andy at Oddssocks on 01332 258 328 or info@oddssocks.co.uk

HELP! Should you require suggestions for wording about the event for your website, and or help and ideas with marketing initiatives, please contact our Marketing Officer Frances Newbury on 01332 258 328 or at francesnewbury@aol.com

You may arrange your own

F.A.Q which your audience may ask when they book - whoever takes your phone bookings needs to know these answers!

Adverse weather conditions?

Oddssocks performances go ahead whatever the weather, if there is an indoor option we make the decision with the promoter on the day to go inside by 4 hours before the performance and once the decision is made we need to stick to that regardless of the weather by performance time (this is because of the time required to set up).

Refunds?

Refunds will not be offered to the audience in the event of cancellation due to dangerous weather conditions if the company has started the performance. We generally state on the tickets that there will be no refund in the event of cancellation due to bad weather. (It is a hazard all companies face). In our previous experience, in the unlikely event of postponement of a performance we have offered free tickets for all audience members able to attend the new performance who had bought tickets for the previous performance or free entry should we return to the venue another year. In nearly 20 years of over 50 performances every summer we have cancelled only 3 and postponed 2.

Advise people to come dressed for the weather (warm clothes for when the sun goes down) and bring seating or rugs.

We encourage people to bring picnics, but not animals (they generally don't taste as nice!)

Brollies? We ask our audiences not to use umbrella's during the performances as these get in the way of people behind them seeing the stage.