

NORTHCOTE KIDS

*Presented by Chalice
& Curious Legends...*

Performer's Info

Welcome to *Northcote Kids*! We're a regular event happening every third Saturday of the month at the Northcote Uniting Church, in Melbourne. Both well known and up and coming artists are invited each month to perform for an audience of children and adults alike. Mitchell Reese from *Curious Legends* is the producer. To get involved, simply talk to Mitchell, and invite him to one of your shows.

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Northcote Kids Info

Time, Locations, and Dates:

- This event happens every 3rd Saturday of the month at the Northcote Uniting Church Hall, 251 High Street, in Northcote. Check with us to find out what dates are available to perform.
- Times are 11am & 2pm, with 1 performer/company doing both slots.

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Audience numbers:

- We estimate the Uniting Church Hall can hold up to 150 adults and children.
- Numbers for *Northcote Kids* depend highly on the advertising done by the performers. While a base level of advertising is provided, numbers are variable. In the past we have had anywhere between 4 and 150 people attending.
- To boost audience numbers, free tickets are given out for each show. These go to the general public, as well as to regular patrons of *Northcote Kids*. We hope to provide a base of 30 to 40 people at each show from free tickets.

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Performance Space:

- The Uniting Church Hall is a fantastic performance venue. Very large, it is estimated to fit up to 150 people for a theatre show. It has wooden floors, heaters, and stackable chairs.
- There is 3 phase power available, a lighting rig in the ceiling, covers for the windows to darken the space, and rostrum to create raised staging.
- Please note that no lighting, or sound equipment, or tech support is available from the Church.

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Advertising:

- Please note that the *only* way to guarantee a paying audience is to put time and energy into promotion alongside us! If you have a website, it will be linked to through our *Northcote Kids* page, rather than directly represented on the media we promote through. Here is a list of the base promotion we'll provide:

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- Press release written and sent to: *The Preston & Northcote Leaders, The Age 8 days, The Weekend Age, Melbourne Magazine, and The Age 48 hours.*
 - Listing in *Darebin What's On* e-newsletter
 - Mailout to *Northcote Kids'* mailing list
 - Press release sent to the Northcote Uniting Church for their mailing list
 - Design and printing of *Northcote Kids* fliers, distributed to Artplay, La Mama, and to the artists performing. (artists get up to 200 fliers)
 - Distribution of fliers and posters locally throughout Northcote
 - Fliers sent home with all the local primary school kids from the area one week before each event.
 - Promotion in our website on our *Northcote Kids* page. We'll promote you via a listing under the date you're on, as well as a picture with a link to your website. While listings are removed when the date's past, your picture, and the link to your website, remains.
 - Free tickets as mentioned above.
 - Other promotional opportunities that crop up from time to time.
- ***Below is a list of what advertising needs to be done by the artists:***
 - ***Please note that while the above list may seem impressive, it will not guarantee a paying audience. For this to happen, the artists need to undertake advertising themselves.***
 - Distribution of the fliers we give you (up to 200)
 - Letting your adoring public know about the gig (mailing lists, etc)
 - Interviews on radio, and/or with the local papers; both for your area and in Northcote
 - Giving out free passes (contact us for more details)
 - Listings in Melbourne's Child
 - Listings in other publications not listed above.
 - Get us the following information 8 weeks before your performance: a synopsis of your show, information you'd like included about yourselves, and any promotional pictures you have.

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On the Day:

- We'll open up the church hall by 9am on the day of performance. Let us know if you need more time to set up, or if you need to get in the night before
- Ticketing will be organized for you
- A sandwich-board saying *Northcote Kids* will be provided out the front of the church, with the details of your show on it
- We'll help you set up the space. This includes help with chairs and blacking out the space, if required.
- We'll help you breakdown the space, though clean-up from performances is the artists responsibility.
- Artists need to provide all other help, i.e. sound operators, people for lights, etc., as well as any other signage they want visible
- *Northcote Kids* will have a mailing list available for people who want to be notified about upcoming events. If requested, we're happy to give a photocopy of this to the artists after the shows. It gets too complicated having multiple mailing lists however, and we ask that only the *Northcote Kids* mailing list is displayed.
- It's fine to display any promotional material for your show and other theatre events you're involved with. Feel free also to sell any merchandise relating to your show or company. A table can be set up for this purpose, however we're unable to sell anything for you directly.

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Finances:

- Tickets to the general public cost \$12 regular, \$10 concession, and \$10 per person for groups of 4 or more people. All children are at concessional rates, while children under 2 are free. Free tickets will also be given out for the show. (see above)
- The performer's cut is 60% of the days ticket takings.

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- At the end of the day, the money will be counted. We keep 40%, you take 60%, simple as that.

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Insurance:

- Insurance is not required, as this is covered under *Northcote Uniting Church* activities.

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That's it! Feel free to contact us with any questions, and to come share your wonderful show. We're very open to all artists and any wacky, crazy, or wild ideas you might have. See you in Northcote!

~Mitchell Reese,
Creative Producer