

26 APRIL - 26 MAY 2024

**BRISBANE
COMEDY
FESTIVAL
2024**

PRESENTERS KIT

BRISBANECOMEDYFESTIVAL.COM

DATES AND DEADLINES

FESTIVAL DATES

Brisbane Comedy Festival Opening Gala: Fri 26 Apr 2024

Festival runs 26 April - 26 May 2024

FESTIVAL ON SALE DATES

The 2024 Festival Program will be announced across four on-sale “drops”.

Due dates for material required for each on-sale is outlined below. Material required includes marketing information, ticket prices, and resized images.

All times listed are AEST.

If your show is confirmed for an on-sale and all material isn't received by due date, your show will automatically be moved into the next on-sale.

Brisbane Comedy Festival reserves the right to put a cap on the number of shows that can be included each drop.

A signed contract and paid registration fees are required for a show to go on sale.

DROP #1

- Pre-Sale 10am Thursday 16 November 2023
- On Sale 10am Friday 17 November 2023

Material for this drop is due 5pm Tuesday 24 October 2023

DROP #2

- Pre-Sale 10am Thursday 07 December 2023
- On Sale 10am Friday 08 December 2023

Material for this drop is due 5pm Tuesday 14 November 2023

DROP #3

- Pre-Sale 10am Thursday 18 January 2024
- On Sale 10am Friday 19 January 2024

Material for this drop is due 5pm Tuesday 05 December 2023

DROP #4

- Pre-Sale 10am Thursday 08 February 2024
- On Sale 10am Friday 09 February 2024

Material for this drop is due 5pm Tuesday 16 January 2024

OTHER KEY DEADLINES

Initial Production Technical Requirements due Friday 01 Mar 2024

Updates to Technical Requirements due Friday 29 March 2024

HOW TO SUBMIT A SHOW

Only new shows will be considered for inclusion, unless discussed with the Brisbane Comedy Festival Director.

Submit acts now for consideration via the online form at www.brisbanecomedyfestival.com

VENUES

BRISBANE POWERHOUSE

Located in New Farm, Brisbane Powerhouse is Queensland's home for contemporary culture, a magnificent power station of the 1920's reborn as an arts centre on the Brisbane River.

Available venues inside Brisbane Powerhouse include:

Powerhouse Theatre: 690 pax (extended mode) – theatre style, ticketed as Allocated Seating

Underground Theatre: 200 pax – thrust stage, theatre style - ticketed as General Admission

Fairfax Studio (formally The Studio): 140 pax – theatre style, ticketed as General Admission

Rooftop Terrace: 90 pax – theatre style, ticketed as General Admission Thurs-Sun ONLY

Park Mezzanine: 50pax – theatre style, ticketed as General Admission. Thurs-Sun ONLY

Graffiti Room: 30 pax - theatre style, ticketed as General Admission. Thurs-Sun ONLY

Available venues within the Brisbane Powerhouse precinct include:

Pleasuredome: 340pax – theatre style, ticketed as General Admission Thurs-Sun ONLY

Switch Room: 70pax – theatre style, ticketed as General Admission Thurs-Sun ONLY

THE TIVOLI

The Tivoli, located in Fortitude Valley, is one of Australia's most beautiful performance venues and is renowned for its art deco features and old-world charm. Originally built as a bakery in 1917, The Tivoli was reborn as a performance space in 1988, and regularly plays host to Australia's and the world's musical and comedy stars.

Main Room: 687pax – theatre style seated, ticketed as Allocated Seating

INTRODUCING A NEW VENUE TO THE BRISBANE COMEDY FESTIVAL FAMILY

THE PRINCESS THEATRE

At 135-years old The Princess Theatre, in Woolloongabba, reigns as Queensland's oldest standing theatre. The heritage-listed building reopened in 2021 after 10-months of meticulous restoration, and is now one of Brisbane's favourite live venues. The reopening of this iconic destination was helmed by The Tivoli owners, brothers Steve and Dave Sleswick, alongside prominent Brisbane businessman Steve Wilson.

Main Room: 527pax – theatre style seated, ticketed as Allocated Seating



THE DEAL, FEES + CHARGES

REGISTRATION FEES

Venues 200 seats and under – \$320 ex GST per confirmed act

Venues 201 seats and over – \$420 ex GST per confirmed act

Invoices for Registration Fees are issued with contracts.

Contract must be returned, and registration fee paid prior to on sale.

DEAL - BOX OFFICE SPLIT

Calculated on Net Box Office

BRISBANE POWERHOUSE

- Powerhouse Theatre: 75% to the Artist / 25% to the Festival
- Pleasuredome: 75% to the Artist / 25% to the Festival
- Underground Theatre: 75% to the Artist / 25% to the Festival, against a venue guarantee of \$320 ex GST per show
- Fairfax Studio: 75% to the Artist / 25% to the Festival against a venue guarantee of \$300 ex GST per show
- Rooftop Terrace: 80% to the Artist / 20% to the Festival against a venue guarantee of \$150 ex GST per show
- Switch Room: 80% to the Artist / 20% to the Festival against a venue guarantee of \$150 ex GST per show
- Park Mezzanine: 80% to the Artist / 20% to the Festival
- Graffiti Room: 80% to the Artist / 20% to the Festival

THE TIVOLI

- 75% to the Artist / 25% to the Festival

THE PRINCESS THEATRE

- 75% to the Artist / 25% to the Festival

NET BOX OFFICE DEFINITION

If the contracting party (artist) is registered for GST the following clause applies:

Net Box Office is defined as gross box office (excluding GST) minus ticketing and box office charges (excluding GST), which include but are not limited to; inside charges, booking fees, credit card fees, and complimentary ticket fees.

If the contracting party (artist) is not registered for GST the following clause applies:

Net Box Office is defined as gross box office, minus ticketing and box office charges (excluding GST), which include but are not limited to; inside charges, booking fees, credit card fees, and complimentary ticket fees.

The box office split is a taxable supply and GST will be added to the calculation.

DEAL - WHAT IS PROVIDED

BRISBANE COMEDY FESTIVAL WILL:

1. Provide the room as agreed and retain Net Box Office as outlined above.
2. Provide production crew and available equipment for every space as outlined below and within technical specifications (see below for inclusions).
3. Provide a 1/3 page listing for all contracted events in the Brisbane Comedy Festival guide. Listings may be upgraded in the guide. Please see marketing information below for more details.
4. Include all events in the Brisbane Comedy Festival media release (presenter/artist to provide individual media release).
5. Include all events on the Brisbane Comedy Festival website.
6. Include all Brisbane Comedy Festival events on relevant venue websites.
7. Include all events in the Brisbane Comedy Festival eNews (26,000 subscribers).
8. Include Brisbane Comedy Festival in Powermail (fortnightly Brisbane Powerhouse enews sent to over 132,000 subscribers).
9. Provide space for flyers within Festival venues.
10. Provide space for posters in venue (The Tivoli & The Princess only)
11. Provide access to additional marketing upon request. A Festival Marketing Kit will be provided upon contracting.
12. Provide a table and pin board for merchandise sales (staffing not included).
13. Conduct an overarching Brisbane Comedy Festival campaign as outlined below.

THE PRESENTER/ARTIST WILL:

1. Cover all other associated costs with presenting the artist/s
2. Manage all marketing and publicity of their own shows (including all design, and printing of posters and flyers) excluding the above-mentioned support.
3. Include the Brisbane Comedy Festival logo of a minimum specified size in all marketing materials.
4. Seek approval from Brisbane Comedy Festival Marketing Manager on all marketing materials prior to sending to print.
5. Cover all box office fees and charges as outlined below.
6. Manage merchandise sales (the Venue will retain a 10% commission). Costs and minimum notice will be required if presenter requires a merchandise seller.
7. Provide technical information to Brisbane Powerhouse by Friday 01 March 2024
8. Meet all requirements outlined in the Sponsored Venue Agreement issued to all confirmed shows by the Brisbane Comedy Festival.



BOX OFFICE FEES AND CHARGES

BRISBANE POWERHOUSE

All shows at Brisbane Powerhouse are ticketed via Ticketek.

Transaction fee - \$7.20 (incl GST)

Service Charges, to be deducted at settlement:

- Per ticket service charge on tickets \$30 and under: \$4.05 (incl GST)
- Per ticket service charge on tickets over \$30.01: \$6.10 (incl GST)
- Ticketek Service Fee: 1.98% (incl GST)
- Zero Priced or Complimentary Tickets: \$1.20 per ticket (incl GST)

GST: all ticket prices must include GST if applicable

Advertised Ticket Price is to be inclusive of all fees and charges

THE TIVOLI

All shows at The Tivoli are ticketed via Ticketmaster.

Transaction Fee - \$5.95 (incl GST)

Service Charges, to be deducted at settlement:

- Per ticket service charge on tickets \$30 and under: \$4.05 (incl GST)
- Per ticket service charge on tickets over \$30.01: \$6.10 (incl GST)
- Ticketmaster Service Fee: 1.95% (incl GST)
- Zero Priced or Complimentary Tickets: \$0.55 (incl GST) per ticket

GST: all ticket prices must include GST if applicable

Advertised Ticket Price is to be inclusive of all fees and charges

THE PRINCESS THEATRE

All shows at The Princess Theatre are ticketed via Ticketmaster.

Transaction Fee - \$4.95 (incl GST)

Service Charges, to be deducted at settlement:

- Per ticket service charge on tickets \$30 and under: \$4.05 (incl GST)
- Per ticket service charge on tickets over \$30.01: \$6.10 (incl GST)
- Ticketmaster Service Fee: 1.95% (incl GST)
- Zero Priced or Complimentary Tickets: \$0.55 (incl GST) per ticket

GST: all ticket prices must include GST if applicable

Advertised Ticket Price is to be inclusive of all fees and charges

IMPORTANT: All advertising must state relevant fees apply to all ticket purchases



COMPLIMENTARY TICKET ALLOCATION

The Festival will have access to the following complimentary allocations to each show. Preference will be given to non-peak times.

BRISBANE POWERHOUSE

Powerhouse Theatre: 20
Pleasuredome: 12
Underground Theatre: 12
Fairfax Studio: 8
Rooftop Terrace: 6
Switch Room: 4
Park Mezzanine: 4
Graffiti Room: 2

THE TIVOLI

Main Room: 15

THE PRINCESS THEATRE

Main Room: 12

Artist Guest Lists to be sent by 12 noon Friday for weekend shows and no later than five (5) hours before show start time on weekdays.

PRODUCTION INFORMATION

TECHNICAL STAFF

One (1) hour technical rehearsal per show is included at all venues.

Additional technical rehearsal time can be requested and is subject to approval based on show requirements.

Included Show Call staff allocation is outlined below:

BRISBANE POWERHOUSE

- **Powerhouse Theatre:** One 3-hour call for 1LX, 1SND, 1SM for each performance
- **Pleasuredome:** One 3-hour call for 1LX, 1SND, 1SM for each performance
- **Underground Theatre:** One 3-hour call for 1LX, 1SND, 1SM for each performance
- **Fairfax Studio:** One 2-hour call for 1LX/SM, 1SND for each performance
- **Rooftop Terrace:** One 2-hour call for 1LX/SM, 1SND for each performance
- **Switch Room:** One 2-hour call for 1LX/SM, 1SND for each performance
- **Park Mezzanine:** One 2-hour call for 1LX/SND for each performance
- **Graffiti Room:** One 2-hour call for 1LX/SND for each performance

THE TIVOLI

- **Main Room:** One 3-hour call for 1LX, 1SND, 1SM for each performance

THE PRINCESS THEATRE

- **Main Room:** One 3-hour call for 1LX, 1SND, 1SM for each performance

TECHNICAL EQUIPMENT

Each room comes with a basic equipment allocation including a PA system, microphones and standard lighting (stage wash + specials), as outlined below:

BRISBANE POWERHOUSE - STANDARD TECHNICAL INCLUSIONS

Powerhouse Theatre (690pax theatre style, built stage, end on)

- Stage Size – 10m W x 4m D x 1m H
- PA System including playback, 2x wireless handheld microphones and 1 x wired microphone
- Standard Lighting Rig – stage wash + specials and haze
- 1x Hard Top Stool
- AV Package is included with the room and can be provided on request
- Projector, HD220 Screen, Laptop with QLAB and Vision Switcher

Pleasuredome (342pax theatre style, built stage, end on)

- Stage Size – T-Shape. Playing space, 5m W, 4m D x 1m H.
- PA System including playback, 2x wireless handheld microphones and 1 x wired microphone
- Standard Lighting Rig – stage wash + specials and haze
- 1x Hard Top Stool
- AV package is available to hire – only LED screen can be used in this venue.

Underground Theatre (200pax theatre style, thrust stage - audience on 3-sides)

- Stage Size – 7.5m W x 7m D
- PA System including playback, 2x wireless handheld microphones and 1 x wired microphone
- Standard Lighting Rig – stage wash + specials and haze
- 1x Hard Top Stool
- AV Package is included with the room and can be provided on request
- Projector, HD150 Screen, Laptop with QLAB and Vision Switcher

Fairfax Studio (140pax theatre style, built stage, end on)

- Stage Size – 4m W x 3m D x 0.4m H
- PA System including playback, 2x wireless handheld microphones and 1 x wired microphone
- Standard Lighting Rig – stage wash + specials
- 1x Hard Top Stool
- AV Package is included with the room and can be provided on request
- 75" Display, Laptop with QLAB and Vision Switcher

Rooftop Terrace (90pax theatre style, built stage, end on)

- Stage Size – 4m W x 3m D x 0.4m H
- PA System including playback and 2x wired microphones
- Standard Lighting Rig – stage wash + specials
- 1x Hard Top Stool
- AV Package is included with the room and can be provided on request
- 75" Display, Laptop with QLAB and Vision Switcher

Switch Room (70pax theatre style, built stage, end on)

- Stage Size – 6m W x 3m D x 0.4m H
- PA System including playback and 2x wired microphones
- Standard Lighting Rig – stage wash + specials
- 1x Hard Top Stool
- AV Package is included with the room and can be provided on request – 55” Display and Laptop with QLAB

Park Mezzanine (50pax theatre style, built stage, end on)

- Stage Size – 4m W x 2m D x 0.6m H (no wings)
- PA System including playback and 2x wired microphones
- Standard Lighting Rig – stage wash + specials
- 1x Hard Top Stool
- AV Package is included with the room and can be provided on request – 55” Display and Laptop with QLAB

Graffiti Room (30pax theatre style, built stage, end on)

- Stage Size – 3m W x 2m D x 0.3m H
- PA System including playback and 2x wired microphones
- Standard Lighting Rig – stage wash + specials
- 1x Hard Top Stool
- AV Package is included with the room and can be provided on request – 55” Display and Laptop with QLAB

BRISBANE POWERHOUSE - ADDITIONAL EQUIPMENT

Additional equipment is available upon request, including:

Audio

- Wired Mics – no additional cost
- Wireless Hand Held Microphones:
 - Single channel wireless kit - \$88 per day / \$264 per week
 - Dual channel wireless kit - \$172 per day / \$516 per week
 - DPA Headset - \$60 per day / \$180 per week
 - Zoom H5 Recorder - \$50 per use

Audio-Visual

- AV Packages are included with each venue above
- Laptop Hire - \$110 flat fee
- AV Foldback/Preview Screen - \$30 flat fee
- DSan – Perfect Cue Clicker - \$100 flat fee

Other

- Smoke Machine - \$110 flat fee
- A Broadcast Allowance Fee may be applied if show is audio recorded or filmed. Cost is available on enquiry to Festival Production Team.

Any additional or externally hired equipment required will be charged back to the presenter/artist. Prices above exclude GST.

THE TIVOLI

- Stage Size – 9.0m W x 7.5m D x 0.9m H
- Venue PA System including playback, 2x wireless handheld microphones and 1 x wired microphone
- Standard Lighting Rig – stage wash + specials

Additional Equipment available on request, including:

- Wired Mics – at no cost
- Radio Hand Held Microphones
 - Single channel wireless kit - \$110 per day
 - Dual channel wireless kit - \$220 per day

Audio-Visual Package

- \$400 flat fee per venue, per season

Any additional or externally hired equipment required will be charged back to the presenter/artist. Prices above exclude GST.

THE PRINCESS THEATRE

- Stage Size – 8.0m W x 13m D x 1.1m H.
- Stage is raked, 1.5 degree slope, with a difference of 400mm across (upstage to downstage)
- Venue PA System including playback, 2x wireless handheld microphones and 1 x wired microphone
- Standard Lighting Rig – stage wash + specials

Additional Equipment available on request, including:

- Wired Mics – at no cost
- Radio Hand Held Microphones
 - Single channel wireless kit - \$110 per day
 - Dual channel wireless kit - \$220 per day

Audio-Visual Package

- Price on Request

Any additional or externally hired equipment required will be charged back to the presenter/artist. Prices above exclude GST.

OTHER STAFF

Box Office Staff: Included with the room

Front of House Staff: Included with the room

Merchandise Staff: Charged at \$59 per hour (incl GST) (4wks notice required for rostering)



MARKETING & PR

MARKETING + PR CAMPAIGN

Brisbane Comedy Festival will lead the overarching Festival marketing and publicity campaign to promote sales for your show within *Brisbane Comedy Festival*.

The campaign will include:

ACTIVITY USING GENERAL FESTIVAL ARTWORK AND CONTENT:

- *Brisbane Comedy Festival* guide
- Guide distribution throughout Brisbane's entertainment, retail, dining and art precincts
- A dedicated *Brisbane Comedy Festival* website and *Brisbane Comedy Festival* branded social media and EDM channels
- What's On venue signage
- Lighting up Brisbane City Council assets
- Outdoor signage
- Radio promotion
- Must Do Brisbane campaign
- Paid Digital Marketing Campaign
- Pre-sale EDM to previous festival patrons, linked to the on-sale schedule (42,000+ subscribers)
- Powermail feature issue for *Brisbane Comedy Festival* (132,000+ subscribers)
- Dedicated PR agency working on the Festival

ACTIVITY FEATURING BRISBANE COMEDY FESTIVAL SHOWS:

- *Brisbane Comedy Festival* website, which traditionally receives over 750,000 page views during and in the lead up to Festival period
- Brisbane Powerhouse website will feature *Brisbane Comedy Festival* shows performing at Brisbane Powerhouse (average 300,000 page views per month).
- Ticketek website listing (3 million unique visitors per month), depending on your show venue
- Ticketmaster website listing (1.8 million unique visitors per month), depending on your show venue
- Listing in the *Brisbane Comedy Festival* guide
- Free access to display flyers and posters, depending on venue, in dedicated venue stands
- Publicity campaign. Selected shows with strong news angles may be included in media articles pending media interest
- *Brisbane Comedy Festival* social media plan, featuring individual shows depending on content provided.
- EDMs targeting Brisbane Powerhouse and *Brisbane Comedy Festival* patrons from similar events.

FESTIVAL PROGRAM GUIDE

All Brisbane Comedy Festival shows will be included in a printed guide as a 1/3 page listing including a photo at no extra cost.

Extra costs apply to upgrade to a half or full page listing. A limited number of listing upgrades are available to purchase.

- Full page: \$350 plus GST
- Half page: \$250 plus GST

Bookings are due by Fri 15 Dec 2023

Brisbane Comedy Festival reserves the right to the design of all guide pages. You will be provided with a proof of the copy and page design before it goes to print.

OUTDOOR SIGNAGE & MARKETING SUPPORT

Limited opportunities exist for installation of outdoor signage at Brisbane Powerhouse, The Tivoli, the Princess Theatre

For shows at Brisbane Powerhouse please contact Marketing and Brand Director, Kate Arcidiacono katea@brisbanepowerhouse.org.

For shows at The Tivoli and The Princess Theatre, please contact Senior Producer / Marketing Director, Madison Stevenson madison@thetivoli.com.au

All venues have signage assets and marketing support services that presenters can purchase.

CONTACT

BRISBANE COMEDY FESTIVAL DIRECTOR

Phoebe Meredith

E phoebem@brisbanepowerhouse.org P 07 3358 8618



29 APR - 29 MAY 2024

**BRISBANE
COMEDY
FESTIVAL
2024**

MARKETING KIT

BRISBANECOMEDYFESTIVAL.COM

BRISBANE COMEDY FESTIVAL LOGO GUIDELINES

Please include the following on all collateral:

- The *Brisbane Comedy Festival* logo (minimum size of 50mm wide)
- Venue: Brisbane Powerhouse, (please, **not** 'The Powerhouse', 'Powerhouse' or 'The Brisbane Powerhouse'), The Tivoli or The Princess Theatre
- Dates: Fri 29 Apr - Sun 29 May

When mentioning ticket prices ensure that the associated transaction fee is included as:
Tickets: \$25 + transaction fee from \$5.95

Please include the following on all collateral:

LOGOS	Brisbane Comedy Festival logo (minimum size of 50mm wide)	TICKETS	When mentioning ticket prices ensure that the associated transaction fee is included as: Tickets: \$25 + transaction fee from \$5.95 applies to meet legal requirements.
VENUE	Brisbane Powerhouse, (please, not 'The Powerhouse', 'Powerhouse' or 'The Brisbane Powerhouse') The Tivoli The Princess Theatre	DATES	Fri 29 Apr - Sun 29 May
		WEB	BOOK NOW BRISBANECOMEDYFESTIVAL.COM

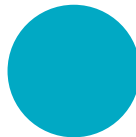
LOGOS



COLOURS



YELLOW
C 0 M 20 Y 90 K 0
R 255 G 204 B 50
#ffc31



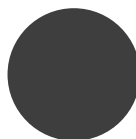
BLUE
C 80 M 10 Y 20 K 0
R 0 G 169 B 196
#00a9c4



RED
C 0 M 85 Y 50 K 0
R 240 G 78 B 99
#ef4e63



PURPLE
C 63 M 100 Y 15 K 15
R 110 G 33 B 113
#6d2170



GREY
C 0 M 0 Y 0 K 90
R 65 G 64 B 66
#404041