

Alice Desert Festival provides a platform for artists and performers to ticket their shows and make money. Instead of booking acts, we offer artists the support they need to minimise their risk and stay focused on their core strengths.

To do this we manage the venues, production, promotion and ticketing for shows in the Festival. We can also assist you to develop other income opportunities while you are in Central Australia and are currently working on some exciting plans to make the region more rewarding for larger acts.

The importance of interstate and national acts playing in Central Australia cannot be overstated, not only for the audience, but for the region's arts and cultural sector to be challenged and inspired.

For you the benefit will extend beyond income. Presenting not only to locals but a rich national and global audience, the opportunity to collaborate with local performers and the potential connections with the incredible Indigenous artists and performers of Central Australia.

We can also assist you with the necessary support material should you want to apply for a grant to cover travel and accommodation costs.

Please review the following information to help plan your show's viability

COST (per performer)

Flights (average cost of flights from all capital cities)	\$700
2 nights' accommodation	\$250
Ground transport	\$50
Expenses / contingency	\$100
	TOTAL \$1100

DESERT FESTIVAL OFFER

- **Venue**
We will showcase you in the venue most appropriate for the type of work you are presenting. The Festival in 2018 has five venues within the Alice Springs CBD.
- **Production**
All production and technical needs are provided by the Festival unless specialised requirements are needed, in this case our Production Manger will assist in sourcing these for you.
- **Artist Support**
Our dedicated Artist Liaison will help connect you to accommodation and transport and provide the local information you need from arrival to bump in, presentation and bump out of your show.
- **Promotion**
Your show will be marketed via our extensive What's On service throughout Alice Springs and in key coastal cities. If you want personalised posters these are provided at cost for printing and distro.
- **Ticketing**
The Festival delivers a complete Box Office service, including online sales, at venue and 7 days a week through partner locations and the Visitor Information Centre with over 350 tourists a day. We give our location partners \$1/tix, pass on credit fees and only if your show is big enough charge a flat \$100 fee.

AUDIENCES and OPPORTUNITIES

- **100 PAX AVG**

Audience sizes can range between 50-150. Promotion helps and that includes you offering online videos and being available for media interviews. Our programming team will also assess your show and give you feedback if they feel it will be difficult to sell.

- **Ticketed shows - \$15 or \$30**

Shows above \$30 can be difficult to sell unless you have a strong brand or are offering something to a specific targetable audience they cannot access. To keep things simple, we offer audiences three price points, Free, \$15 and \$30 a ticket. If your brand is worth more, let us know.

- **Season options**

Performers can work with **Desert Festival** to design a season that will work for their show. Splitting your audience is a risk, but for the right shows there are different audiences we can access or ways to serve their needs to create extra shows. For example:

- Submitting two unique shows to the Festival
- Friday evening, Saturday matinee (kid friendly, or kids are free)
- Collaborating in a show with local performers, follow up with your own performance
- Playing at Desert Harmony in Tenant Creek or Darwin Festival prior to **Desert Festival**

- **Workshops**

Do you have skills to share? We can arrange space for you to give workshops to provide other income during your stay. We will work with you to arrange workshop prices, participant capacity and promote the opportunity to regional arts practitioners.

SOLO

1 show / \$15 tickets

Upfront Cost	\$1000
100 PAX	\$1500
Box Office Fees	\$35

Return \$465

1 show / \$15 tickets / workshop

Upfront Cost	\$1100
100 PAX	\$1500
10 PAX Workshop	\$400
Box Office Fees	\$35

Return \$765

2 shows / \$15 tickets / workshop

Upfront Cost	\$1100
170 PAX	\$2550
10 PAX Workshop	\$400
Box Office Fees	\$170

Return \$1680

TRIO

2 show / \$15 & \$30 / workshop

Upfront Cost	\$3300
170 PAX	\$4050
10 PAX Workshop	\$500
Box Office Fees	\$170

Return \$1080

2 shows / \$30 tickets

Upfront Cost	\$3300
170 PAX	\$5100
Box Office Fees	\$170

Return \$1630

2 shows / \$30 tickets / workshop

Upfront Cost	\$3300
170 PAX	\$5100
10 PAX Workshop	\$500
Box Office Fees	\$170

Return \$2130