

Artist Assistance Packages

Arts Radar has prepared a number of packages that aim to assist the independent theatre and dance sector. We have tailored them from our experience working in the independent sector and years of feedback we have received about the types of help that is most needed.

All packages have been designed to fit into a standard independent show budget so are completely affordable. (See example budget below for details)

NB—all prices are exempt from GST

Financial Package

keeping your productions' finances, insurances and legal requirements in order

Are you about to apply for a grant but need some assistance with the financials or guidance in the grant application process? Or, do you already have the funds and are ready to produce your show; but the thought of keeping track of the money legal's and insurances are a bit daunting?

We can take the worry out of paying invoices and the confusion around obtaining the right insurances and legal requirements for your production.

In this package we will take care of the following:

- **Budget Management:** Assisting you to put a budget together for your production, handling the paying of invoices and reconciling petty cash.
- **Balancing your accounts:** We will close your accounts at the end of the production; including paying artists and reimbursing any funds that were loaned to the production.
- **Paying Insurances:** Taking care of insurances including Public Liability and Workers Compensation both of which are compulsory by law for your production.
- **Contract Writing:** We will supply contracts for all persons related to the production, outlining the relationship that everyone has to their roles and wages / fees.

Cost - \$1500

Auspicing Grants – pending grant size (fee is factored into the grant budget)

Marketing Package

making sure people know about your show

Marketing your show well and getting good publicity is vital to an independent production. While a Publicist will target the media through editorials, reviews and

some listings. Marketing a show well also means you have a great image, lots of flyers and posters, giveaways, advertising and a social media presence (facebook and twitter). Arts Radar has marketed over 30 shows and has created a basic package that will:

- **Provide a marketing template:** Arts Radar will work with you to put together a marketing plan to best promote your production.
- **Produce great marketing material:** Supply a graphic designer who will produce designs for your flyers, posters, advertisements and online images.
- **Database promotions:** we will make sure that your show is promoted to over 20,000 people on arts and what's on website listings and to arts organization databases including a main feature in the Arts Radar newsletter, facebook and twitter.
- **Publicising your show well:** Arts Radar can help you find a publicist and advise on how best to go about getting word out about your show.
(NB cost of a publicist is additional)

Cost – \$450.00

Cost of Graphic Designer - \$300 (not including images)

Media Advertising Package

the best way to get people to come and see your show

Thanks to our extensive experience promoting independent theatre Arts Radar has designed a promotional package that will help you get more bums on seats. We set this package up with the aim that it would help the independent sector afford to promote their shows similar to professional companies, via radio, in print and via online advertising.

Arts Radar has made deals across the media industry through collective bargaining and has negotiated discounted prices that you could not get by yourself. When you make a booking our experienced marketing team will then organise your promotions for you with these media bodies so you can spend time working on your production and we will run your campaign.

- **Time Out** – Advert / editorial / newsletter / social media
- **Concrete Playground** – Banner / tix giveaways / newsletter / social media
- **Fbi Radio** – weekly on air promotions / website banner / profile / social media
- **Jump On It** – advert to on-sell your tickets
- **Arts Radar** – newsletter / social media / profile of The Radar

Cost - \$2300

Consulting Package

Check in with an experienced Producer to keep you on track

Sometimes all you need is someone at the end of the phone or email that can answer your questions and point you in the right direction. With over 10 years experience, our producers can help you set up a to-do list for your show and make sure you are covering all the details to producing an excellent product. We can look over your contracts, help you out with venue liaising as well as budget and marketing planning. We have tailored these to offer 3 x 1hr sessions to be used as required; we also offer templates that can assist you in the planning for your production.

Cost - \$75 for 3 sessions

\$100 for sessions & templates

Our packages are affordable because they fit into your production budget

Below is an example of a typical independent theatre budget in Sydney and how our packages fit within it and covered as production costs.

Example Budget: Independent Theatre Show	
Production Costs	\$3,800.00
Producing Consultations	\$100.00
Marketing Package	\$450.00
Graphic Designer	\$300.00
Printing	\$1,000.00
Accounts, Legals and Insurance	\$1,500.00
Advertising (Radio, online and in print)	\$2,300.00
Contingency	\$550.00
TOTAL	\$10,000.00

*A standard budget has a break even point at 40-60% capacity and is around \$10,000.00+GST

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