



The BIG Weekend in Blaby District (as part of Leicester Comedy Festival)

Leicester Comedy Festival have developed The BIG Weekend concept which is a touring project focusing on producing comedy events outside of the city centre.

This will be in Blaby District from Friday 11th to Monday 14th February 2022!! But to make it a success we need you to get involved!



- We will support with idea generation, registering new venues and submitting shows onto Eventotron, brochure delivery and distribution, marketing and promotion plus programming and on-site support of events.

- There is a 101 things you could do to be a part of the festivals, its not just stand-up! These might include stand up shows, theatre performances, films, "fancy dress"/themed nights, comedy quiz nights, photography exhibitions, cartoon workshops, etc etc.

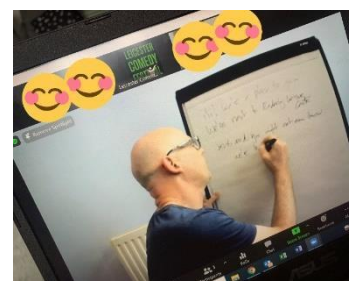
- We support with getting local (and national – 2021 saw us on the BBC national news) media PR for the main festival, kids festival and BIG Weekends. For example, coverage from city centre (Leicestershire Live, BBC Radio Leicester) and district local (Harborough Mail, Harborough District News and Harborough FM)

- We'll launch the BIG Weekend brochure at the same time as the main brochures and host a launch event in Blaby (maybe at one of your venues)

- In 2020, we circulated **30,000** BIG Weekend brochures, **70,000** LCF20 brochures and **15,000** The UK Kids' Comedy Festival brochures in Leicester and Leicestershire. For 2022, these numbers will be lower with the surplus budget being used on strategic online marketing.

- In 2020, the Harborough District saw 20% of audience members coming from within Leicester and Leicestershire, but not the Harborough district. And 18% of audience members came from outside of Leicester and Leicestershire completely!

- In 2021, Blaby won the Tracey Miller Community Award 2021 for poetry workshops in collaboration with A Place to Grow. *Your event could be nominated (or win) something in the 2022 Comedy Festival Awards!*



- **Money;** your festival fees are covered by the buy in from Blaby District council so you don't need to worry about that! All you need to pay for is your show and 100% of income will be yours as well.
- **Dates;** we need you to confirm interest ASAP! September all information needs to be submitted online (this can be quite vague if we're still figuring out details), November is the brochure launch and then its PROMO until the BIG Weekend in February 2022. (More info on this in the FAQs below)

To make The BIG Weekend in Blaby District 2022 a success, we need you! Get in touch with fern@bigdifferencecompany.co.uk to find out more, book a chat/site visit and get involved!



FAQ

Why should I get involved?

- It's a great opportunity to raise the profile of your venue/organisation & get involved in a major event for the District
- It can attract new people to your venue/organisation
- Your venue/organisation will be listed in almost 100,000 pieces of promotional material
- You will (probably) have a great time!

How much will it cost me?

That depends on what sort of event you do; it could cost you as little as a £200, or as much as thousands of pounds..... We can give you advice and support as to how much it might cost. There are no "hidden" costs for being involved; you won't pay anything extra to include the event in the festival/BIG Weekend brochures but you might want to consider any costs for the performer(s), marketing costs and any technical costs to make the event run really well. We can advise on these costs and they don't have to be too much.

How will I cover the costs?

Mainly through ticket income; you will receive 100% of ticket sold for your events. However, some people acknowledge that there is a promotional element to being involved so you might not cover your costs from ticket income, but you could use some advertising/marketing money to cover the costs given the promotion you will receive as a venue/organisation. This also works with food/drinks sales!

I don't know any comedians/performers to book – how does that work?

Don't panic! We can help you book comedians and performers. We have almost 30 years experience of supporting promoters, venues and organisations to put on shows and events as part of Leicester Comedy Festival and we will work with you to try and ensure you get the right performers for your venue/organisation.

We also have experience at suggesting comedians and performers (& other events) for a broad range of venues/organisations. Talk to us about the space you might use, and who you might want to attract to attend the event, and we'll help you come up with something appropriate.

So, we submit our event to the festival and the it sells out, right?

No! You will need to do your own marketing and promotion. Just putting it in the brochure(s) is unlikely to be enough so you will need to do some posters, leaflets and other marketing to try and attract people to come. There is no guarantee people will come, but in general we sell around 70% of all tickets so if you support your events in an appropriate way, you should get a reasonable crowd

We don't have a ticket office so can't sell tickets direct to the public – how does that work?

As a condition of being part of the project, you must allocate a minimum of 30% of your tickets to the festival box office. You will receive the income from these tickets after the festival has finished in a payment from Big Difference Company. You can choose to allocate all your tickets to the festival box office if that's easier, or you can sell the "balance" of tickets to your regular customers/audience. The box office system will become much clearer nearer the time but you will get to know who has bought tickets, and importantly how sales are going once the programme has been launched in November.

I don't have a team of people to run the event; I don't know how to run a comedy show – HELP!!

Don't panic! Talk to us about what you need and we might be able to help you with some volunteers who support the events taking place. The main thing to do is talk to us, and we will support you in working out how it can work best. Plenty of people promote shows & events for the first time and feedback shows it's a very supportive environment and we help where we can; especially on the night. You won't be on your own – as long as you talk to us and we have good communication.

Can I book my own event and organise it myself?

As long as you talk to us in advance, and we agree to include it in the programme, yes of course you can. It's really important that the events are all funny, based around contemporary comedy. So, no face painting or "family fun day" activities but this doesn't mean you can't put on events aimed at children, young people and their families. There are loads of events which have happened before, which work really well, so (again) talk to us and we'll help if we can. If we're unhappy about including an event in the programme, we can let you know really quickly and hopefully come up with a Plan B.

What is the timescale for all this?

1. You will need to confirm if you want to be involved ASAP
2. We will work with you, and support you, in deciding what events you will have on over the summer month
3. In September, you will need to know all the details for your event(s), including start time, ticket price, date, images and text to promote your event. Once you have all this information, you will then submit your event(s) to the festival website
4. In early November, the programme will be announced/launched. This is when you can start talking about your event and hopefully start selling tickets
5. The vast majority of tickets are sold in the new year, so don't panic if you've not sold many tickets before Christmas
6. Leicester Comedy Festival and The UK Kids' Comedy Festival 2022 will run from 2-20 February; the BIG Weekend in Blaby will run on the middle weekend, from 11-14th February.