

PROMOTER AGREEMENT



This Agreement describes the rights and responsibilities of your organisation and of Live & Local and the rest of the organisations that make up this network. It gives details of what you should expect from us and the wider network and what we all expect from your organisation. We recognise that not everyone from an organisation will be actively involved, however the Agreement should have been discussed and approved by your whole organisation.

It is binding in honour only and is not intended to be a legal contract and with reasonable notice may be cancelled at any time by either party. It does not replace the legally binding [performance contract\(s\)](#) made between your group and Live & Local Ltd at the point you submit your Show Request form.

(‘Event’ in this context means an indoors or outdoors event, a live performance or screening, single performance or a Live & Local supported activity that is part of a larger multi-activity event)

After reading and sharing with your group or organisation please sign the [Promoter Agreement Authorisation](#)

1. Shared Aims

- Live & Local Ltd.’s role is to coordinate professional performing arts activity in non-mainstream settings in partnership with a network of local voluntary organisations.
- Your organisation’s role (the ‘local Promoter’) is to work with your local volunteers, the Live & Local team and the artists to make excellent performances possible in your community and to contribute to the wider Live & Local network.

2. The Live & Local Commitment

Induction

- To provide a thorough introduction to how the scheme and the network functions, its professional staff and your role in the network. The Live & Local Information Pack and online [Promoter Handbook](#) provide full details of the organisation.

Services

- Raise and manage the financial subsidy from local authorities, the Arts Council England and other sources.
- Research, curate and publish a ‘menu’ of professional artists and shows.
- Programme performances, shows and allocate the available subsidy with a view to the success and sustainability of the whole network.
- Contract the artists and promoter organisations.
- Provide information on the technical and hospitality needs of the artists to local Promoters.
- Market the Live & Local programme and network through ‘What’s On’ Brochures, websites, press, social media and mailing lists.
- Provide marketing advice and support local Promoters.
- Maintain contact with the national network through the [National Rural Touring Forum](#) (NRTF).
- Research and develop wrap-around projects and funding.
- Provide Promoters with opportunities to engage with the Live & Local network and to attend shows, promoter meetings, participate in the [‘It’s a GAS’](#) and to attend NRTF events.

Complaints

- In the event of an unresolved problem or grievance, to offer an opportunity to discuss the issues in accordance with the procedures set out in the Complaints and Escalation Policy.

3. The Live & Local Promoter’s Commitment

Communication and Your Team

- Provide a named person as the main contact responsible for all liaison with Live & Local and the artists and to inform us as soon as possible if this person changes.
- Organise a team of volunteers and allocate specific tasks/roles in order to request shows, publicise the event, sell tickets (if relevant) and run the event.
- Provide and respond to Live & Local with information relating to your event(s).
- Regularly monitor and communicate advance sales or bookings with Live & Local for the event.

- Put appropriate procedures in place to ensure that responsibility for promotion of Live & Local supported events can be handed over to a new contact(s) in the absence of the main contact.
- Put appropriate succession procedures in place to ensure the long-term continuation of Live & Local supported activity in your community.

Contributing to the Network

- Follow Live & Local's procedures and standards on data protection, health and safety, equalities, safeguarding, sustainability, complaints, licensing, and insurance in relation to your staff, volunteers, audiences, and the artists.
- Encourage representative(s) from the group to attend the annual Live & Local promoter network meeting.

Requesting Performances and Shows

- Liaise with local organisations and neighbouring Live & Local Promoters to avoid clashes.
- Return the 'Show Request' form by the relevant deadline detailing alternative shows and dates.
- Hold all dates requested on the Show Request Form in your venue or organisation diary or tell Live & Local straight away of amendments to dates on the Show Request Form.

Administration

- Provide technical and access details for the venue or event site, including ground plan if requested.
- Ensure the venue or event site is appropriately licenced and insured for your events.
- Fully and promptly complete and return all 'Show Report' forms and pay invoices.

Marketing and Publicity for Ticketed Performances

- Fully and promptly complete and return a 'Publicity Form' by the requested date for each performance.
- Create an appropriate marketing plan (with support from Live & Local if necessary) in order to actively promote and publicise your event(s) to the whole community.
- Distribute publicity material and liaise with local press/media.
- Publicise Live & Local events to your District and County Councillor(s).

Box Office/Sales for Ticketed Events

- Agree all ticket prices, concessions, and catering supplements for your events with Live & Local
- Ensure that tickets are readily available through an advance box office, including a telephone number with an answering service. Ideally offering a booking opportunity through an online service.
- Make available two complimentary tickets per event to Live & Local to be used at their discretion.
- Run a box office at the event.

Event/Stage Management and Front of House,

- Run the events in accordance with the contracted seating and staging format and agreed catering arrangements ensuring the best possible performance opportunity for the artists and audiences.
- To ensure a fully briefed team is available to run the event on the day of the performance, including an identifiable event manager/person in charge, front of house and box office staff.
- Start performances at the times agreed with Live & Local.
- Ensure health & safety at your Live & Local supported events for audiences, volunteers, and artists including adhering to any Live & Local requirements relating to risk assessments.
- Host the event(s) welcoming your audience and providing a warm atmosphere.
- Distribute Live & Local marketing information at your Live & Local supported events.
- Acknowledge funders, Live & Local and your own volunteers/staff at the event.
- Distribute, encourage completion of and return audience surveys to Live & Local.
- Distribute, encourage completion of and return email list opportunities to Live & Local.

Artist Liaison

- Fully read all information on artists' technical and staging requirements and to promptly contact the artists or Live & Local with any questions.
- Provide a named person to meet the artists on the day and provide necessary assistance
- Provide refreshments for the performers as detailed within the Menu or subsequent event information.