



Horizon Festival 2017

25 AUG to 3 SEP 2017

Expressions of Interest Guidelines



Horizon Sunshine Coast is presented by Sunshine Coast Council and supported by the Queensland Government through Arts Queensland.

Horizon Festival

Horizon Sunshine Coast – festival of arts and culture, is a region-wide cultural arts event that celebrates the creative energy of the region through light, colour, place and all things creative.

An initiative of Council and in partnership with the community, a broad program ranging from contemporary art and new media installations to film, literature, performance, street art and more will be held at various locations throughout the region.

Horizon Festival offers a platform for the creative voice of the Sunshine Coast and opportunities for cross-collaboration in all art forms. The arts are a vehicle to create connections across our region and celebrate diversity and the beauty of the Sunshine Coast with visitors and our community.

The festival offers positive outcomes for the wider community, such as promoting social inclusion, well-being and cultural benefits which can bring communities together, foster participation, encourage healthier lifestyles and enable residents to gain a wealth of experiences that would otherwise not be readily available or accessible. These are no less important to the community than economic impacts and can result in increased community pride, volunteering and ambience.

The festival objectives are to:

- showcase, empower and connect local cultural creatives
- provide opportunities for the local business community to productively engage with the local creative community
- deliver a premier festival that has the potential to become a permanent fixture on the national arts calendar
- attract regional, national and international tourists to experience the vibrant creative culture of the Sunshine Coast
- generate regional, national and international media coverage through the staging of signature events that are highly visually attractive and increase the value of iconic Sunshine Coast features.

Legacy goals are to:

- grow and strengthen the regional creative industries sector
- develop national and international networks
- strengthen community pride and connectedness
- develop communities capacity to deliver their own events
- foster cultural tourism recognition, growth and maturity
- deliver hard infrastructure, such as street art, sculptures etc.

Get Involved

Expressions of Interest are now being sought from artists, companies and creative producers (including venues) interested in having their work considered as part of the Horizon Festival program in 2017.

Expressions of Interest may include either existing work that is presentation ready, or a clear outline for a new work to be premiered at the festival.

All Expressions of Interest will be reviewed by the Horizon Festival programming team.

There are three focus areas for participating in Horizon 2017:

1. **Art Trail:** This may include new or existing exhibitions of 2D and/or 3D art-forms, public art, and a residency program.
2. **Stand-alone event/s:** Your standalone event/activity/program may cross over into all art disciplines.
3. **Workshops:** Workshops may be scheduled for the duration of Horizon or programmed for specific days. These may be standalone or in collaboration with a main event / project.

Expressions of Interest need to demonstrate a capacity to deliver and intent to market and promote their event/s through existing networks and communities, as well as align with one or more of the following criteria:

1. Originality of concept in development of new work/s of artistic merit
2. Project or activity supports local arts and cultural practitioners and activities
3. Project or activity supports professional development opportunities
4. Celebrates and promotes First Nations and cultural/community diversity
5. Strong engagement with our local and regional community

Expression of Interest (EOI) Process

1. Submit an Expression of Interest (EOI) including support material via the Horizon website www.horizonfestival.com.au by COB Sunday 26 March or by post to
Attention: Horizon Festival EOI – CR10
Locked Bag 72
Sunshine Coast Mail Centre
Qld 4560
2. Assessment outcomes advised via email as per the below dates which have been aligned to coincide with Councils Community Grants and RADF funding rounds.

Horizon EOI Key Dates	First Round	Second Round
EOI Opens	Wed 25 January	Wed 29 March
EOI Closes	Sun 26 March	Sun 21 May
Assessment	Mon 27 to 31 March	Mon 22 to 26 May
Assessment Notification	Mon 3 April	Mon 29 May

Support Material

If you need to supply support material, you may submit by:

1. Attaching supporting (named/titled) documents/images in the EOI document
2. Post a DVD/CD's/other formats to the above postal address

Please Note: EOI support material will not be returned to the applicant. We may contact you if further information required.

Eligibility Requirements

Public Liability Insurance: A current Certificate of Currency to the value of \$20 million is required to participate in the festival. The QLD Government Insurance Fund has appointed AON Australia to provide advice and assistance for insurance cover to not-for-profit organisations: www.aon.com.au or 1300 309 797. Insurance is also available from Local Community Insurance Services: www.localcommunityinsurance.com.au or 1300 853 800

Temporary Event Permits: Where relevant you may be required to apply for a Council permit for your event/activity. This process may take up to 6 weeks. To find out if your event/activity will need a permit, please check out our permit information on the Council website on: www.sunshinecoast.qld.gov.au

Grant funding: For artists/projects seeking funding, please go to our Community Grants and RADF sites as below and apply for funding through either of the following categories

- Major and Minor Grants: <https://www.sunshinecoast.qld.gov.au/Living-and-Community/Grants-and-Funding/Community-Grants-Program/Major-and-Minor-Grants>
- Regional Arts Development Fund (RADF): <https://www.sunshinecoast.qld.gov.au/Living-and-Community/Grants-and-Funding/Regional-Arts-Development-Fund>
- External funding sources: <https://www.sunshinecoast.qld.gov.au/Living-and-Community/Grants-and-Funding/Funding-from-Other-Organisations>

Additional Resources

A very useful toolkit of templates and relevant information is available through Councils SCENE website: <https://www.sunshinecoast.qld.gov.au/Experience-Sunshine-Coast/Holding-Events/Sunshine-Coast-Events-Network-scene>

The range of resources includes info/template documents on:

- Budget
- Communication / marketing plan
- Event application / permit information
- Event checklists
- Grants
- Organising an event
- Risk assessment
- Sponsorship

Event Partner Marketing Benefits

Being part of the official Horizon Festival program of events, provides your event/project with both direct and indirect marketing exposure. The following DIRECT marketing opportunities exist for your event/project to be included in key Horizon publications and marketing material:

- Printed program – full program listing for all events approved prior to print deadlines
- Website coverage – full program listing for all approved events
- Media activities – Horizon may include festival-specific events as part of official media releases, announcements and launches*

** Inclusion in the above media activities will be at the discretion of festival organisers.*

Your event/project may also benefit from indirect generic Horizon marketing activities including:

- Print, TV and radio advertising
- Social media content plan for Facebook, Instagram and Twitter pages
- Comprehensive database marketing program
- Digital advertising through social media channels and Google Ad-words
- Leveraging partnerships with key tourism and arts organisations
- Cross promotion of the festival through funding partners and sponsors
- Sunshine Coast Council communications – social media, website, media releases and key council communications

**** DISCLAIMER** – *The size and positioning of listings in digital and traditional marketing material will be at the discretion of festival organisers. All listings are subject to supply of content and images to the required specification.*

Branding Guidelines

Horizon Festival will provide Brand Guidelines to successful event/project managers as part of the Event Partner agreement. This will include recommended use of logos, templates and co-branding requirements.

Please Note: *All co-branded artwork must be provided to Horizon for approval prior to distribution.*

Contact Info

Please visit our website for regular updates:

Web: www.horizonfestival.com.au

Email: Horizon@sunshinecoast.qld.gov.au

Phone: 0418 576 952 during business hours

Postal:

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Locked Bag 72
Sunshine Coast Mail Centre
Qld 4560**

Due to the large number of submissions received annually by Horizon Festival, we are unable to offer assessment or feedback.

The Horizon team respectfully acknowledge the Traditional Custodians of this land and pay our respects to the Elders past, present and future.



Horizon Ignites, Felicity Park, Caloundra 2016