

FESTIVAL PROJECT SUMMARY**Rye International Jazz Festival 2012/31st May – 4th June**

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2.0 Introduction

I have been visiting the beautiful historic town of Rye in East Sussex for many years and have been fascinated by its history. Combined with my love for the town and my personal interest in live music, in particular Jazz, Soul and Blues, we have taken the initiative to explore and research ways in which an International Jazz festival can be established.

By profession, I am a creative live events producer and I have personally produced, and delivered many live music and festival projects. I have also worked with a variety of International artists over the years and have the knowledge, experience and passion that is required to present an International Jazz festival of this nature in Rye 2012.

Primo Event Management will be the organising body of the festival, further information about Primo is found at the end of this summary.

2.1 Festival Summary

After initial research and consultation it is our intention to present a four/five day Jazz festival in Rye from 31st May-4th June 2012. The dates that we have chosen to present the festival within its inaugural year fall over the Spring Bank Holiday.

The festival organisers (Primo) see the festival as a long-term plan and business project that will be developed over an initial five year period. We have researched other local events taking place within Rye and these dates do not clash with those already established. We are however open to discuss other potential dates within the summer period should it not be possible to secure our funding requirements within the time that we have available.

To create a sustainable festival of this nature it is important to develop partnerships within the town with likeminded individuals and businesses that share the same vision and values. It is our intention to assemble a team of influential and respected personnel that can offer assistance and knowledge of the town and community.

This advisory team will have involvement with specific areas of the festival's development and take an active role in the planning and delivery of the festival where appropriate. I can confirm that we have already begun the process of assembling this advisory team.

Over the last three months we have made contact with members of Local and Regional Councils. These Councils include Rye Town Council, members of Rother District Council and East Sussex County Council. We have also made contact with the Mayor of Rye and other influential members of the local Rye Town Council. The festival plans will be presented at the next official Rye Town Council meeting on 5th December 2011.

We have gained the endorsement and support of The Member of Parliament for Hastings and Rye, Amber Rudd who is incredibly supportive of our plans. We have made contact and had meetings with the Rye Partnership, Rye & District Chamber of Commerce "Festivals Committee", Rye TIC, The Rye Heritage Centre, 1066 Country and RDC Tourism Department all of whom have been extremely supportive of our plans.

We are also planning meetings to seek advice, support and to develop partnerships with other important local organisations such as HOTCATS and The Rye Arts Festival.

3.0 Festival Objectives

- To establish a sustainable, inclusive UK and Internationally recognised festival presenting world renowned, local and regional talent.
- To create a long-term annual festival that grows year on year organically, creating a long term legacy for the wider community.
- To drive increased tourism to the town to benefit local businesses, hotels restaurants and other tourist attractions.
- To offer diversity and inclusion to the residents of Rye, the local community and region.
- To offer educational opportunities to all age groups to inspire and develop talent.

3.1 Festival Programming

The purpose of the festival is to present a range of live music performances throughout the four/five day festival period. The style and content will cover all genres of Jazz, Blues Soul, Soul, R&B, Gospel and World Music Influences.

There will be a strong community and educational link to the festival. Local artists and musicians will take part within the festival programming. It is also important to attract a selection of more established and recognised artists that would be performing on the festival circuit or within the UK during the festival period.

3.2 Professional Artist Programming

We would look to secure a range of International and UK award winning artists, below are some examples of artists that we have already opened dialog with.

- Ian Shaw: BBC Jazz awards winner best vocalist 2004 & 2007
- Clare Martin: Four times winner best vocalist British Jazz awards
- Liane Carroll: Two Times BBC Jazz Awards Winner & The Ronnie Scott's best female Jazz vocalist award 2005
- Marius Neset: Modern Jazz - Acclaimed Norwegian Saxophonist
- Carleen Anderson: Acclaimed Soul & Jazz Vocalist
- Georgie Fame Trio: Legendary R&B Hammond organ player and vocalist
- Ray Gelato & The Giants: Big band Jazz - The "Best Band" at the 2007 Ronnie Scott's Awards, Best UK "BBC Radio 2 Artist of the Year
- Dennis Rollins & Bad Bone & Co: Acclaimed UK Trombonist/Five piece Jazz soul outfit
- Geoff Gascoyne: One of the UK's leading jazz bass players, composers, arrangers and band leaders
- Kyle Eastwood: Internationally Acclaimed Bass Player – Eclectic mix of modern Jazz, funk and calypso influence
- Antonio Forcione: Award winning Guitarist – Jazz and eclectic Influence.

- London Community Gospel Choir: The UK's longest standing award winning gospel choir
- Jose Feliciano: Legendary Guitarist
- Bobby Caldwell: Prolific American singer, songwriter and multi-instrumentalist
- Diane Schuur: Legendary two-time Grammy award winner and one of the world's best known contemporary Jazz singers and musicians
- Roy Ayres: American funk, soul, and jazz composer and vibraphone player
- Jamie Cullum: Acclaimed multi platinum award winning pianist, singer-song writer.

We are currently researching other established and professional Blues artists and their availability throughout the proposed festival timeline.

In addition to contacting UK and International artist management companies and their agents such as AIR. Primo will also liaise with new and existing contacts at major and independent Jazz record labels such as Universal Music, Verve, Naim, Candid, Babel and Linn.

The festival organisers will also use their existing relationships with London-based venues such as Ronnie Scott's and The Jazz Cafe to explore ways in which artists may be secured to perform prior to or after they are scheduled to perform in London.

4.0 Community Programming Music Events

The festival organisers have begun to research and meet with various local contacts who have been kind enough to explore local and regional musicians that may wish to perform within the festival programme.

After taking advice from respected members of the Rye community, it is our aim to attract bands and artists not only from Rye but also from the surrounding villages and towns such as Hastings, Bexhill, Hythe and Folkestone.

We have researched and made contact with many local venues within Rye where we wish live music to be presented throughout the festival period. There are many well known and established venues in Rye and nearby towns in Kent and Sussex that showcase local artists and bands.

The festival organisers wish to present a number of free music events within these local venues. These events will run alongside ticketed/PAID FOR performances.

4.1 Community Stage/Outdoor Performances

We are currently exploring various outdoor venues to present a range of larger community outdoor concerts (these venues are listed within this document). The infrastructure required will include outdoor staging, lighting, sound, security and associated event logistical support.

It is very important that we create revenue streams from the various small and large scale outdoor live music performances. The programming will offer both FREE concerts and PAID FOR ticketed events. A key criteria is to ensure that the festival becomes self sustaining.

Whilst it is very much within our plans to present numerous FREE events, it is important that as festival organisers, we balance this carefully against the funding generated to enable these events to take place.

5.0 Performance Venues

The festival organisers have already investigated the most appropriate venues and their audience capacities to present the live performances within the festival schedule. Venues we are currently considering to present artists are as follows:

- The George In Rye (Pub, Courtyard and Ball Room): Cap: Ball Room - 130 – 150 x
- The George Courtyard: Cap: Approximately: 30-40 x TBC
- The Mermaid Inn (Tudor Room): Cap: Approximately 150-180 x TBC
- Rye Community Hall: Cap: 150 x
- The Town Salts: **Community Outdoor Stage**: Cap: TBC 2-4,000 x (Currently in discussion with RDC as a potential festival venue option for **2012/2013**).
(This venue would be utilised for a mixture of **FREE** and **PAID FOR** ticketed events).
- The Bell Inn/Indoor and Patio location: Cap: 60 x TBC
- Ypres Castle/Garden Area: Cap: 300 x plus
- The Gun Garden: **Community Outdoor Stage**: Cap: 500 – 600 X plus (subject to RDC approval)
- Rye College Theatre: Cap: 350 x
- Tilling Green Community Centre: Cap: TBC (subject to approval and confirmation)
- The School Creative Centre/Rye: Theatre Cap: 150 x
- The Standard Inn: Cap: 50/60 x TBC
- The White Vine House: Outside garden area: Cap: 30 x
- The Ship Inn/Strand Quay: Indoor & outdoor options: Cap: TBC
- The Globe Pub: Indoor and outdoor venue: Cap: 80-100 x TBC
- St Mary's Church: Cap: 300/350 x
- Butter Market: Cap: TBC/FREE Acoustic Performances (subject to council agreement)
- Saltcote Place: Proposed "Open Air" Jazz Concert. Cap: 500 - 700 x
- Lamb House/National Trust Property: Outdoor garden area: Cap: 150 x
- Street Busking: At specifically identified locations within approved consent street locations through the festival period. Mardi Gras Street procession/Tableau performances TBC
- The Strand Quay: **Community Outdoor Stage**: Cap: TBC 200-400 x TBC, (subject to discussion and approval of The Environment Agency). We have a meeting arranged with James Bateman the "Harbour Master" W/C 7th November.

It is very much our intention to present the festival at locations within easy reach of the immediate town and Citadel. We are however open to exploring other possible venues outside the town which will be subject to a number of conditions.

The festival organisers will also explore a range of other local venues including the possibility of presenting live performances within temporary structures.

6.0 Health & Safety/Event Licensing

Individual independent venues will have existing performance licences which are already a requirement to present live music. If larger groups will be performing it is possible to apply for additional licenses. These additional licences will be reviewed if necessary by the festival organisers.

In certain cases it will be necessary to apply for temporary events notices (TEN) for certain performances at venues and locations. The larger venues will require specific entertainment licences to accommodate audiences in excess of 499.

We have met and consulted with the Senior Environmental Health Officer for Rother District Council, Debbie Welfare and the Technical Services Manager for Rother District Council, Alwyn Roebuck. Both Miss Welfare and Mr Roebuck have been extremely helpful and are very much aware of our plans.

We have made contact with Rye Police Sergeant, Warren Downs and the Planning & Logistics Officer for East Sussex, Police Constable Marc Fallon. Both Sergeant Downs and Constable Fallon have details of our festival plans and have confirmed that they do not foresee any issues or concerns. The majority of all live events will fall under TEN licenses with the exception of the larger events. Street entertainment has a separate set of licensing regulations which fall under the "Byelaws" made under section 235 of the local government act 1972 by RDC.

The festival organisers will ensure that all H&S procedures are implemented at each performance venue. Individual venues carry their own public liability insurance for which the owners of the venues will be fully responsible. Primo will provide any event insurance requirements that are necessary over and above the insurance that covers these venues.

6.1 Safer Rother Partnership (SRP)/Youth Community Music Project

The festival organisers have been in dialog with Carol Studley from RDC and SRP. We are awaiting confirmation following further discussions in respect of how we can work in partnership with SRP to develop a particular music project with "Youth In Motion".

The role of the Partnership is to work with other statutory and voluntary agencies within the Rother district to develop and implement a crime and disorder strategy. This proposed collaboration with both SRP and Youth in Motion will create opportunities and inclusion for a number of the youth population within deprived areas of Rye and the Rother region.

Youth in Motion are a not for profit organization that specialise in youth and community work across the south east of England. Youth In Motion was formed in response to the government's cuts around the delivery of youth work and the closure of youth clubs serving some of the most vulnerable young people around the rural and urban areas of the South East.

www.youthinmotion.org.uk

7.0 Educational/Community Programmes

The festival organisers recognise the important benefits that an educational programme will offer to the Rye Community, schools and local groups. We particularly want to create programmes that will offer opportunity and inclusion to members of the deprived "Tilling Green" Rye Community. We are currently formulating plans and exploring the feasibility of a number of educational programmes and these are outlined below. It is our intention to use funding from local and regional grant schemes and corporate sponsors to support these activities.

7.1 Music Workshops/Master Classes

We would like to offer workshops/master classes to all age groups and abilities. The workshops will involve the professional musicians and artists that are performing as part of the festival's professional programming. The educational workshops will be programmed prior to and during the festival period

For example, workshops will include master classes in vocal performance and technique and across a range of instruments including piano, guitar, drums & percussion, bass and saxophone. We would like to link these initiatives to local and regional schools through their existing music departments if appropriate.

We will also explore other activities that will provide opportunities for existing musicians to play together to improve their ensemble and improvisational skills.

One such project being explored is a "Gospel" music workshop involving the "London Community Gospel Choir". We envisage the possibility of working with local schools/Rye College and local singing groups such as "The Rye Singers" to take part in this exciting initiative.

7.2 Music Industry Seminar

This project is for young musicians to gain further knowledge of the Music Industry. The session will inform, motivate and offer guidance across a range of industry areas. The festival organisers would arrange for Music Industry specialists to attend from major and independent record labels in addition established artists will provide firsthand knowledge of their experiences. Further information on this project will be supplied in the near future.

7.3 Educational Performances – "The Ring Shout"

This project will involve the inclusion of local groups and schools. The origins of Jazz in its purest form were created by Negro slaves in the Southern States of America. The "Ring Shout" as it was known, was an expression of their joy, acknowledgement of the hardships they suffered and was an opportunity to remember their African origins.

The "Ring Shout" project will include History, Music, Theatre and Dance and is a wonderful way to portray the history of Jazz music and the many other musical influences such as Blues and Gospel that sprang from this early form of expression.

We would like to involve local groups from the wider Rye Community to take an active part in this concept and gain the involvement of department heads of local schools and key music personnel from Rye theatrical groups.

8.0 Festival Technical Event Management Internship

We have opened dialog with David Byrne at Entertainment Workshops (EW) which is based in Rye. EW is a specialist organisation that work on many projects, using professional industry based equipment and receive free training from our tutors at Entertainment Workshops. Being tutored by professionals who have worked on Shows such as Big Brother, X Factor and West Ends, We Will Rock You, will give these young people a fantastic insight into the real world of entertainment.

We will be exploring ways in which EW can create a specific Internship course that runs alongside the festival plans for 2012. We will be able to provide further information on the qualifications and skills that are associated with this initiative in the near future.

www.ewweb.co.uk

8.1 Festival Customer Services/Business Administration Internship

Qualification: Level 1&2 NVQ

The festival organisers will interview and select two candidates from the deprived Tilling Green Community of Rye. The age range for these Internships would be 18 years plus. The two selected candidates would be required to work a minimum numbers of hours during a set period of time prior to and throughout the festival period.

One to one personal training will be given by members of the experienced festival management team. The roles of this internment will include: box office and ticket sales management, customer services and administration as well as marketing responsibilities such as updating the festival website and other forms of new media marketing such as a festival "face book" page and festival blog. Training in the use of this technology will be given.

The festival box/administration office will be located centrally within Rye. Naturally there are cost implications in the setting up of this facility. We are seeking funding for the direct costs associated with these internships and the set up and running costs of the office.

Benefits & Outcomes of these internships will be as follows:

- Build confidence in their abilities to communicate and to gain a solid understanding of customer service roles.
- Obtain a wide range of administration, business, computer and marketing skills.
- Learn to take responsibility for their actions and to see the benefits and rewards that they will gain from this training and hard work.
- Gain vocational and practical qualifications and skills making these students more employable and work ready.
- Assist in building the interns CV.

8.2 Community Art Project "The Colours of Jazz"

We are exploring ways in which we can develop an Art Workshop project linked to the festival. Our initial thoughts are that this initiative will involve two groups. Firtstly, local children from both Junior and Secondary Schools (the timeline of this project could start prior to or just after Easter 2012). Secondly, more experienced local and regional artists and art groups.

Through the combination of music and art, this project will inspire and encourage children, students and established artist to be expressive and develop their artistic skills. The end result of both of these initiatives will be to create a dedicated "Art Exhibition" at a suitable location in Rye/The School Creative Centre.

We can confirm that we have had an initial meeting with The School Creative Centre in Rye to discuss this project in greater detail and we hope to have further meetings in the near future. We also wish to discuss how this project can be implemented within a number of local schools and community groups within Rye.

www.theschoolcreativecentre.co.uk

9.0 Interreg French Partnership/Festival Street Theatre performances

The festival organisers plan to explore ways in which the festival could develop a suitable partner in France. This will be through a "Cross Channel" educational initiative called the "Interreg Micro Partnership" scheme. Further information on this aspect of the festival will be provided in the near future.

Our initial thoughts are to work with our "French Partners" to perform a range of "Street Performances" or "Tableau's". Tableau as an art form originated in France. These performances will involve the artistic mediums of Music, Dance and Theatre. These performances could be staged within the town at a location such as the "Butter Market" or at a smaller staged environment within The "Gun Garden" or in front of the "Ypres Tower".

We are currently collating budgets for this project and will be liaising with interested parties within the Rye community. Please note that match funding will be required to enable these potential projects to happen, Interreg only provide funding for up to 60% of the projects costs.

9.1 Mardi Gras/Carnival Procession TBC

The festival organisers can confirm that have opened dialog with "Rye College" and have had a subsequent meeting in early November. We are delighted to now be able to confirm the inclusion and the support of the Rye College and their students in a range of Educational and activities, including a specific involvement in our Mardi Gras/Carnival project within our festival programming.

9.2 Tilling Green Community Centre

We are working closely with the management team at the "Tilling Green Community Centre". Chrissy Stower and her colleagues have been incredibly supportive of our festival plans and have been kind enough to connect the festival organisers to a number of local organisations and community groups. We are in ongoing discussions with Chrissy Stower and her team in respect of a number of the "Educational/Community" events and "Internship" initiatives that are listed within this document.

www.ryepartnership.org.uk

9.3 Festival Strategic Marketing Programme

Primo will develop and thoroughly research all aspects of marketing the festival. This will comprise of a detailed strategic marketing plan to include the following:

- A distinctive festival brand – we will work with the most suitable and creative design partners based either in Rye or the surrounding region.

- Research audience profiles/demographics and geographical reach.
- Utilisation of a range of marketing platforms to generate local, regional and national awareness for the festival such as:
 - Press and media advertising & specialist press/magazine advertising
 - Retail posters/external banners/existing flag pole banner sites throughout Rye
 - Festival guide distribution
 - Festival website: www.ryeintlfestival.com
 - New media platforms – facebook, twitter & mobile APS
 - Website/internet links to local, regional and national live music websites
- Building mutually beneficial partnerships
 - Links from/ to existing non conflicting events that take place in Rye
 - Links to Rye Arts festival - cross promotion for both events
 - "In Principle" agreement of cross marketing support from local and regional tourism websites including Visit Rye, RDC TIC, Leisure and Tourism, East Sussex County Council, Rother District Council, Visit 1066 Country and Tourism South
 - Potential "Partnerships" with Folkestone/Bexhill and other Kent and Sussex Tourism and Business networks
 - **Currently exploring additional ways in which Rother District Council and Hastings Borough Council may be able to sponsor the festival by way of in-kind support**
 - Endorsement and support gained from The Rye & District Chamber of Commerce
 - We will be approaching many Rye businesses to gain support and their potential involvement through sponsoring various elements of the festival programming
 - Data capture and E-Bulletin newsletters building up to the festival by working in conjunction with existing venues and their current databases

10.0 Media Partnerships/Advertising

Primo will approach local, regional and national media groups to create awareness and media partnerships where appropriate. These targets include:

- The Rye and Battle Observer and other several regional titles owned by Johnston Press Plc - **Confirmed Sussex Media Partners**
- KOS Media/Archant Media (Preferred Kent Media Partners) - **Currently in discussion with contacts as KOS/Archant Media**
- The Argus Group/Brighton – **Contact made and we are exploring ways to gain the support from the Argos Group**
- Regional Magazines/Sussex and Kent Life (Preferred Magazine Media Partners) - **Awaiting potential meeting with senior management**
- What's On Magazine - **Awaiting further discussion in the near future**
- Various other Regional and Local Magazine Sussex and Kent publications
- Jazz FM – **negotiations opened and marketing spend/budgets under consideration to publicise the festival to a core target Jazz audience**
- BBC Radio Kent/BBC Radio Sussex/BBC South East TODAY/Meridian ITV. **Contact made, hope to have meetings with both Stations in the very near future.**

- National news titles include: The Evening Standard, The Times, The Sunday Times, The Independent and The Observer. We have already begun to explore ways in which National media groups may be willing to create interest not only through press editorial coverage but also through reader offers and weekend stays/breaks.

11.0 Public Relations

Strong and informative PR is vital to the success of any live event. This will be extensively and creatively planned to maximise awareness and publicity for the festival. The PR requirements will include the creation of a range of bespoke and generic press releases that will drive editorial features and artist interview opportunities.

Not only will the PR create awareness for the artistic content of the festival, it will also be designed to highlight the town of Rye and its heritage. The organisers will work with specialist PR partners according to the specific element of the festival to be promoted.

The PR of the festival will also include the development of a festival blog and a pre-festival newsletter to update the local community on the progress of the festival. All of these areas are designed to encourage support and participation and build a long-term festival database.

Through our existing PR contacts and relationships we will actively approach media groups not only within the immediate Rye catchment area but also across the South East. Through this extensive PR activity we will be able to reach our target festival audience from Kent, Surrey and Sussex.

The festival organisers have existing relationships with BBC Radio Kent, BBC Radio Sussex, BBC South East TV and Meridian TV/ITV. Specialist magazines and online publications are in the process of being contacted to create focused editorial and PR opportunities, these include: Jazz Wise, Jazz UK, The WIRE, Blues & Soul, Blues in Britain and Blues Matters.

11.1 Hotel Accommodation and Local Business

We appreciate that there will be a natural influx of visitors to Rye during the course of our festival dates. As festival organisers we believe that this will work in our favour and will attract audiences to a number of the festival events.

Having stated the above, we also strongly believe that through the festival's comprehensive marketing and PR campaign we will attract new visitors to Rye of our target ABC1 profile.

We will be consulting with HOTCATS in respect of how the town and the surrounding areas can provide additional accommodation to those attending the festival. We wish to actively promote weekend festival packages through our Hotel, Media and Tourism Partners.

We will be working and liaising closely with the Rye & District Chamber of Commerce and local businesses to explore a number of initiatives to boost local trade within Rye.

11.2 Transport Links/Car Parking Facilities

Transport links to Rye from across the region are being investigated. The festival organisers anticipate an increase in visitor numbers to Rye during the festival period. Whilst we anticipate an increase in weekend overnight stays it is also expected that the festival will attract transient audiences from the immediate region, villages and towns.

Car parking facilities are currently available within town however; if we anticipate a larger requirement for parking due to the larger capacity events taking place then we will investigate

the use of other parking facilities at nearby locations such as: Rye Rugby Club, Gibbets Marsh Car Park and Rye College. We would also approach land owners who would be happy to assist the festival with the use of farmland for additional car parks.

Shuttle bus services will be employed to assist in bringing those attending the festival from the immediate region and local villages. We would explore ways in which a town shuttle bus service can be provided to and from the designated overflow car parks as mentioned above. We will be liaising with the "Rye & District Chamber of Commerce" who have agreed to assist in respect of these shuttle bus services.

12.0 Train Links

Visitors to the festival will be encouraged to use the existing train services operated by Southern, South Eastern and Eurostar all of which have connections at Ashford International Rail Station.

Visitors will also be encouraged to attend the festival via train from coastal towns such as Brighton, Eastbourne, Hastings, Canterbury, Folkestone and Ashford. It is our intention to seek support from Southern Trains to run an in-kind marketing campaign to promote and encourage visitors by train services.

12.1 Local Charity Partners/Associations and Local Societies

The festival organisers will continue to build relationships with a number of voluntary and charity organisations based in Rye and the local region. It is our wish to gain the involvement of The Rye & District Lions and other groups to assist in areas such car park marshalling etc.

We will also investigate how the festival can potentially raise funds for certain charity groups. The festival organisers would like explore ways in which through specific FREE or PAID FOR events, monies/donations could be distributed between these charity groups.

12.2 Festival Ticketing & Box Office

Primo will explore the most appropriate ways in which the festival's tickets could be obtained and purchased. As previously highlighted, this will be managed via a dedicated box office/admin centre based locally within Rye as well as on-line ticket booking facilities via the festival website. We will also investigate the possibility of particular venues distributing tickets.

12.3 Festival Sponsorship & Patronage Scheme

In order to financially underwrite the festival we will seek to secure corporate and private investment. This will be achieved by researching and targeting specific organisations and business within Rye and the South East region. This process has already begun and we are preparing a range of sponsorship proposals that will be submitted in November 2011.

Primo will identify organisations and create bespoke sponsorship proposals for each of these companies. We will focus on these organisations' community and corporate social responsibility programmes and demonstrate how they can greatly improve their standing and profile within the community and region.

The festival will offer a range of sponsorship opportunities/packages according to the size and resources available at each organisation. The costs associated directly with each element of the festival will be pre-calculated in order to ensure that we are clearly aware of the financial levels of support that we need to secure from our sponsorship partners.

A sponsorship menu will be created to allow organisations to choose the most appropriate level of support to generate the presence and awareness they require. Events could be individually or co-sponsored to encourage support from smaller local and regional companies.

We also intend to launch a festival "Patron Scheme" in November 2011. This will be particularly aimed at high net worth individuals (HNI) and members of the local and regional community that wish to support the festival by way of financial patronage.

We will continue to explore the most effective way possible for funding to be secured from both Corporate Sponsors and HNI, ensuring that any tax advantages are realised within the present UK laws. We are currently investigating ways to reduce costs by creating local and regional business partnerships. Keeping the festival initial cost outlay to a sensible and workable level in the first year is a priority.

13.0 Festival Funding

In addition to the sponsorship and patronage scheme, we will also explore avenues where additional funding can be generated through arts related funding schemes and foundations.

Funding areas that we are currently investigating have been kindly recommended by arts development officers at East Sussex County Council. We will be applying for funding from the following organisations and local/regional council grant schemes:

- National Lottery/Awards for ALL - **Application to be made in November 2011**
- Arts Council England/Grants for arts (G4A)/Musicians Union Foundation - **Application to be made in November 2011**
- The Roger De Haan Charitable Trust/Creative Foundation - **Awaiting confirmation of a potential creative partnership with Folkestone**
- Arts and Business - **Under Discussion**
- Interreg Micro partnership Funding UK & FRANCE - **Application to be made November/December 2011**
- Sussex Community Foundation/The Rye Fund/The Little Cheyne Court Wind Farm Community Fund - **We have researched the above funding schemes and strongly believe that our application will fit the criteria outlined. We will be applying for funding through schemes in November 2011**
- Rye Town Council - Grant Scheme/ RDC- Community Grants Scheme - **We will be applying for financial support to assist the festival in marketing activity that will benefit the town through increased business, tourism and employment.**

13.1 Legal Services & Team

Accountancy Partners: Phipps & Co
 Legal Advise/Law Firm Partners: Heringtons
 Banking Partners: NatWest Bank Rye
 Insurance Partners: Blackmore Heath

We can confirm that the festival has been incorporated as a Limited Company by Guarantee the details are as follows: Rye Int. Jazz Festival Limited Company Number: 7823652
 Registered Address: Landgate Chambers, Rye, East Sussex TN31.

14.0 Financial Planning & Budgets

Financial budgets will be created for each individual event within the festival programme once all venues and artist costs are collated. Core costs of running the festival will be calculated separately, these will include event management, marketing & publicity, office, administration and legal services.

Because of the very nature and scale of the proposed festival it will be necessary to obtain funding to underwrite the majority of the festivals operational and artistic costs. Revenue from ticket sales at each event will be transferred into the overall festival business model. Financial support from Corporate Sponsors and the festival Patronage scheme would be utilised to fund the majority of the festival running costs.

Primo along with specific festival partners will invest considerable time and resources into establishing the viability and running of the festival, this will include all aspects of the festival planning as outlined within this document.

Because of the significant investment that Primo will undertake the company/directors would want to retain brand ownership and full intellectual properties of the festival, its contacts and the yearly management of the festival. Primo are however open to discussing business partnerships within the festival structure in the future.

The Festival Budgets will be broken down and separated as follows:

- Marketing and Promotion
- Administration/Management
- Professional Programming at Various Locations/Paid for Ticketed Events
- Educational/Workshops
- Community Outdoor FREE Events
- Professional Outdoor/Paid for Ticketed Events/using existing Infrastructure
- Street Entertainment/Busking
- Carnival (TBC)
- Interreg French Partnership

Please note that our aim is to obtain funding from regional and local grants schemes to support and fund the festival's Education programme, Workshops and a number of Community events. Other areas of the festival programme will be supported by "Corporate Sponsorship" and donations from the festival "Patronage Scheme".

14.1 Timeline of Activity

Over the past three months we have been working extremely hard to complete the research, development and feasibility study of our proposed festival plans. We are on target to have all of this complete by the early part of November 2011.

The timeline available to secure the funding for the festival is crucial. We can confirm that we have already made huge progress in identifying and targeting a range of funding sources for the festival. These include the Grants Schemes previously listed within this document and Corporate Organisations.

The festival organisers will design and prepare bespoke and generic documents for the sponsorship and patronage scheme. This will be accessible in hard copy format and available electronically via the Primo/festival office.

A micro festival website will be created to outline details of the proposed festival plans and interested parties can download or request information regarding the festival.

Positive PR stories surrounding the festival plans will be activated through the festivals' local and regional media partners. This PR will go live and into the public arena whilst we are in the process of securing our festival funding. The festival organisers will require a minimum lead time of THREE months prior to the festival launching in order to promote and publicise the festival to its maximum capacity and exposure.

15.0 Festival Press Launch – The George Hotel Rye

Our current plans are to launch the festival marketing and publicity campaign in early March 2012. The dates we are considering to hold the official press launch are Wednesday 7th March or Thursday 8th March. All of the festival Media Partners, Sponsors, Patrons, Local Dignitaries and influential contacts will be invited to this event. We would officially launch the festival website and all of the festival publicity collateral at this time.

15.1 About Primo/The Festival Organisers

Primo are a creative and innovative live events producer and event management organisation. Primo flourish in areas where creativity matters and our "Raison D'être" as an organisation is to create and deliver very unique live, music, theatrical and historical events.

Our services and skills include the following: Event Creation and Conceptualisation/Project programming/Strategic Marketing/Event Promotion/Public Relations/Publicity and Brand Development/H&S & licensing/Live Performance Technical Support Services/ Sponsorship Procurement/Budgeting & Financial Management and Planning.

Primo have worked with major artists at a range of well know stately home venues and London theatres. Artists that we have worked with have included Simply Red, Dionne Warwick, Courtney Pine, Katherine Jenkins, Michael Ball, The Isley Brothers, Randy Crawford, Amy Winehouse, Georgie Fame, Monty Alexander, Heather Small, Snake Davis, Martin Taylor, Hamish Stuart, Roy Ayers, and Jocelyn Brown etc.

www.weareprimo.com

15.2 Conclusion

Our festival plans are designed to greatly benefit the town, communities and businesses of Rye. Our vision is not dissimilar to that of Claude Nobs who was the Director of the Tourism Office of Montreux, Switzerland. Claude Nobs founded and organised the first "Montreux Jazz Festival" in 1967 which became an immediate success, and gained a reputation far beyond Switzerland.

The benefit of establishing the "Montreux Jazz Festival" has unquestionably made an extremely positive impact to the Local Community of Montreux and has increased tourism and benefitted Local and Regional businesses. The rest is history.

We very much believe that it is entirely possible and feasible to launch the proposed festival in 2012. This is obviously dependent on gaining the financial support within the timeframe that we have available however, we are delighted to confirm that the majority of our planning and research has now been completed and we are now actively approaching potential funders and sponsors.

We are very open to suggestions and would welcome any new ideas and advice that could enhance and improve our festival plans.

16.0 Contact Information

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