

**Guildford Summer Festival 2018**  
**8 June to 12 August 2018**  
**Venue Event Entry Form**



In 2018 we will again be celebrating Summer in Guildford – and promoting all the wonderful events for all ages and tastes throughout the summer – and we want you to be involved.

There will again be a joint Guildford in Bloom and Summer festival launch day with a picnic in the castle grounds on 2 June 2018, where all events taking place throughout the festival will have an opportunity to put on a 5-10 minute showcase/highlight of their forthcoming event in the shape of:- a song, a speech from a play, a piece of music, a talk, a short comedy sketch etc. You can then hand round fliers for your event to the audience. You can sign up for this below and complete the attached form. You can also have an exhibition space at the event but this is restricted to 16 pitches in total so essential to book early.

Please complete one event form per **VENUE** you wish to include and return it to [summerfestival@guildford.gov.uk](mailto:summerfestival@guildford.gov.uk) with images at **minimum 300dpi** (preferably as a jpeg) by **9am on Friday 17 February 2017**

**NB:** Before you complete this form, please read and ensure that you understand the **Terms and Conditions** at the end of the document (pages 4-6). Please note that by completing and returning this form you agree to the Terms and Conditions attached.

For Venues there is a special entry of two-thirds of a page where you can list your contact box office details and then list as many events in the box.

Cost for Two-Thirds A5 Venues Entry is £300 plus VAT

**Your information** (for our records\*):

Name:	
Position:	
Organisation:	
Address:	
Email:	
Tel:	
Alternate tel:	

\* a copy of Guildford Borough Council's Data Protection policy is available on the website – your details will only be used to enable us to carry out our business and will not be passed on to anyone else.

**Your Venue details** (for publication):

Please provide the details as you wish them to appear in the brochure and online, adhering to word limits where applicable. Please complete **one form per venue** if you are submitting multiple events and check your text for typos or errors **before** submitting it. Thank you.

***You will need to provide copy for each event submitted on a separate sheet for the website and also an image for each event if required.***

Venue Name:	
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Venue Address			
Venue Post Code			
Venue Website URL			
Venue Box Office			
Email a high resolution version of your venue logo to <a href="mailto:diana.roberts@guildford.gov.uk">diana.roberts@guildford.gov.uk</a>			
As a venue you can now list as many events as it is possible to fit in the 2/3 page box. We anticipate there will be room for approximately 6-8 events but will endeavour to include more if essential.			
Event Date	Event Title	Event Time	Event Categories

**When including these events on the website we will produce one page per event, so please send on a separate sheet a full description per event, and a deep link to the booking page for the event. Individual event images can also be included online. Please use separate event listing pages – one per event.**

Do you wish to perform at the Picnic in the Castle Grounds on 2 June 2018	
Do you wish to have a stand at Picnic in the Castle Grounds on 2 June 2018	

Please return the favour by linking to Guildford Summer Festival’s homepage from your site. Thank you. [www.guildfordsummerfestival.co.uk](http://www.guildfordsummerfestival.co.uk)

**Additional Notes**

Please help us plan the Summer Festival and related marketing activities by completing the following sections and responding to any requests below. In order to get the most out of the Guildford Summer Festival identity, we all need to work together to raise public awareness of the event. Below are a few requests from us which will help achieve this:

<b>Brochures</b> – As part of the Festival we ask that you distribute brochures at your event and/or venue and amongst your members. Please specify how many you will be able to distribute:	
<b>Posters</b> – please display these wherever you have room. Please specify how many of each you will require.	A3 – A4 –

**Guildford Summer Festival**  
c/o Guildford Tourist Information Centre,  
Guildford House, 155 High Street, Guildford, GU1 3AJ  
Email: [summerfestival@guildford.gov.uk](mailto:summerfestival@guildford.gov.uk)  
Tel: 01483 444396



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<p><b>Leafleting</b> – each year we try to coordinate at least one day where we can distribute brochures by handing them out in the High Street. You can add your flyers as an insert to the brochure if you come and help distribute on the day. Would you be interested in join us? Most likely day Saturday 9 June 2018</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p><b>Logos</b> – please ensure that you include our logo on your printed materials and mention the Festival in all press releases. This helps to build recognition of the Festival which will make it more successful for everyone.</p>	
<p><b>Websites</b> – we will include a reciprocal link to one website on your online event page; we therefore expect that you will include a link to our website from yours.</p>	

**Publicity:**

Please send copies of all materials and press releases to Diana Roberts ([summerfestival@guildford.gov.uk](mailto:summerfestival@guildford.gov.uk)).

**Box Office:**

Guildford Tourist Information Centre will act as Official Box Office for Guildford Summer Festival Events to sell Tickets to your Event (this can be an allocation of tickets or as sole ticket agent). With an average of 2000 visitors to the Tourist Centre each week and open 7 days a week in the run up, and during the festival, many visitors wish to purchase tickets for more than one event at a time, and Guildford Summer Festival is actively promoted through the Tourist Office. Tickets can be sold online to give an added advantage, and promoted through the Tourist Centre’s E-newsletter as well as through Guildford Summer Festival; with a ‘Buy Now’ button for use on your own website. Contact Guildford Tourist Information Centre for details of terms and conditions. Tel: 01483 444333 or email [tic@guildford.gov.uk](mailto:tic@guildford.gov.uk)

**Checklist**

Please read this checklist to make sure you have filled out the form correctly before you return it to us.

Contact details	
Brochure copy	
Image is attached and is 300dpi minimum	
Have you proof read your copy?	
Have you read the additional notes and filled in the relevant boxes?	
Read and understood the terms and conditions (pp4-6) – please note that by submitting your entry you will be agreeing to them.	

If you have any queries about any part of this form or the terms and conditions, please call Diana Roberts on 01483 444396 or email your query to [summerfestival@guildford.gov.uk](mailto:summerfestival@guildford.gov.uk) and she will get back to you as soon as possible.

***A word about the deadline date – on receipt of your form, your event is put up on the [www.guildfordsummerfestival.co.uk](http://www.guildfordsummerfestival.co.uk) website and promoted instantly through social media***



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 Tel: 01483 444396

*channels. The earlier we get your booking, the more additional weeks publicity you get for your event.  
On the deadline date, we receive over 50% of the bookings – this creates a backlog, so events don't go on the website or social media for 2-4 weeks after the deadline date passes.  
So to get up to 8 weeks additional publicity for your event – let us have your booking sooner rather than later!!*

### **Terms and Conditions**

1. The following terms and conditions apply to the Guildford Summer Festival 2018 Event Entry Form ("the Event Entry Form") and listings in the Guildford Summer Festival 2018 event brochure ("the Brochure").

#### **2. Interpretation**

In the Event Entry Form and these terms and conditions:

2.1 "you" and "your" means and refers to the person and/or organisation promoting the event and requesting the listing in the Guildford Summer Festival 2018 event brochure;

2.2 "we" and "us" means Guildford Borough Council of Millmead House, Millmead, Guildford, Surrey GU2 4BB and Tourist Information Centre, Guildford House, 155 High Street, Guildford, GU1 3AJ

#### **3. These Terms and Conditions**

By completing and forwarding to us this Event Entry Form you are agreeing to accept and comply with these terms and conditions.

#### **4. Request for listing of event in the Guildford Summer Festival 2018 event Brochure**

4.1 In order for the details of the event you are promoting to be included in the brochure and online you must:

4.1.1 complete and return to us by 09.00 hrs on 16 February 2018 a duly completed Event Entry Form;

4.1.2 return your completed Venues Entry Form to us by e-mail to [summerfestival@guildford.gov.uk](mailto:summerfestival@guildford.gov.uk)

4.1.3 complete a separate Event Entry Form for each event you wish to publicise on the website;

4.1.4 proof read the text of your brochure and online entry as set out in the Event Entry Form;

- 4.1.5 ensure that the online description is detailed;
- 4.1.6 provide any images you wish to be published in the brochure preferably in jpeg format with a minimum of 300 dpi
- 4.1.7 provide all other information requested on the Event Entry Form.
- 4.1.8 Provide additional images 1170 x 480 pixels for use on the website (max 4 per event)

Once the Brochure has been compiled you will be sent by e-mail, during March/April 2018, a pdf version of the page in the brochure in which the details of you/your organisation's event will appear. You must check that the details are correct and confirm this to us within the time limit stipulated in the email when you receive the pdf.

## **5. Payment**

In order to meet the cost of publicising events taking place during the Guildford Summer Festival 2018

- 5.1 you are required to, and you agree to, pay the brochure entry fee which is £300 plus VAT per Venues entry which is two-thirds of a page. For single event entries see separate sheet.
- 5.2 we will invoice your organisation, for the entry fee and you must pay this invoice within 14 days of the date of the invoice.

## **6. Changes to event listings and cancellation of events**

- 6.1 If you need to make a change to the listing of your event in the brochure or if your event is cancelled you must tell us immediately by e-mailing us at [summerfestival@guildford.gov.uk](mailto:summerfestival@guildford.gov.uk)
- 6.2 If we receive your request to make a change to your event listing before 23 March 2018 we will endeavour to alter your listing. If we receive your request to make a change to your event listing on or after 23 March 2018 we will make the alteration if still possible but this will incur a charge of £50 plus VAT. After 23 March 2018 we cannot guarantee that any amendments will be possible. We will, however, subject to any other restrictions in these Terms and Conditions make the alteration to the on line version of the brochure published on the Guildford Summer Festival website.
- 6.3 If you notify us before 23 March 2018 that your event has been cancelled your organisation's entry in the brochure will be deleted and your fee will be refunded. If you notify us on or after 23 March 2018 that your/your organisation's event has been cancelled we may not be able to remove the event listing from the printed version of the Brochure and we will not refund your fee. We will, however, remove the listing from the on line version published on the Guildford Summer Festival website.
- 6.4 Except as described in paragraph 6.3 we will only refund fees for event listings in exceptional circumstances and at our sole discretion.

## **7. Support for Guildford Summer Festival 2018**

If we agree to list your event in the Guildford Summer Festival 2018 event brochure you and your organisation agree to do the following:

- 7.1 include the Guildford Summer Festival logo on all printed material advertising your event;
- 7.2 make reference to the Guildford Summer Festival 2018 in all press releases issued by you or your organisation regarding your event;
- 7.3 include a reciprocal link to the Guildford Summer Festival 2018 website on your organisation's website;
- 7.4 distribute Guildford Summer Festival 2018 event brochures at your event and/or venue and amongst your members.

## **8. General**

- 8.1 We reserve the right to make any alteration to your event listing we consider necessary and to alter the position of the listing in the Brochure.
- 8.2 We reserve the right to refuse to publish any event listing for any reason without incurring any liability whatsoever to you or your organisation.
- 8.3 We reserve the right to withdraw from the Brochure any listing for which payment has not been made.
- 8.4 We do not accept, and will not incur, any liability to you or your organisation for any errors or omissions in the event listing(s) we publish in the Brochure for you or your organisation;
- 8.5 You undertake and guarantee to us that your event listing will not infringe the intellectual property rights of any third party or any other rights or be defamatory, discriminatory or contrary to any applicable law.

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Accessibility of your Venue

*This information will be included on the website.*

Describe the access into the venue i.e. on a hill, uneven footpath etc.				
Is there access for wheelchair users?	Yes		No	
Details – tick as appropriate	Via lift	Via ramp	Access for independent use	Access for assisted use only
No. of wheelchair spaces in auditorium				
Do wheelchair spaces need to be booked in advance	Yes		No	
If Yes, how are they booked i.e. number/email contact				
Are there toilets for disabled	Yes		No	
If there are any steps – how many				
Are there hand rails to steps				
Is brochure/programme available in large print or Braille? (please specify)				
IS there a hearing loop				
Is there an interpreted performance in BSL				
Is there disabled parking nearby?	Yes		No	
If yes, how many spaces				
Any other information that will assist visitors with disabilities				