



DOWNSTAIRS

at The Maj

2018 SEASON
EXPRESSION OF INTEREST
INFORMATION PACK



His Majesty's Theatre is welcoming Expressions of Interest for its 2018 cabaret season, Downstairs at The Maj.

Downstairs at The Maj is an intimate cabaret venue in Perth's much-loved His Majesty's Theatre and has been home to a regular season of local and national cabaret since 2001.

This year's successful season featured sell-out nights across many different productions including comedy, cabaret and jazz with more than 1800 patrons welcomed through our doors.

Downstairs at The Maj's 2018 season will run from June to December, and if you are looking to perform in a popular and professional venue, we want to hear from you!

The closing date for EOIs is 31 January 2018.

What are we looking for?

We're looking for individuals, artist collectives and independent companies who have a specific cabaret, comedy or music project and confirmed key performers and creatives.

Downstairs at The Maj offers artists the opportunity to be part of a successful cabaret program run by an organisation with professional and dedicated staff.

Past performers have included Michael Griffiths, Amelia Ryan, Rachael Beck, Geraldine Turner and more!

We will provide marketing and publicity support plus ticketing and venue management expertise. It's a great way to build your audience and gain exposure in the West Australian market.

(Top Row L-R): Amelia Ryan is *Lady Liberty*, 2016. Photo by Lloyd Harvey; *Tribute* 2016. Photo by Sarah Walker. Catherine Alvon's *Cathartic*, 2017 Photo by Daniel Boud; *Hispanic Attack!* 2016. Image courtesy of the artist; *Dedications* 2015. Photo by Image courtesy of the artist; *Rachael Beck - This Girl*, 2016. Photo by Image courtesy of the artist; *Have Yourself A Barry Little Christmas* 2016. Photo by Image courtesy of the artist; *Nailed It*, 2016. Photo by Image courtesy of the artist;

Right: Geraldine Turner *Turner's Turn.*, 2017. Photo by Kurt Sneddon

What do you need to provide?

- ▶ Background about the show including past performances, awards and 2018 tour schedule.
- ▶ Full cast and crew list.
- ▶ Production details including set, costumes, props and lighting design.
- ▶ Marketing and publicity materials including high resolution images (including headshots), synopsis, video footage and biographies.

What do we provide?

Perth Theatre Trust will pay a fee to the artist to present the production for an agreed period and will retain all box office sales.



EXPRESSION OF INTEREST

Venue production and support

- ▶ 140-seat theatre plus lighting and sound.
- ▶ Technical support for bump in/bump out (maximum eight hours).
- ▶ Front of house and food and beverage staff.
- ▶ Ticketing service.
- ▶ Production guidance and management, if required.

Marketing and publicity support

- ▶ Design, print and distribute posters and flyers.
- ▶ Tile on His Majesty's Theatre website and event page.
- ▶ Listing in His Majesty's Theatre- newsletters,
- ▶ Social media including Facebook and Twitter.
- ▶ Posters in His Majesty's Theatre foyer and in theatre poster boxes outside the venue on high traffic areas - King Street and Hay Street.
- ▶ Advertising (where required).
- ▶ Write and distribute media release/ event listing.
- ▶ Media liaison including inviting reviewers to performances and arranging interviews or photo opportunities.



Livvy & Pete, 2017.

Image courtesy of the artist.

EXPRESSION OF INTEREST

What do you need to submit?

1. Completed application form.
2. One-page CV or 500 word biography for all creative personnel including key performers.
3. Marketing and publicity materials:
 - a. High resolution images in the following sizes

Dimensions (width x height) px	Max size (kb)
1920 x 1200	72 DPI
800 x 800	72 DPI

- b. Video footage (mpg, mpeg,mwv)
- c. 50 and 150 word synopsis
- d. Reviews
- e. Awards

Further information

For further information or to discuss your EOI please contact Helen Stewart, Manager His Majesty's Theatre.

Completed EOIs should be emailed or posted to the addresses below by 5pm, 31 January 2018.

EMAIL

helen.stewart@ptt.wa.gov.au

PHONE

+61 8 9265 0900

MAIL

His Majesty's Theatre
825 Hay Street,
PERTH WA 6000

CLOSING
DATE

31 January 2018