Information Pack

MACKAY FESTIVAL OF ARTS

Register for the Mackay Festival of Arts 2020

FRINGE EVENT PROGRAM

WWW.THEMECC.COM.AU/FESTIVALS

MACKAY ENTERTAINMENT CONVENTION CENTRE MECC

Mackay REGIONAL COUNCIL

Welcome!

Welcome to the Mackay Festival of Arts initiative, the Fringe Event Program. The Festival is a highly-anticipated annual arts and cultural event and in 2020, will run from 17-26 July. The Festival continues to build a huge reputation and in 2019 broke all records, attracting 57,434 people to 10 days of fabulous events.

We're inviting **ARTS ORGANISATIONS, VENUES AND EVENT ORGANISERS** to be part of the 2020 Fringe Event Program, set to bring Mackay and the region to life for the entire month of July!

Here's why you should align yourself with the Mackay Festival of Arts ...

119,440+
social media reach during Festival period alone

57,434
people attended the Festival in 2018

$244,554+
economic boost to the region

1024
visitors attended the Festival from outside the Mackay region

How To Register

Visit the website **www.themecc.com.au/festivals** and fill out the easy online form, choose your package and submit.
Tip: Come prepared with your event information including date.

Package One $550 inc gst
- Full Page in printed and digital program
- Web Listing - links to event
- Facebook event and promotion
- Instagram promotion

Package Two $325 inc gst
- Half Page in printed and digital program
- Web Listing - links to event
- Facebook event
- Instagram promotion

Package Three $250 inc gst
- Quarter Page in printed and digital program
- Web Listing - links to event
- Facebook event

Event Listing Only $125 inc gst
- Program and web listing - Text Only

FRINGE EVENT REGISTRATION TERMS AND CONDITIONS

- Events must be held within the nominated date range, 1 – 31 July 2020.
- Must be held within the Mackay Region.
- Registered event cannot directly compete with a major Festival event.
- Advertisers in direct competition with Festival sponsors will not be approved.
- Fringe Program Events will be approved at the discretion of Festival & Events Producer, in alignment with Mackay Regional Council Values and Festival objectives.
- Fees are due at time of approval – link for payment will be provided for approved event applicants.
- All approved events will need to complete a compulsory post event report.

TICKETING

MECC offers a full ticketing service for events, however this is optional. More information can be found **HERE**.

IMPORTANT DATES

29 November 2019	Fringe Event Program registration opens
31 January 2020	Registration closes
7 February 2020	Fringe Event approvals sent – including Event Organiser's Information Pack
28 February 2020	Final Registration payments due
28 February 2020	Festival program marketing materials due
13 March 2020	Marketing Approvals Due
1 May 2020	Festival Program goes live!

QUESTIONS?

Visit the website **www.themecc.com.au/festivals** or to speak to the Festivals team direct, please email festival@mackay.qld.gov.au or phone 4961 9777.

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GET ON BOARD FOR 2020

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