**DRAFT Memorandum of understanding between Hull Independent Cinema (HIC) and**

**Hull UK City of Culture 2017 for Substance Film Festival 2017**

The purpose of this memorandum is to record the way Hull UK City of Culture 2017 and Hull Independent Cinema will cooperate in relation to the Substance Film Festival (part of Substance) is produced by Hull 2017 and delivered by Hull Independent Cinema working in partnership with Aesthetica Magazine.

Note that there is already a grant agreement in place between Hull 2017 and HIC which outlines the partnership arrangement that supports projects throughout 2017 including Substance.

**Hull 2017 Responsibilities**

* Commissions Aesthetica Magazine to curate the Substance Film Festival and to produce the project as part of UK City of Culture and is responsible for the contracting Aesthetica directly.
* Solely responsible for the fee to Aesthetica and any associated in-house costs.
* Create a Substance marketing and communications plan to include the film festival.
* Ensure that timing and content of any public announcements relating to Substance Film Festival shall be governed by the Marketing & Comms plan
* Agree that the following line credit for the presentation of the festival shall be:
* “Substance Film Festival is curated by Aesthetica Magazine in partnership with Hull Independent Cinema” – or similar, if agreed by Hull Independent Cinema.
* Hull 2017 to allocate the following budget to HIC, subject to quotes/final settlement:

*Venue (Vue) - £1200*

*Venue (reception) - £400*

*Hosts costs - £800*

*Sound & Light - £1000*

*Management - £800*

*Social media - £100*

*Ad in HIC brochure - £250*

***TOTAL - £4550***

**Hull Independent Cinema Responsibilities**

* Support Aesthetica in the curation of the Substance Film Festival – and in particular sourcing hosts for the four panels, one each evening of the event (1, 2, 4, 5 December)
* Ensure that timing and content of any public announcements relating to Substance Film Festival shall be governed by the Marketing & Comms plan and is approved by Hull 2017.
* Agree that the following line credit for the presentation of the festival shall be:
* “Substance Film Festival is curated by Aesthetica Magazine in partnership with Hull Independent Cinema” – or similar, if agreed by Hull 2017
* Coordinate the box office arrangements with HBO.
* Coordinate the accommodation, transport and hospitality for festival panellists and hosts.
* Deliver the Substance Film Festival over the four days (1, 2, 4, 5 December) at Vue Cinema Princes Quay as per the agreed programme of films and panels and within the agreed budget where applicable.
* Ensure opportunities for Hull 2017 slides and trailers to be shown and other marketing, such as pop-up banners are presented (details TBC)
* HIC to invoice Hull 2017 for costs based on agreed Hull 2017 budget available/final settlements.
* Delivery of the Film Festival based on the following agreed elements (see budget):

*Hosts for panels (see above) and artist liaison*

*Venue booking (films)*

*Scheduling and event management, FOH & volunteers*

*Sound & light to agreed specification set by Aesthetica and Hull 2017*

*Delivery of the reception event including invitations in advance (date/venue TBC)*

*Social media advertising (see note above regarding marketing plan)*

*Advert in HIC brochure*

**General**

Any dispute or difference shall be referred to the parties’ respective representatives and senior management for an amicable resolution in the first instance.

No parties shall be liable for non-performance or delay in performance of any of its obligations under this contract due to causes reasonably beyond its control. Upon the occurrence of such Force Majeure event, the affected party shall immediately notify the other parties with as much detail as possible and shall promptly inform the parties of any further development. Immediately after the cause is removed and if the parties have not otherwise agreed, the affected party shall perform such obligations with all due speed and care.

Other stuff HIC could do…

- Put the event info on the HIC site (6k views per month)

- Post on on our social channels and do paid (by Turner Prize) boosted ads

- Send out event to our eNews database (approx 1600)

- Pre-show slide at our film screenings leading up to the event

- Hull Box Office can send out an email to their film bookers database (paid service by them)