**HULL 2017 PRESENCE AT EDINBURGH FESTIVAL 2017**

***Adverts***

*Hull 2017 have already paid for*

* *1 x ½ page Hull TakeOver ad in the Fringe Brochure*
* *1 full page ad in the Fringe Brochure for Hull 2017*
* *Hull 2017 Leader board on Fringe website for whole festival*

**PROJECT PLAN:**

**JUNE**

w/b 19th Hull Take Over Announced. Press Release issued.

26th: Deadline for raw film footage and images/graphic designer can begin.

Programmers invited with combined e-flyer.

**JULY**

Early: Hull Take Over image and 25 sec trailer launched (including: Hull Hangout, ticket deal)

Silent Uproar Previews at Truck 27th

**AUGUST**

**ONGOING**

**Hull Hangout:** Approved by 2017, Phil has sent samples to Summerhall. Phil agrees to cover design/printing 2017 beer mats. The co’s need to manage this and commit to being present in the bar.

**Hull Ticket Pass:** Approved but must be set up and managed by Hull co’s themselves.

**Print:** 2017 to cover graphic design for all companies individual show flyer/poster template.

2017 to design/print a combined brochure in addition, we need to firm up where distributed and print run. Companies must commit to distributing this. Co’s must agree to exit flyer with 2017 print.

**Video:** Send raw footage to Phil by end of June. Then 2017 will edit a 5 sec and 25 sec trailer.

**Branded Merch:** Hull co’s to flyer wearing t-shirts/bags. Hull 2017 to provide merch.

**Big Impact Visual:**  Martin Atkinson’s idea about mural, can ESP support with this?

**WEEK 1: OPENING WEEK, 4-13 August**

**4th-7th**

Briefing about the Season 4 Programme 1:1 around Summerhall with: Martin Green, Mark Babych, Mikey Martins? TBC. Interview with Martin Green with press but launched on 30th August.

**7th August**

2017 VOLUNTEERS/PR stunt: 100 volunteers bussed up to Edinburgh @4am – to be on the Royal Mile by 11.30am for 1-2 hours, then free-time, 1 more hour, to be bussed back and return to Hull for midnight. Press to be tipped and photographer required.

**WEEK 2: 14-20August**

Pitching for a feature Article on Hull Take Over, with FROGMAN being the lead hook.

Kofi to come up and cover the 5 shows?

**WEEK 3: BRITISH COUNCIL WEEK** **21-27TH August**

Series of British Council events that 2017 will push for Hull Take Over Artists to attend.

2017 to talk with Truck about combined stand at the trade fair.

Hull 2017 SLT coming up.

**WEEK 4: FINAL WEEK 28-30TH August**

2017 Season Brochure launched – in Hull.

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Notes from SLT:

**Edinburgh**

- First weekend (Fri 4 – Mon 7 Aug):

o PR briefings on Season 4 with MG, Helen Goodman (HIPI), possibly Mark Babych, Mikey Martins etc.

o Marketing push to promote the four (of five) Hull theatre companies opening that week; may consider a specific event for our co-commission with Curious Directive.

o Planning a group of 60-100 volunteers to assist with flyering etc.

- British Council week (Mon 21 – Sun 27 Aug):

o Had been considering a specific Hull reception, but as none of our shows are included in the British Council showcase, we may drop this as a coordinated event.

o Agreed that we will book a flat for this week for those members of SLT who plan to visit.