

SOUTHBANK CENTRE

Memorandum of Understanding Women of the World Festival Southbank Centre (SC) & Hull UK City of Culture (HUCC)

Fee

The licence fee for presenting WOW - Women of the World in HULL is £3,000 excl VAT. This is payable to SC in two instalments:

£1,500 on countersignature of this MOU.

£1,500 by 31st March 2017.

Festival Brand

Upon signature of this MOU, Southbank Centre (SC) will license the WOW festival brand to the HUCC for marcomms connected to presenting a festival for a period of three days from Friday 10th to Sunday 12th March 2017. The license extends to the use of the brand in post festival marcomms and evaluation.

Event Acknowledgement

SC and HUCC agree the festival name is:

Hull 2017 and Southbank Centre, London present
WOW - Women of the World – HULL

Jude Kelly will be listed as the Artistic Director of WOW HULL and in collaboration with SC nominated representatives, will work with the relevant people in HUCC to develop the programme for WOW HULL.

SC and HUCC also agree that the WOW Festival logo or the WOW -Southbank Centre composite logo will be included in the Partner listings on the Sponsors and Supporters section of any Programmes, print or online media.

HUCC will use its best endeavours to ensure that all public announcements, press releases, marketing materials and other publications relating to and made or produced before, during or after the festival, refer to the agreed festival name and credit Jude Kelly as the artistic director.

Intellectual Property and Branding

While the tone and feel of the festival will be determined by HUCC with advice from SC, the festival will include many of the following Intellectual Property (IP) elements originated and licensed by SC:

WOW Thinkins

Talks programme - talks, debates, discussions, keynotes and workshops

WOW Bites

WOW Market

Speed Mentoring

A free programme

Under 10s Feminist Corner

SC will identify clearly to HUCC all elements of the above IP which belong to SC and warrants that the use of this IP will not infringe any third party's rights.

The WOW festival logo (as shown in the appendix to this MOU) must be used in its whole form at all times, in all territories and where sizing allows, except where otherwise agreed in writing between SC and HUCC. The design and make-up of the logo for the festival shall always be at SC's discretion. SC will provide HUCC with branding guidelines for use on all printed and digital matter.

All material of a proprietary or sensitive nature disclosed before, during or after WOW Hull 2017 by either party is confidential and must be treated as such. It is the responsibility of each party to ensure their employees, contractors and agents are aware of the need for confidentiality in relation to such materials and that such confidentiality is strictly observed.

SC obligations:

- Comply with the terms of this MOU.
- Permit use of the WOW festival brand ensuring all rights, title and interest in any of SC's trademarks, trade names, artwork, designs, copyrights and logos are and remain the sole and exclusive property of SC.
- Facilitate access to all WOW online content with specific curatorial guidance across all media.
- Third party promoter event listing on WOW website (<http://www.southbankcentre.co.uk/about-us/touring/festivals-on-tour/women-of-the-world>) and promotion through SC social media channels.
- Provide comprehensive guidance on what Think-ins are and how to run them including the facilitation of the first day of thinkins by an SC approved person.
- Provide guidance on how to produce Speed Mentoring and WOW Bites events and the WOW market.
- Provide detailed direction on WOW Festival methodology, planning and delivery process including project execution plan.
- Provide a contact to advise on the planning and delivery of the festival where necessary.
- Feedback on programmatic content for the non SC festival platform with the Third Party promoter within 5 working days.

HUCC obligations:

- Comply with the terms and conditions of this MOU.
- Permit use of the HUCC festival brand.
- Plan and curate Think-ins according to SC defined process with consideration to spatial, scheduling, financial, technical and logistical limitations.
- Contract and pay for all performers and speakers who appear as part of the festival and who are necessary for the presentation of the festival.
- To programme all aspects of the festival, the final content for which must be approved by the artistic director, calling on the expertise of its own locally based team for bookings and technical production.
- Adhere to programming guidelines that demonstrate:
 - Absolute Inclusivity
 - An encouragement of open and fair debate and discussion
 - Varied, provocative programming
 - Representation of a wide range of ideas from a wide range of voices
 - A balanced programme in terms of achieving both a lightheartedness and seriousness
 - Embracing new ideas and voices with local and global interest
 - Fearlessness in confronting difficult or little talked about subjects.
- Deliver draft schedules to SC for sign off at 6 months, 3 months and 1 month before festival.
- Arrange and pay for travel, hotel, visas and subsistence for all performers and speakers as required.
- Arrange and pay for all necessary lighting, sound and projection equipment required for the presentation of the festival.
- Provide the performance spaces and appropriate technical and administrative personnel required for the performances.
- Manage, co-ordinate and pay for the press and marketing campaign, complying with the terms and conditions of the festival brand.
- Provide crediting in all marketing and press materials stating; 'WOW - Women of the World Festival is founded and directed by Jude Kelly, Artistic Director of Southbank Centre, London.' Where appropriate, such as in press releases, this will include an 'About WOW - Women of the World Festival' and 'About Southbank Centre' paragraph.
- Brand the festival with SC approved collateral including holding slides, pop-up banners and gobos.
- Ensure all marketing and press material is signed off by SC.
- Undertake all ticketing / box office requirements for the performances.

- Pay reasonable expenses (including transport and accommodation where necessary) for key SC staff to attend Think-ins, programming and scheduling meetings.
- Provide SC with an allocation of complimentary tickets for agreed events.
- Subject to the approval of all participants, to be sought by HUCC, audio record or film all festival events for promotional and non-commercial use by SC and HUCC, and make recordings available from a single URL on HUCC website and to SC to put on the Women of the World global site.

Sponsorship

SC has ongoing sponsorship for the WOW festival brand in London. It is not necessary to credit these sponsors in WOW Hull collateral.

HUCC is responsible for securing any necessary local sponsorship. This must be discussed with SC in advance of any formal commitment being made and agreement not unreasonably withheld by SC.

Sponsors of respective partners will not be credited in SC collateral.

Signed on behalf of the Southbank Centre Limited:

SIGNATURE..... Date.....

Neil Mackinnon, Touring and Commissions Manager, Southbank Centre, London

Read and agreed by:

SIGNATURE..... Date.....
Henrietta Duckworth, Executive Producer, Hull UK City of Culture