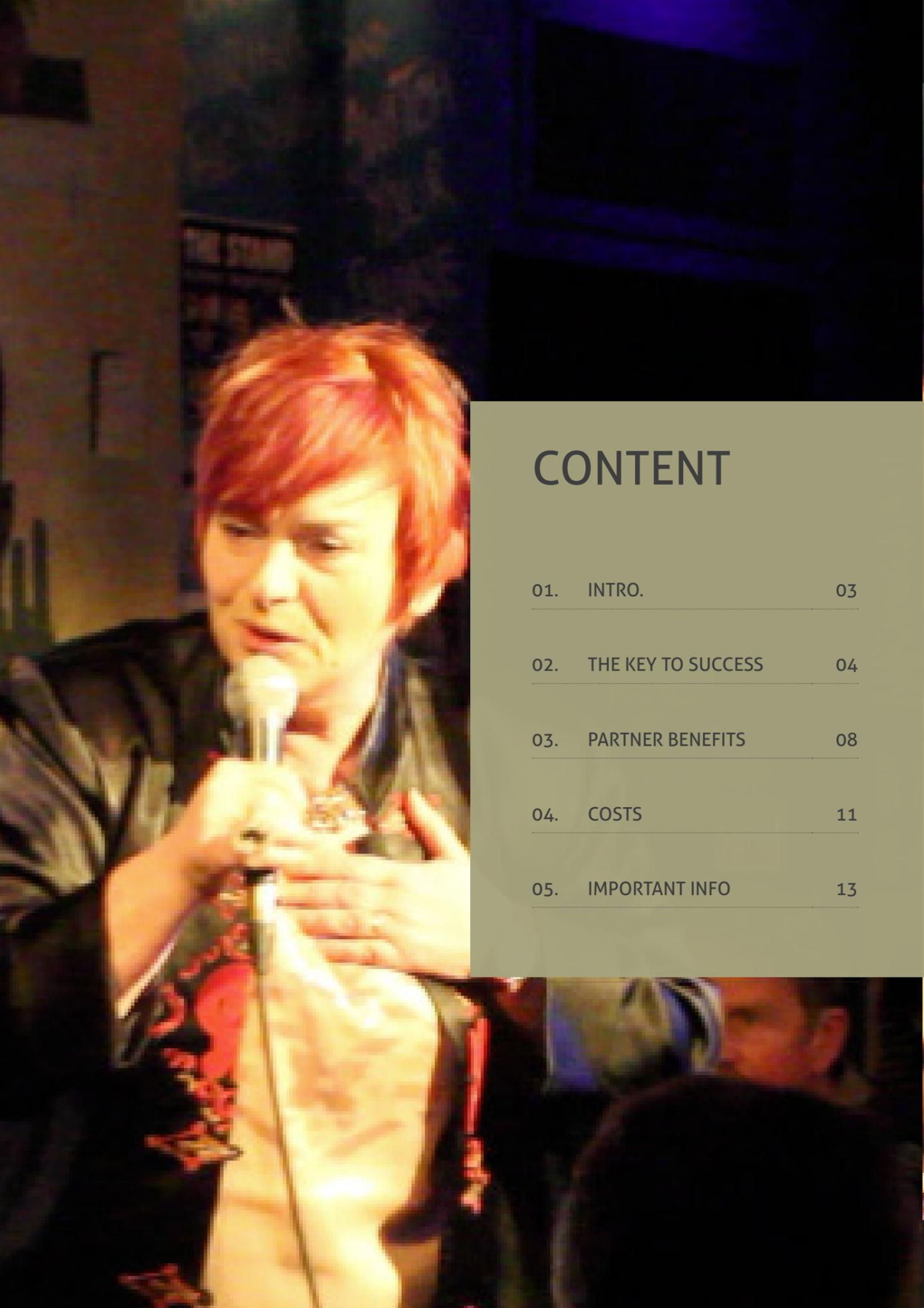


2014

# PARTNER GUIDE

A general guide for our partner  
organisations



## CONTENT

|     |                    |    |
|-----|--------------------|----|
| 01. | INTRO.             | 03 |
| 02. | THE KEY TO SUCCESS | 04 |
| 03. | PARTNER BENEFITS   | 08 |
| 04. | COSTS              | 11 |
| 05. | IMPORTANT INFO     | 13 |

## INTRO

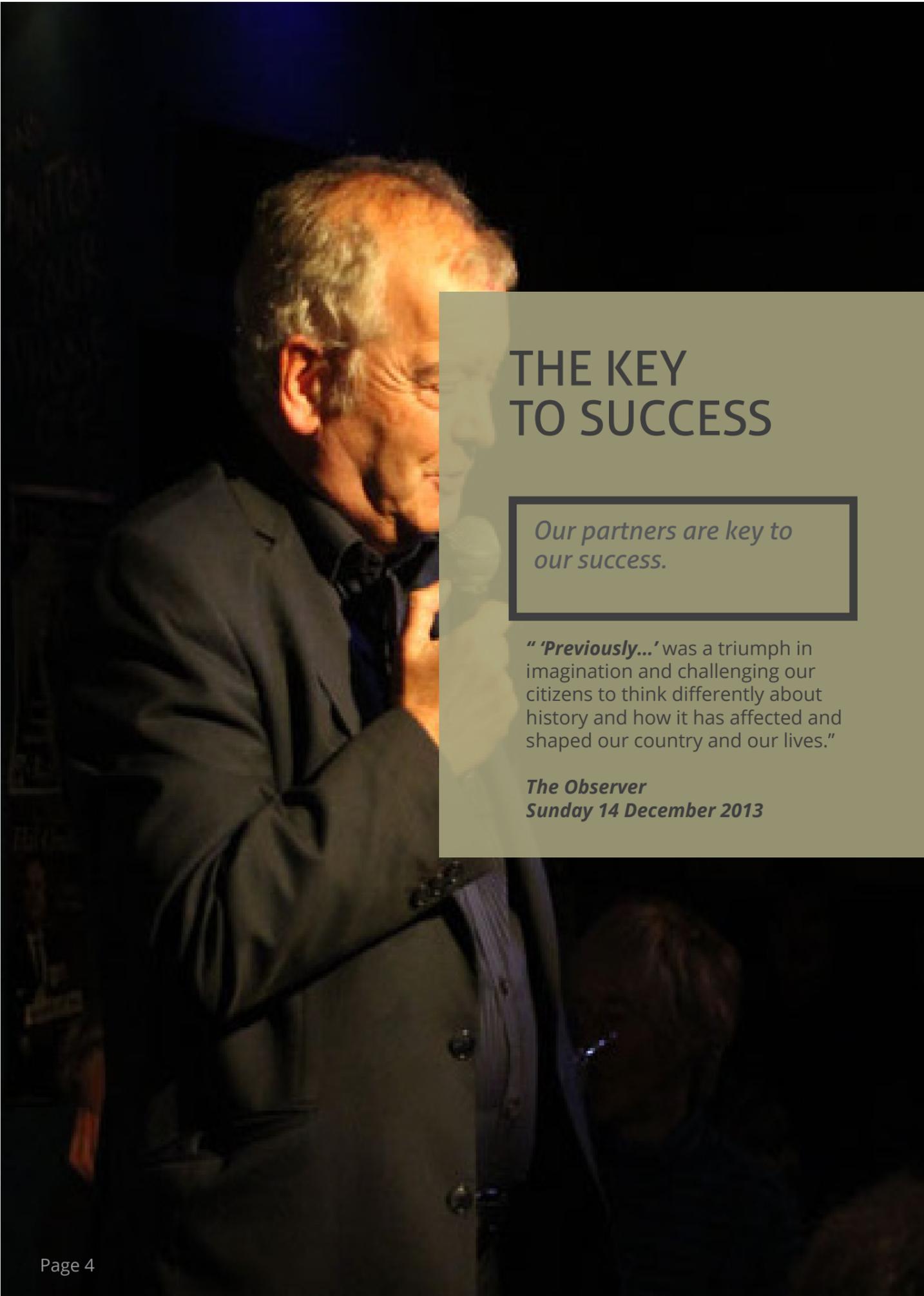
This document outlines activity deadlines and deliverables for *'Previously...'* 2014 for what we hope to be another successful festival in collaboration with you, our partners.

### Background

In 2013, *'Previously...'* Scotland's History Festival grew to over 274 events, spanned 18 days in (Edinburgh, Glasgow, Stirling and Dunfermline) and issued almost 8600 tickets.

This is the largest history festival in the UK. In 2014 we are also working in St Andrews, in Moffat and the Borders. *'Previously...'* Scotland's History Festival is developing into a truly national event.

We pride ourselves in working in a flexible and innovative way to create this new addition to Scotland's festivals. Our core team of volunteers work smart with limited resources to create this vibrant showcase for Scotland's history.



## THE KEY TO SUCCESS

*Our partners are key to  
our success.*

*“ ‘Previously...’ was a triumph in imagination and challenging our citizens to think differently about history and how it has affected and shaped our country and our lives.”*

*The Observer  
Sunday 14 December 2013*

## PARTNERING WITH ‘PREVIOUSLY...’

Partnering with ‘*Previously...*’ Scotland’s History Festival allows organisations to:

Include their event(s) in a wider festival, providing more exposure and audience access.

Support the ‘*Previously...*’ mission to celebrate and widen the audience for Scotland’s history.

Make new connections with other organisations involved directly, or indirectly, in promoting Scotland’s history and heritage.

Connect with new audiences through engaging and often groundbreaking activity.

Extend brand reach by associating with an emerging festival and in conjunction with our increasing marketing campaigns and national media coverage.

# 'PREVIOUSLY...' CAN DELIVER

2014

## 'Previously...' can deliver:

### Engaging events

'Previously...' is committed to creating new and dynamic events with our partners to bring history to life.

### Buzz and energy

Cutting edge debates, talks, drama, poetry, music and many other exciting events will create a build-up and hum of excitement around the festival and beyond.

### Discerning Audiences

The festival creates an atmosphere of engagement and a flow of ideas, which engages and enlightens our audiences.

### The Dating Game

Our position across Scotland's history and heritage organisations has given us a unique ability to help you match speakers with subjects.

### Inspiring young minds

Our schools' programme and family events provide children and young people with new introductions to Scotland's history.

## Did you know...

'Previously...' is now an established event with international standing.

It's the largest history festival in the UK.

It has had 30% audience growth year-on-year.

It has an extremely discerning audience.

It provides an unrivalled opportunity to appeal to a history-biased audience with literature (fiction / non fiction) that fits the history category. Over 60 events in 2013 were literature / book launch / live author.

## PARTNER BENEFITS

2014

### Box Office

For the first time this year we will be supplying full on-line, telephone and walk-up box office services. We hope all our partners take advantage of this centralised booking service to maximise the opportunity of visitors making multiple purchases via one shopping basket.

'Previously...' will continue to maximise audience reach potential through our festival marketing platforms including

- regular website, Facebook, Twitter and Email communications
- posters
- traditional advertising
- the festival programme

### Online

Our website continues to extend its reach and traffic increased in 2013 by 43% (in comparison to the same period in 2012).

All events fully listed and searchable with direct link to the online booking office.

Facebook reach peaked at 250,000 during the festival period on key event updates

Our email newsletters sent regularly to a loyal, ever-growing opt-in audience

We will be able to provide statistics at the end of the festival from these sources and also make use of them throughout November to ensure events are being pushed as much as possible.

THIS YEAR WE ARE PRODUCING EVEN MORE FESTIVAL BROCHURES THAN EVER BEFORE

### Additional (Paid) online acknowledgement can include:

- Logo credit on the list of supporters webpage
- Logo credit on sponsored event page
- Advertising space on website
- Advertorial content on the website
- Promotion on Festival e-newsletters
- Social media mentions and links

## PARTNER BENEFITS

2014

### Festival brochure

We are busy planning our printed brochure for this year. Every event will receive a standard listing in the programme with 50,000 copies planned for 2014. As ever, we'll provide advertising opportunities both in the brochure and online.

Distribution: Central Scotland

### What can you do?

We at 'Previously...' want your event to be a success and reach the widest audience possible. While we will showcase the festival as a whole and continually feature as many events as we can, we can't take on the advertising and promotion / marketing of every event that features in the programme as part of the listing fee. There are a few things that can make your event stand out and the more noise we make together – the more success we'll all achieve:

### Your entry in the brochure

Make those words count. You'll have 40-80 words in the programme and on the website. A good, clear concise description can have a big impact and think of relevant key words.

### Reaching your own audience

If you have an existing database, whether that's online or hard copy, don't forget to let them know you'll be hosting great events in November.

### Reaching a new audience

Social media can really be your friend here – make sure Facebook and Twitter are spreading word about your events! If you haven't already, follow us on

IF WE ALL PULL TOGETHER WE CAN MAKE THE EVENTS A ROARING SUCCESS

Facebook/historyfestscotland and @prevhistfest. We'll follow you back and we can ensure maximum retweeting / sharing between us all.

### The press

Press releases about exciting events can really help to raise your profile. Don't forget to use your press contacts wherever you can.

### Sharing

Wherever possible, please help the festival by using our logo and citing us. To paraphrase a major supermarket marketing slogan, every little really does help.

## REGIONAL PARTNERSHIPS

*'Previously...'* has built strong regional partnerships. Where the relationship requires it, and in order for both parties to work effectively now and in the future, we will set out the terms and conditions in a written agreement. This will help prevent any misunderstandings once the joint venture is up and running and ensure positive practice for future undertakings.

### Our agreements will cover:

- The structure of the joint venture / activity
- The objectives of the joint venture / activity
- The financial contributions you will each make and what those contributions relate to
- Ownership of intellectual property created by the joint venture
- Management and control, e.g. respective responsibilities and processes to be followed
- How liabilities, profits and losses are shared
- How any disputes between the parties will be resolved

## Costs for programme / website insertion

We are introducing a sliding scale this year for programme insertion and the rates are as follows:

| Organisation size  | Fee                       | What this gets   |
|--|---------------------------|--|
| Small organisations  | £40                       | Up to 40 words<br>Website, Programme   |
| Medium to large organisations  | £150                      | Up to 80 words<br>Website, Programme,<br>Photo / logo (jpg or gif), up<br>to 3 events in box office<br>(additional events £10 per<br>below)              |
| Box office<br>For all organisations we<br>can offer entry to the<br>centralised booking system<br>which has many benefits<br>not least the opportunity<br>to take advantage of single-<br>user shopping baskets with<br>multiple ticket purchases. | £10<br>per event<br>entry | Online ticket sales<br>Walk-in box office @<br>the Hub on Castle Hill,<br>Edinburgh<br>Home delivery or pick up<br>for customers<br>Weekly sales reports |

## Box office / ticketing arrangements

The box office arrangements are as follows:

- £10 entry per event
- *'Previously...'* will retain 7% of total revenue of event ticket sales after a 10% management fee is deducted from The Hub
- Monies (Net sum - minus fees from *'Previously...'* AND our ticket partner, the Hub) to be transferred from *'Previously...'* to partner account via cheque or BACS within 30 days of end of festival.

## Additional options

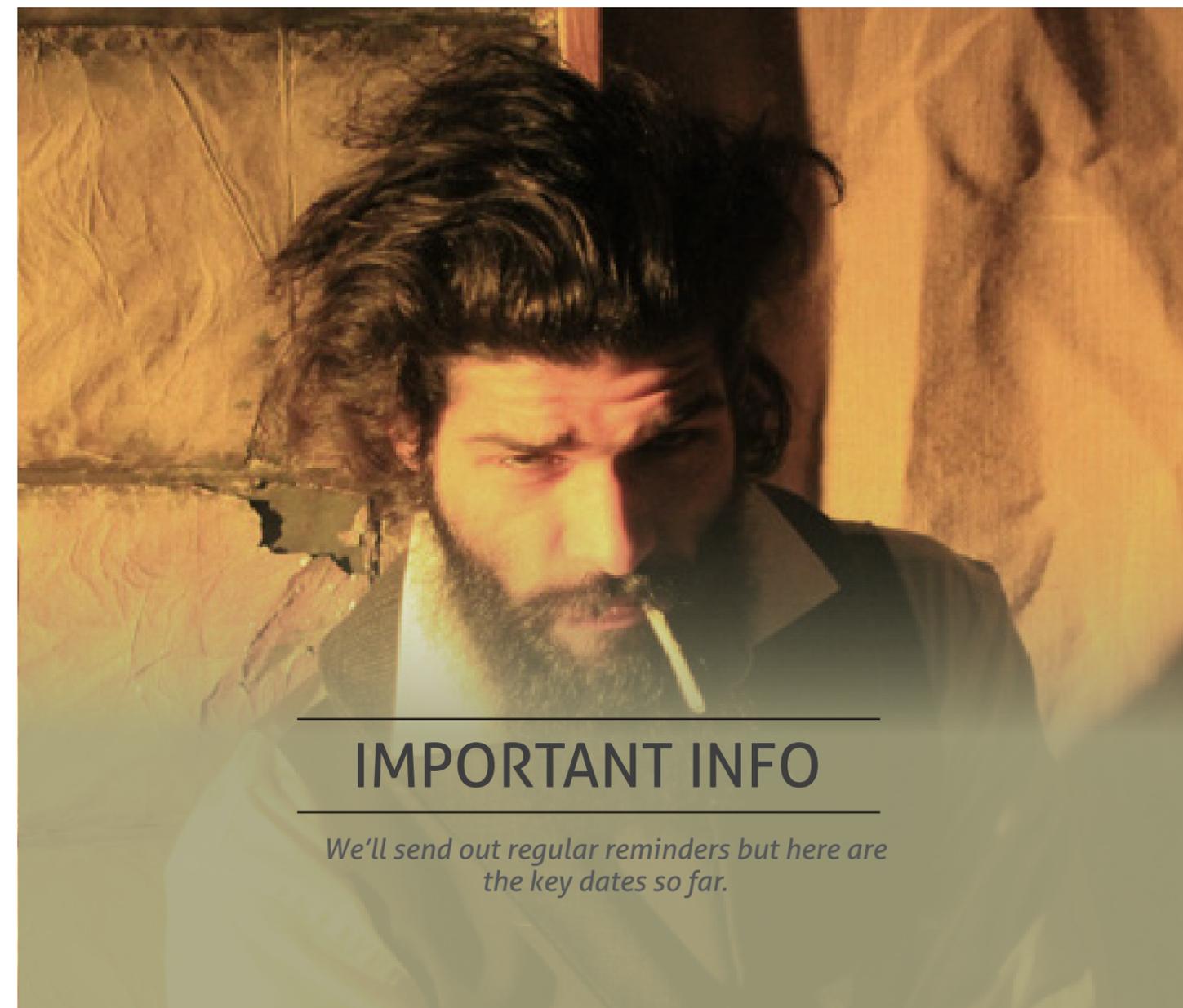
The following items are all optional extras to support event promotion.

## Advertising

Advertising opportunities are available in the programme and online.

| Programme (A5) | Fee  | Requirements        |
|----------------|------|---------------------|
| Half page      | £280 | Press-ready artwork |
| Full page      | £500 | Press-ready artwork |

| Online                         | Fee                         | Requirements                               |
|--------------------------------|-----------------------------|--|
| MPU                            | Range of options on request | 300 x 250 px gif 30k max                   |
| Leaderboard                    |                             | 729 x 90 px gif 30k max                    |
| Skyscraper                     |                             | 120 x 600 px gif 30k max                   |
| E-newsletter promotion         | £150                        | 150 x 120 gif 30k max<br>80 words copy     |
| Website news / advertorial     | Range of options on request | 600 x 300 px jpg 30k max<br>500 words copy |
| Logo credit<br>Supporters page | £25                         | 120 x 80 gif<br>Max 30k                    |



## IMPORTANT INFO

*We'll send out regular reminders but here are the key dates so far.*

### Key Dates

Event registration opens: Friday 6 June 2014  
 Event registration deadline: JULY 28, 2014  
 Festival dates: 13th - 30th November 2014

### Insurance and liabilities

Please ensure you have relevant insurance(s) and licence(s) in place for your event and venue. **'Previously...'** will not be liable and accept no responsibility for any legal action resulting from a partner event.

### Event Checklist

We'll be sending out a template soon but we'll need the following from you by July 28th 2014:

- Event name
- Event venue (full address, inc postcode)
- Date (s)
- Opening times
- Your website
- Contact phone number / email address
- Description (40 – 80 words depending on fee band)
- Ticket price / concessions / free but ticketed
- Image (if available /300dpi)

# LOOKING FORWARD TO 2014

*COUNTING DOWN*

