



## **Bram Stoker Festival 2023 | Open Call Application Guidelines**

Between Friday 27th and Monday 30th October 2023, Dublin City will celebrate the life and legacy of Bram Stoker with four days and nights of deadly adventures. Bram Stoker Festival presents a programme of literary, cultural, contemporary and family events, staged across the October Bank Holiday weekend, engaging a broad audience of Dubliners keen to delve into the unknown, the supernatural and the Gothic, while promoting Dublin as the premier destination for a Bram Stoker/Gothic/Halloween/Samhain break to visitors to the city. For all audiences, we celebrate the author and the traditions that inspired him and which have grown around the legacy of his work.

The packed programme mixes family-friendly adventures with late-night antics for mates, dates and everything in between and can include, but is not limited to; interactive art installations, music trails and gigs, comedy, theatre, spoken word and literary events, food events, outdoor adventures for families, film screenings, exhibitions, talks and lots more; we want to suit thrill seekers of all ages.

Once again, we're holding an open call for ideas for events and activities which may be included in the Bram Stoker Festival programme. These ideas must have a real connection to or be thematically linked to Bram Stoker, his works, his life, his philosophy, Victorian Dublin, all things Gothic, the supernatural or the mysterious.

Be adventurous, bold and ambitious. We want hairs standing on necks, horror and terror, devilishly good adventures and unique, fun experiences in interesting locations.

Go on, scare us...!

Bram Stoker is an initiative of Dublin City Council, produced and presented by Schweppe Curtis Nunn Ltd.

## APPLICATION TIMESCALE

### Applications Open

Applications for proposals open on **Monday 6 March 2023**

### Applications Close

Applications for proposals close at **5pm on Monday 3 April 2023**. Late applications will not be accepted.

### Wednesday 12 April 2023 - Interviews in Dublin / via Zoom

The Festival Co-Directors may want to meet you to discuss your proposal in detail. If so, you need to be available to meet with members of the assessment panel on Wednesday 12 April 2023 in Dublin. Please note that the Festival cannot cover travel expenses. If you are unable to travel to Dublin we can contact you via Zoom.

### Monday 17 April

All applicants will be informed by this date whether or not their proposal has been successful.

## WHAT WE'RE INTERESTED IN

- Proposals for events and activities that have a clear connection to or are thematically-linked to Bram Stoker, his works, his life, his philosophy, Victorian Dublin, all things Gothic, the supernatural or the mysterious
- Proposals for our outdoor pop-up Victorian fun park for families, *Stokerland*, for children under 12.
  - Stokerland specific proposals can include street performance, low tech theatre shows, comedy, activities and games, installation pieces, music - all types of events will be considered.
  - There is a performance tent within the park, as well as open spaces for outdoor work.
- Events and activities that will appeal to and attract all types of audiences, with a particular focus on local Dublin audiences, communities and families.
- We're open to ideas that cover all artforms and ideas. Proposals can include; theatre, visual art (e.g. street art, photography, film, installation), performance art, food, literature, spoken word, comedy, debates, talks, discussions, dance, street spectacle, site specific, dance, design, music, architecture, circus, food events, cabaret, storytelling – this list is not exhaustive and don't feel like you have to fit into a particular category!
- We are interested in hearing from collaborative partners, be they artistic collectives, longstanding partnerships or collaborations set up exclusively for this festival, events which blend genres and individual ideas with the support of organisations.
- Proposals are welcomed from people of all nationalities, races, cultural backgrounds, ages, religions, languages, different abilities, sexual orientations, gender identities, socioeconomic status and geographic regions.

Please refer to the Bram Stoker Festival - Pre Application Information Guide for further information on what we're looking for and examples of previous events at the festival. This is available here:

## BUDGET

The maximum budget that is available is €15,000. The Festival may decide to commission a number of proposals with smaller budgets or one extraordinary proposal with a budget for the full amount

available. Proposal budgets should include all event and activity costs e.g. all fees (artist, speaker etc), travel, accommodation, equipment hire. The budget should also include any expected income from other sources, including box of receipts, if applicable. A detailed budget should be included in your supporting documentation. You do not need to apply for the maximum budget!

## **ASSESSMENT CRITERIA**

*Your proposal will be assessed by members of the Bram Stoker Festival Team and an independent professional with relevant experience. We will consider the following in assessment:*

- The proposal must have a real connection to or be thematically linked to Bram Stoker, his works, his life, his philosophy, Victorian Dublin, all things Gothic, the supernatural or the mysterious
- Experience of the applicant(s) in producing and realising events and activities
- Ability of the applicant(s) to coordinate or assist in the coordination of marketing and PR activity to support the event, particularly where the event has a box-office or ticket sales expectation
- Originality and quality of the proposal
- Proposals that are feasible and that can be produced within budget and the time-scale
  - Bram Stoker Festival will be held from Friday October 27th to Monday October 30th and your event / activity must be held during these dates
- Availability of a suitable venue for the event / activity
  - You may include a venue in your proposal but note that the Festival Team may feel upon discussion that a venue of the Festival's choosing may be more suitable for the event / activity
- How well the proposal fits into the overall Festival Programme (e.g. your proposal may duplicate other elements of the Festival Programme) - Bram Stoker Festival is a curated Festival and some events for 2023 are already confirmed
- Final decisions on successful proposals are at the discretion of the Bram Stoker Festival
- If your application is unsuccessful, feedback will be available only upon written request

## **If your proposal is commissioned, Bram Stoker Festival will:**

- Include the event in all official Bram Stoker Festival marketing materials, including our website, social media channels, email newsletter and PR campaign
- Market and publicise the event as part of the Bram Stoker Festival 2023 programme
  - Depending on the scale of the event proposed, marketing and PR activity will be discussed with programmed applicants and may require management by the applicant.
- Facilitate box-office facilities where the event / activity is ticketed. Tickets can be sold or made available through the festival's ticketing system (online and by telephone) but we can also work with existing promoters/organisations to sell tickets via third-party box offices, linked to from our website
- Provide public liability insurance. Please note that Employer's Liability is the applicant's responsibility: insurance should be included in your detailed budget as part of your supporting documentation
- Work with individual applicants to determine a financial deal which is mutually agreeable and appropriate. Please indicate your proposed financial deal (Box Office Split / Fee based) with the festival in your proposal.

- o All agreed budgeted payments will be managed by festival producers Schweppe Curtis Nunn however any overspend beyond agreed budget will be the responsibility of the applicant.

## HOW TO APPLY

1. Read this Application Guidelines document in full!
2. Download and read our Pre-Application Guide for inspiration and information on the Open Call Applications page on our website
3. Apply online here: <https://www.bramstokerfestival.com/2023-open-call-applications/>

We cannot accept postal applications

**Access Needs:** If you have any access needs relating to the application please contact Festival Co-Director Maria on [maria@bramstokerfestival.com](mailto:maria@bramstokerfestival.com)

**Supporting Documents:** Ensure that all supporting documents (see Supporting Documents below) have been submitted by the application deadline (Monday 3 April 2023 at 5pm)

## SUPPORTING DOCUMENTS

**All applications must have supporting documentation.**

- In your supporting documentation folder you must include:
  1. A detailed budget for your proposal
  2. Detailed CVs / biogs of the company / all people involved.
  3. Relevant images (e.g. production images) and press clippings
- Upload all supporting documents to a Dropbox or Google Drive folder and share the link with [info@bramstokerfestival.com](mailto:info@bramstokerfestival.com)
- Please label the folder clearly including proposal title, company / applicant name and submission date e.g. Dracula\_Maria Schweppe\_03022023
- If your proposed event requires ticket sales or significant marketing and PR support, you will be asked to present a marketing and PR plan at the interview stage. Marketing and PR activity will be discussed on a case by case basis.
- Please label all of the documents in the Dropbox/Google Drive folder clearly i.e. proposal title, company / applicant name and type of document e.g. Dracula Joe Bloggs Budget
- Letter of support from venue - if you have contacted a venue who have agreed to host your event / activity in principle, please include a letter of support from the venue
- If your proposal involves working with children or young people you must be Garda Vetted and include a copy of your Child Protection Policy with the supporting documentation
- If submitting video as part of your supporting documentation, please include links to YouTube / Vimeo, and passwords, if needed: do not upload the video to Dropbox/Drive
- You will receive an email from us to the email address included in your proposal acknowledging receipt of the supporting documentation within one week of submission

Late submissions of supporting documents will not be accepted and your application will be considered ineligible if they have not been received on time.

## QUERIES

If you have any queries about the application process, please get in touch with Maria Schweppe, Festival Co-Director, on [maria@bramstokerfestival.com](mailto:maria@bramstokerfestival.com)