

Jane Austen FESTIVAL

The Jane Austen Festival works in partnership with the local Bath community in three main different ways to provide its events for Festival visitors.

1) JAF Event

- Your events space is hired at a flat fee (catering/music systems negotiated per space)
- The Festival team then provides all the entertainment, individual event suppliers and runs the event themselves.
- JAF manages the ticketing and advertising for their event in your space.

2) **Box Office** Advertising Package

- The Jane Austen Festival acts as a box office for your event selling tickets through our ticketing provider FareHarbor.
- Your event is included in the Festival Programme, as well as advertised via social media & Festival newsletters where applicable to increase sales.
- A minimum of one Festival Steward attends the beginning of your event to check visitors into the venue, & sell any walk-up tickets if applicable.
- As a Box Office the Festival takes 12% of the gross ticketing income. (this is after the booking fee is removed - see below*)

Subject to ticket prices versus event capacity there would be a small additional *ticketing set up fee* for new clients using this package. This is charged only to bring the smaller & lower priced events in line with the Advert only option.

- After your event has happened and all ticketing income has been calculated, you will receive a payout statement alongside 88% of the ticketing income. *On selecting this option for your event please send the Festival office details of where ticket income should be paid along with your companies relevant VAT information if applicable.*

- * Our ticketing provider FareHarbor charge a 6% booking fee (or £1 per ticket, whichever is greater) per ticket. This is charged at the point of booking, so to the customer.

To alleviate any negative backlash over booking fees, all event tickets are advertised with this booking fee included. This means that ticket prices advertised in the Festival programme will appear higher than those stipulated by event suppliers.

E.g. A ticket costed at £12 by the event supplier will appear as £13 in the Festival programme, but will actually mean we get £12 gross income back from FareHarbor, which is then portioned between the Festival and the event supplier.

This is purely a marketing strategy and for reference we received a total of 0 complaints about booking fees in 2023.

3) **Advert** for your event inserted into the Festival Programme

- Your event is inserted in the Festival Programme as per the other events.
- Website link to your own ticketing system.
- Limited social media, website & newsletter advertising via reposting of your own advertising posts etc.

Advertising details to note

- [Festival Friends](#) purchase an annual (Jan - Dec) subscription to receive prior knowledge of events via a monthly newsletter, along with priority booking when all tickets go on sale.

We ask our event suppliers in this advert only category to refrain from advertising their event until Festival Friends have been informed first via their monthly newsletters. We find this continuous dripping of tantalising event news works to our advantage in a Lady Whistledown manner!

Advertising Fees are managed on a sliding scale, and are calculated per event inserted into the programme. If an event is duplicated each timing of that event will be subject to an advertising fee.

Event ticket price	£0 - £20	£21 - £50	£51 - £75	£75 +
Advert cost (incl VAT)	£60	£75	£100	£125

Programme Details

For both the Box Office & all Advertising choices, the Jane Austen Festival will need specific details for the programme. Please fill in the attached document and email it back to the Jane Austen Festival Office on festival@janeausten.co.uk

Timeline of Festival Ticket sales

The ONLINE programme is finalised around March/April
Festival Friends receive a first look at this via our website
janeausten.co.uk/pages/festival-home-page
A couple of weeks later the programme is on general release.

Around May time (a rough estimate for 2024 year) the tickets will go on sale to Festival Friends, and then on general sale just before the Summer Ball on June 29th 2024.

We also aim to have the printed programmes available at the Summer Ball as this then generates interest from those participants. We leave the printed programmes until after the tickets have gone on general sale, to leave room to duplicate sold out events if needed.

Other Advertising Opportunities

Inside the Programme and on it's own website page we have a section called

[While in Bath...](#)

In this section we aim to bring together any other events or experiences happening around the time of the Jane Austen Festival in Bath which may be of interest to our Festival visitors.

Each advert on the *While in Bath...* page is sold at a flat rate and includes being added into the printed & online programmes. The printed programme advert size is roughly ¼ A5 size. Each advert is £150 (incl VAT)

There are other opportunities to advertise on our website alone, with our [Recommended Restaurants](#) and [Recommended Accommodation](#) tabs showing details of these. These are offered at £250+VAT per advert and include being posted on the relevant page for 1 year running January to December.

.

For all Jane Austen Festival events we do our best not to clash events, however sometimes it is unavoidable. As ticket sales are increasing and events sell out, we will always try to duplicate events where possible, and will endeavour to offer these duplicated sessions on quieter days.

Opportunities to create partnerships are not limited to the options noted here, the Jane Austen Festival is always open to exploring ways in which we can work together on creating the Festival each year.

If you have any questions regarding any of this please get in touch with the Jane Austen Festival via email at festival@janeausten.co.uk