

*Anthony Harper*

# Summer Theatre 2019 Season

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Request for  
Proposals

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The Christchurch City Council Events & Arts Team are requesting proposals from Theatre Companies to provide the outdoor stage production and performances for the 2019 Anthony Harper Summer Theatre season.

Summer Theatre has been entertaining the Christchurch community for the past 25 years and we are proud to be associated with providing free outdoor theatre once again in the Christchurch Botanic Gardens thanks to our naming rights partner Anthony Harper.

## Objectives & Minimum Requirements for Hosting Anthony Harper Summer Theatre:

- Provide a free family community event as part of SummerTimes for the citizens of Christchurch.
- Acquire the services of a NZ Theatre Company to produce an appealing and interactive show featuring local talent.
- Provide 20 public performances and two dedicated sponsors preview evenings prior to the launch of Anthony Harper Summer Theatre.
- Attract a minimum of 10,000 people across the duration of 20 shows.
- Showcase the Christchurch Botanic Gardens whilst citizens enjoy an outdoor theatre event.
- Engage the local community and schools.
- The selected Theatre Company manage the overall venue daily including pack-in and out.



## 2018 Anthony Harper Summer Theatre Reach



**160,000** SummerTimes event calendars printed and distributed



**170,000+** page views on the CCC Events website between Dec – March



**10,000+** attendees across the 2018 season



**60%** Female attendance



**20** free community shows produced



**11,500** generated combined reach over 9 Facebook posts



**600** Golden tickets given away to community groups for engagement

## Audience Demographics



Primary audience 15 – 60 year olds



**60%** Female attendance



**40%** Male attendance



Traditionally been a family friendly event with a PG rating.

## Previous productions

- The Little Prince
- Robin Hood
- The Wizard of Oz
- Peter Pan
- NZ Rocks
- The Complete History of Christchurch
- The Wind in the Willows
- Wimbledon
- All the Great Books
- Cyrano De Bergerac
- The Reluctant Doctor of Love
- Fairyable
- Times of Your Life
- The Complete History of New Zealand
- The Amazing Adventures of Sinbad the Sailor
- Romeo and Tusi
- The Adventures of Robin Hood
- A Midsummer Night's Dream
- Romeo and Juliet



## Production Dates

Dates for this production will fall between Wednesday 27 February – Sunday 10 March 2019 (inclusive of two dedicated sponsors evenings prior to public viewings).

Shows will be early evenings from Wednesday to Sunday with additional matinee shows on weekends. Pack-in is available from February 25 or 2 days prior to technical and dress rehearsals.

## The Venue

This year we are delighted to once again be able to offer the Christchurch Botanic Gardens as the venue, with a chance of three options on offer (see map)

At this stage we are not aware of any other events being held in Hagley Park or the Botanic Gardens that would have an effect on Summer Theatre apart from;

- Potentially an un-amplified City Sounds performances presented on selected Sundays throughout February/March between 12.00pm and 1.30pm
- Lazy Sundays performances on the Archery Lawn between 2pm and 4.30pm on Sunday 3 March.
- Night Noodle Markets in Hagley Park late February/early March

It is recommended that matinee shows be held between 1.30pm –3pm and evening shows starting as early as 6pm.

A tidy 20ft shipping container is allowed to be placed on site in the Botanic Gardens that can remain through the season for overnight storage. The venue is not guaranteed as secure overnight and this will need to be taken into account when planning your stage set-up.



## Developing a Show Concept

The following guidelines outline the type of show that is being sought for Anthony Harper Summer Theatre 2019.

The production should have general appeal appropriate for enjoyment of a family audience however, a sense of humour and appreciation with the adults is desirable. As reflected in the demographics on page 3, this event primarily draws a crowd of 16–60 year olds. It is essential that the production be suitable for outdoor staging.

Consideration could be given to adaptations of the show for a General Matinee classified version and an alternative PG evening version for audiences. This labelling would be used in all marketing.

All performances will be free to the public. A hat is allowed at the end of the show with the “hat line” being approved by Christchurch City Council before the first show.

## Funding

The successful production company will receive a payment of \$40,000 +GST for the production of the 2019 Anthony Harper Summer Theatre provided by the Christchurch City Council Events & Arts Team in the following 3 instalments;

1. \$13,000 + GST deposit on approval of script and signing of contract
2. \$14,000 + GST on opening night
3. \$13,000 + GST after pack out

Variation to this may be negotiated by the successful company.

The successful Company may wish to apply for extra funding from other bodies such as Creative NZ.

We encourage production companies to engage with their social media networks and promote through their website while keeping aligned with the official SummerTimes “brand” and scheduling. A copy of the developed key messaging and communications will be provided for use.

Please bear in mind that producing outdoors is considerably different to working in a theatre. Special attention needs to be placed on the quality of sound to large audiences, weather contingency (wet, windy, cold or hot) and audience management. Please consider these costs when developing your budget.

## The Christchurch City Council provides:

- Production support in the venue up to Opening Night
- All signage
- Public toilet facilities, in addition to those provided in the park.
- Any vendors – in negotiation with the successful company.
- All PR, marketing, radio and newspaper advertising for the season in collaboration with the successful Company.
- Rubbish bins and recycling facilities for the audience.



## Proposal Inclusions

In order to help us evaluate your proposal, please include as much detailed background and supporting information as possible.

1. A production synopsis – one page maximum.
2. A full copy of the script if possible or an excerpt or brief on the script.
3. Information on production values – e.g. costuming, staging, effects, etc.
4. Background information on the organisation involved. This should include a list of recent productions as evidence of a track record.
5. A list of key production personnel who will work on the production, their backgrounds and past work within the industry: particularly important is the inclusion of a professional production manager on the team.
6. Where possible, any prospective cast members.

7. A full production budget. We will in particular be looking for an effective split of budget between artistic and production areas. Proposals that do not achieve this will be less likely to succeed.

Your budget should also include security costs which is the successful Production Company's responsibility.

NB. Costs will be covered by the Christchurch City Council for toilets, rubbish and recycling, food and beverage vendors, marketing and communications.

## Areas for Consideration

While not required for your proposal at this stage, please also consider the following production aspects. These will be required should your proposal be accepted.

- A full Health & Safety plan and hazard register will be required for the successful production.
- Depending on the nature of the physical production, you may need to consider building permits and/or resource consents that could be required for sets and staging.
- Christchurch City Council Events & Arts Team have Sustainability and Accessibility guidelines that relate to events. Please consider these with all aspects of your production. Plans are required for the successful production.
- Plan pack in and pack out dates for the production.
- Companies must be self-sufficient on site.
- Promotional photos and video with a potential "hero" image for media and marketing will be required from the successful production company.



## Evaluation

Production proposals will be evaluated based on the information requested above. In particular, consideration will be given to strength and overall balance in the following areas:

- Appeal of the production to target audience
- Production capabilities
- Management skills
- Realistic budget figures
- A balanced budget of production and artistic costs
- Previous track record of producers

## Timeline

- The deadline for the submission of production proposals is **5pm, Thursday 30 August 2018**.
- A selection panel with Theatre, Arts and Events experience will assess all applications, appoint the successful Summer Theatre production company and inform all applicants of the result by 7th September 2018
- Promotional images and text will be required from the successful applicant by 11th October 2018 for our Summertimes Programme.

## Please send proposals to:

### Paul Kean

Events Co-ordinator  
Events Production Team  
Christchurch City Council

### Post

PO Box 73054  
Christchurch 8154

### Courier or hand delivery

Christchurch City Council Reception  
53 Hereford Street  
Christchurch 8011

### Email

paul.kean@ccc.govt.nz  
(we recommend WeTransfer as large files  
may be blocked)

Please text or phone to let me know when you have sent the proposal.

Phone: 027 226 1336

Summertimes is produced by the CCC Event Production Team