



**FREEDOM**  
Festival Arts Trust

Marketing Tender 2024



# INVITATION TO RESPOND

Freedom Festival Arts Trust (FFAT) is seeking proposals from suitably qualified suppliers to support its day-to-day marketing remit for a period of 12 months commencing February 2024 with an option to renew for a second period of 12 months in 2025, performance dependent.

The successful applicant will work alongside FFAT's Senior Management Team, Board of Trustees and other associated parties such as sponsors and funders where applicable.

Applicants must be able to demonstrate a full range of marketing services delivered as a stand-alone organisation or in partnership with named associates.

FFAT is looking for optimum cost effectiveness, innovation and a bold creative vision that will enrich the FFAT corporate identity and realise ambitious objectives relating to the annual international Freedom Festival.

The contract will cover FFAT's broad marketing brief to include among others:

- The development of external marketing campaigns to promote FFAT and the annual Freedom Festival
- Organisational marketing
- The generation/maintenance of online profile
- Advertising
- Website content
- Social media
- External newsletter
- Festival promotional collateral
- Festival signage/dressing



**Applicants must demonstrate a strong understanding of our target markets and how they would seek to support us in achieving our strategic ambitions. FFAT are looking for a creative, dynamic supplier who can provide an innovative, resourceful and inspired approach to this programme of work. The agency may work alongside an independent PR practitioner and/or other, named, creative partners, or existing FFAT partners to fulfil the communications requirements for the organisation and associated artistic/cultural programme.**

## ABOUT US

Freedom Festival Arts Trust is one of the pioneer organisations in Hull's cultural revolution. Producers of Freedom Festival, the Trust is anchored in the city of Hull and influential in the global arts sector.

Freedom Festival began in 2007 as part of the bicentennial commemorations of the first anti-slavery act in Parliament in 1807 and as a way of celebrating one of the city's most important politicians and his work within the abolitionist movement, William Wilberforce.

In 2013 we were incorporated as a charitable trust and since then, have undergone a significant transformation to better present, in public space, extraordinary artistic programmes rooted in the thematic exploration of democracy, freedom and human rights.

Outside of our festival programmes, we are committed to talent development and innovative participatory projects with a focus on work that raises awareness of relevant social issues in our local communities, particularly in children and young people.

Freedom Festival Arts Trust is an Arts Council NPO (National Portfolio Organisation), a member of the European arts network In Situ, and one of the 12 partners in the national arts network Global Streets. These partnerships have put our festivals on the international stage, allowing us to commission world class projects for the people of Hull and beyond to enjoy.

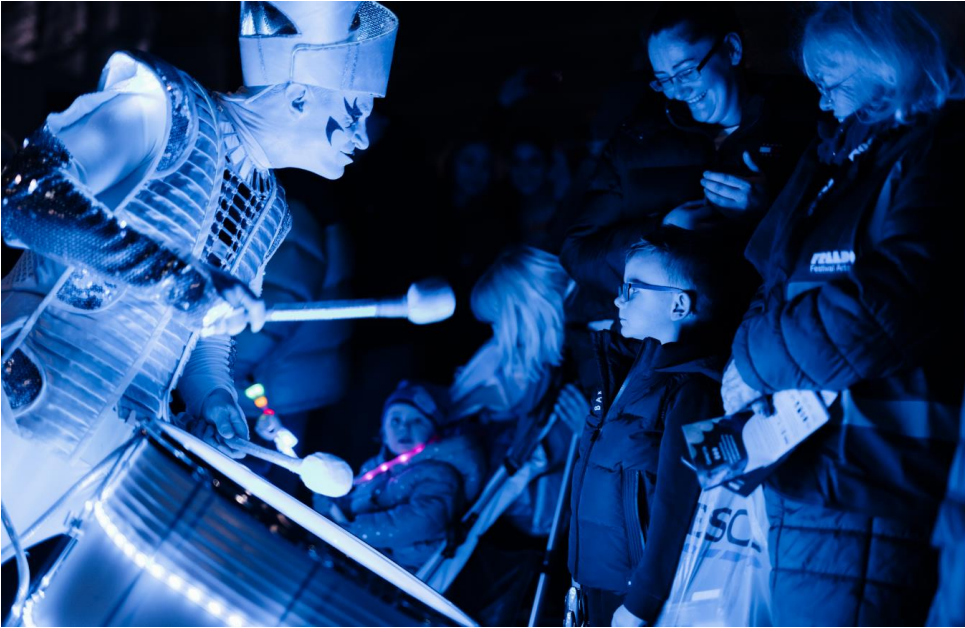


## OUR VISION, MISSION AND VALUES

### VISION

Our vision is for public space to be where everyone gets to experience world class art and take part in memorable cultural experiences.

We want Hull to be recognised as a centre for the creation of innovative art in public space, developed hand-in-hand with communities and fuelled generously by cross sector expertise and support.



### MISSION

We create, curate and deliver exceptional large-scale events and cultural programmes that bring thousands of people together each year to experience the joy of shared cultural encounters, enhance wellbeing and foster a greater connection to place.

We build local, national and international alliances to create cultural experiences that have something to say about universal values and the future we want to make together.

We commission new work, support the growth of creative ideas and nurture emerging and established artists from Hull and beyond.

We develop cultural engagement and participation programmes that embed local people in internationally significant work. These provide memorable experiences, foster individual wellbeing, confidence and creates a stronger community.

## VALUES

**Local.** We are born in Hull inspired by the city's identity, heritage and ambition and celebrate its internationalism, independent spirit and contribution to global social reform.

**Universal.** Arts and culture are a powerful way to transmit fundamental human values and inspire all to embrace and celebrate our freedoms and diversity.

**Arts-led.** Freedom Festival is a platform for artistic, creative and ambitious work to meet a diverse audience, transforming the public spaces we share.

**Place-making.** We have a positive economic and social impact on place, providing opportunities for local people and helping the city to become a more desirable and attractive place to live, work, study and visit.

**Partnership.** Collaboration is at the heart of everything we do. It supports new ways of thinking and working, helps us to understand each other better and supports equality.

**Inclusive.** Everyone can find their passion in the arts, as a viewer, as a participant, as a supporter, a volunteer and as an arts maker; we value the creative potential in everybody.



# STRATEGIC AIMS

FFAT have eight strategic aims which will help us deliver our vision over the next four years.

- 1. CREATING EXTRAORDINARY CULTURAL EVENTS:** We will create, develop and produce world-class cultural events in Hull and the surrounding area which celebrate place, identity, human endeavour and the power of the arts to inspire positive social change.
- 2. CREATIVE INNOVATION AND TALENT DEVELOPMENT.** We will develop the quality and impact of the art produced in public space through commissioning new work, supporting new ideas, nurturing talent and helping artists locally nationally and internationally to grow their capacity, ambition and reach.
- 3. CREATIVE PARTICIPATION:** We will provide opportunities for local communities, with an increasing focus on our children and young people, to engage in world-class creative and cultural projects in order to develop their sense of joy, pride and belonging and to have a positive impact on their wellbeing.
- 4. INTERNATIONAL PROFILE:** We will continue to grow the national and international profile of our work and of the city of Hull committed to innovation, collaboration, and trade in the pursuit of positive social change.
- 5. PARTNERSHIP WORKING:** We will build partnerships locally, nationally and internationally working across sectors and across borders to shape, deliver and grow our activity.
- 6. DEVELOPING AUDIENCES:** We will grow our audiences through expanding and increasing awareness of our year-round programme and extending our digital reach.
- 7. VALUES-LED ORGANISATION:** We will be a continually evolving, more diverse and sustainable organisation that is able to respond to new opportunities and challenges, and which supports the development and wellbeing of its staff, freelancers, artists and suppliers.
- 8. FINANCIALLY SUSTAINABLE AND RESPONSIBLE:** We will become more financially sustainable and agile through growing and diversifying our income streams whilst continuing to develop and improve our financial processes and procedures.

## **DOCUMENT PURPOSE**

To outline the brief for commissioning a marketing agency to act as a supplier to Freedom Festival Arts Trust for 2024 and the festival period, with the potential to expand the contract by a year following a performance review post-Freedom Festival 2024.

The agency may work alongside an independent PR practitioner and other, named, creative partners to fulfil the communications requirements for the organisation and associated artistic/cultural programme.

This document outlines the organisation's core marketing objectives. In responding to this brief, you will seek to demonstrate that you meet all the selection criteria detailed below.

## MARKETING BRIEF

Freedom Festival Arts Trust require a marketing agency to work alongside the CEO, senior management team and other key stakeholders to create and deliver a dynamic, high-impact yet cost effective marketing campaign for Freedom Festival Arts Trust and the annual Freedom Festival in 2024.

The marketing strategy should reflect and respond to our marketing objectives and the strategic priorities made clear within our wider business plan.



## MARKETING OBJECTIVES

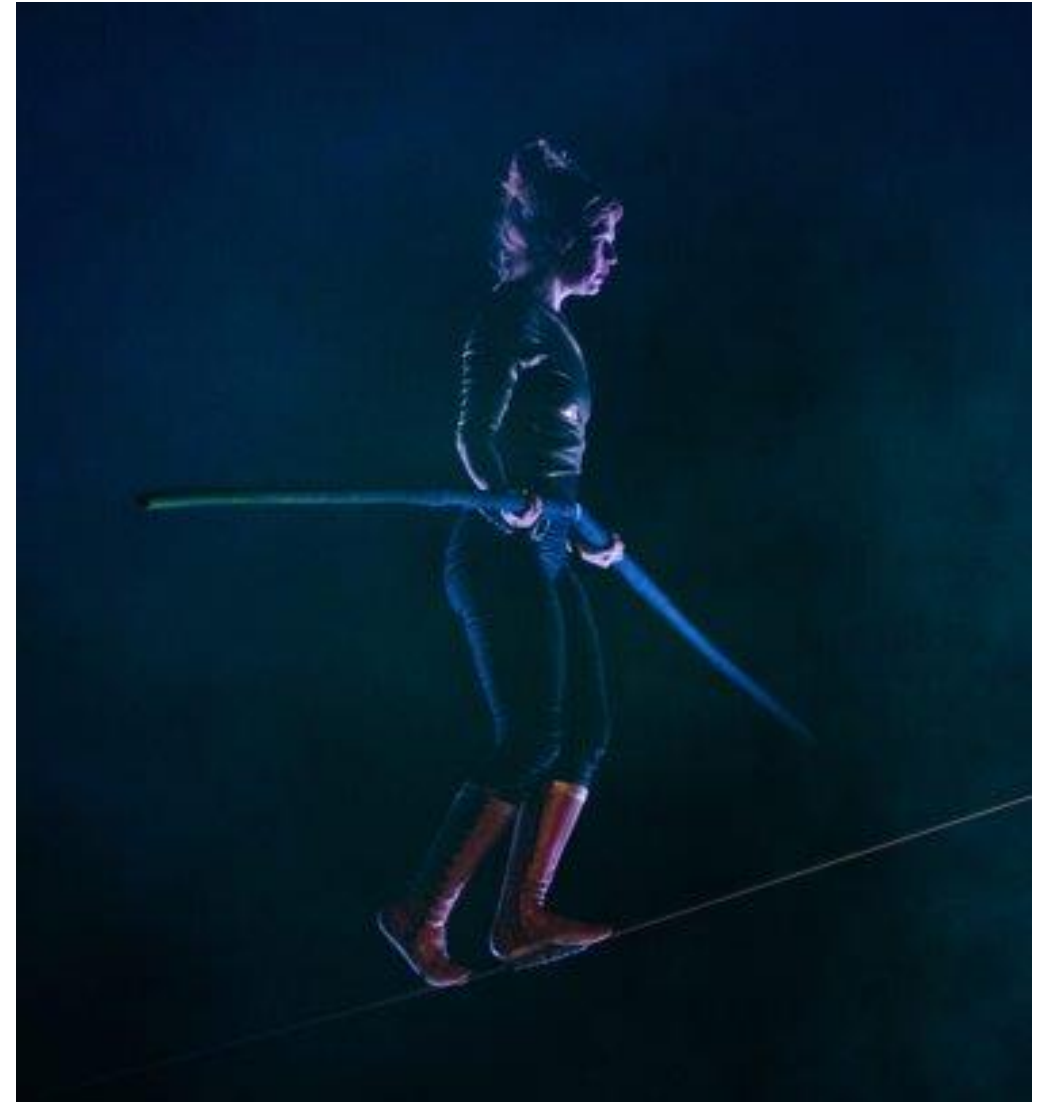
- Promote the identity and market effectively the FFAT brand, raising awareness of our year-round activity and diverse cultural and artistic programmes.
- Enhance the national and international reputation of FFAT and the annual Freedom Festival, engaging sector leaders/innovators, artists and audiences.
- Maximise local and regional engagement with, and participation in, the annual Freedom Festival and any in-year supporting activity.
- Support the successful execution of our Audience Development strategy.
- Collaborate with key stakeholders, such as funders and creative partners, to develop and deliver cohesive festival messaging and promote our year-round activity.
- Promote the organisation's mission, vision and values and the city of Hull as a place of cultural excellence.
- Use a wide range of PR, marketing activities and channels to promote Freedom Festival as a major cultural and artistic event in the UK.
- Work in partnership locally and nationally to best promote Freedom Festival as an integral part of the region's cultural offer.



# RESPONDING TO THE BRIEF

In responding to this brief, you should evidence:

- Demonstrable experience of the main requirements of this brief.
- How you will support Freedom Festival Arts Trust in achieving our organisational objectives.
- How you will begin to market FFAT (referencing key stakeholder audiences).
- How you will market Freedom Festival as a cultural event of national significance.
- How you will effectively measure and report on performance.
- How you will allocate the budget and mitigate risk across all areas of expenditure.
- Innovation – We are open to new approaches which will help realise our organisational objectives.
- How you will deliver a multi-channel strategy which includes\*:
  - Strategic communications support
  - Graphic design and creative studio support
  - Associated print management
  - Physical distribution of printed resources
  - Website management and maintenance
  - Digital content creation
  - Signage provision, production and installation
  - In-festival staffing, indicative hours and resource
  - Services to maximise data capture opportunities
  - Developing and implementing a comprehensive advertising strategy



\* Further information at the end of this document

# SELECTION CRITERIA

## EXPERIENCE

Freedom Festival Arts Trust is looking for evidence of your ability to deliver a multi-channel marketing strategy aligned to our organisational objectives. Particular experience of the cultural sector locally and nationally would be advantageous.

## QUALITY OF THE PROPOSAL

Your proposal should respond to the brief and make clear your ability to manage, deliver and monitor the programme of work, responding to opportunities & threats.

## INNOVATION

We are constantly seeking to apply innovation across all areas of our work and as such we are looking to our marketing agency to apply innovation throughout the delivery of the contract. We are open to applying new approaches to achieving our objectives.

We welcome joint applications from named organisations and would be happy to discuss marketing and creative partners that we have existing relationships with.



### **Budget:**

The total budget available for this contract is **£60,000 per annum**.

### **Contract period:**

The contract will commence in February 2024 and run until 1<sup>st</sup> February 2025 with the potential to extend the contract.

### **Application deadlines:**

Proposals to be submitted by **midday** on **5<sup>th</sup> January**.

Presentation meetings week of 15th January.

Agency appointment from 22nd January.

Enquiries, informal conversation requests and meetings to discuss further are welcome. **Please contact Jo Hawkes, General Manager of FFAT, by emailing [jo@freedomfestival.co.uk](mailto:jo@freedomfestival.co.uk)**

## FURTHER DETAILS

### STRATEGIC COMMUNICATIONS SUPPORT:

Responsible for the development and delivery of an annual plan of marketing activity alongside advice and guidance on the positioning of the annual Freedom Festival. To include observer attendance at up to 4 marcomms board meetings and 10 sponsor meetings.

### GRAPHIC DESIGN AND CREATIVE STUDIO SUPPORT:

For 2024 no rebranding is necessary and we can provide design assets.

- Work with Freedom Festival brand and design assets to design printed marketing collateral (including a main festival guide, poster artwork and two additional publications - equivalent to those of the guide and family flyer).
- Create a campaign, aligned annually to audience development strategy.
- Use design assets to provide all onsite signage (including programme boards, directional signage, flags and stage dressing) and present draft designs by May 2024.
- Work with design and sponsorship assets to support all sponsors (including, if required adverts for publications, logo manipulation, digital artwork for their own website and social media).
- Design of materials to promote the in-year projects to include up to four year-round projects.
- Design of onsite fundraising resources (such as on-site donation points).

- Design of all social media graphics.
- Design of production, crew and volunteer resources such as access passes.
- Layout of festival map(s) and associated travel information and guidance.
- Design of year-round marketing materials (Christmas cards, award applications, sponsorship documents, PowerPoint templates).
- Design of adverts for all digital and printed publication (indicatively up to 10 designs, including outdoor JCDecaux advertising).
- Image creation for new commissions.

### ASSOCIATED PRINT MANAGEMENT:

To include all production costs associated with the designed materials.

- Approx. 40,000 copies of main festival guide and 30,000 of associated publications (split appropriately)
- Production of all onsite signage (including two main stages, up to 6 associated performance spaces, site dressing with festival branding, programme information clearly location throughout the site, and all directional signage for toilets, first aid etc.)
- Up to 1000 accreditation badges and lanyards

## **WEBSITE MANAGEMENT AND MAINTENANCE:**

- Regularly develop and maintain website content to ensure it is relevant and fit for purpose
- Liaise with FFAT to plan Content population of core programme information (general pages responsibility of FF office / news responsibility of PR)
- Logo re-sizing

## **SIGNAGE PROVISION, PRODUCTION AND INSTALLATION**

**(covering core festival branding, sponsor signage, creative partners and way-finding)**

- Dressing of a citywide festival site comprising of up to 1 gateway entry point, up to 5 core festival zones, 2 main stages and 2 core venues to include utilising existing inventory and production of year-on-year Freedom Festival branded scrim and CCBs
- Onsite banners and signage for up to 10 x Freedom Festival Business Partners, 8 x Creative Partners and Official Funding Partners
- Way-finding signage covering directional and operational needs (e.g. first aid / toilets)
- Programme signage throughout the festival site, including full programme listings, highlights, core FF ethos messages, commission information and large format maps
- City-dressing for key sites and routes throughout the festival

## **MEDIA & DIGITAL CONTENT CREATION:**

- Produce promotional films
- Cover of social media channels during annual leave of FFAT office
- Update imagery for FFAT HTML newsletter template
- Production and distribution of digital content for partner sites (sponsor, community and audience development)

## **DEVELOPING AND IMPLEMENTING A COMPREHENSIVE ADVERTISING STRATEGY:**

- OOH advertising
- Digital and online advertising
- Social media advertising
- Print advertising

## **IN-FESTIVAL STAFFING, INDICATIVE HOURS AND RESOURCE:**

- Signage install/clearing crew
- Post-festival support in the form of sharing images and responding to any immediate marketing requests
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Thank you

