



Wall to Wall Benalla 2018

Expression of Interest for Wall to Wall Benalla Sidekick Events

The Wall to Wall International Committee is inviting Expressions of Interest from Benalla and district community groups, artists, social groups, sporting groups, schools, and service organisations, who wish to produce their own associated events and activities over the 2018 Wall to Wall Benalla weekend taking place from Thursday 8th March - Monday 12th March 2018. This will offer a range of meaningful ways for different segments of the community to get “hands on” and participate in the festival program.

About Wall to Wall Benalla

The now Iconic Wall to Wall Benalla is a unique street art festival approaching its fourth year. In 2018 the event will feature internationally renowned and talented local artists to create more incredible Murals around Benalla, as well as a Festival vibe with public programs including live music, participatory arts activities, workshops, guided street art tours, talks, lakeside cinema and a youth skate event.

Wall to Wall Benalla has been hugely successful, increasing community pride and cultural capital in Benalla and the surrounding district with hundreds of people participating in various events and production elements of the program, as well as thousands attending the festival and enjoying it at their own leisure. It has positively impacted the community socially, culturally and economically. In 2017 it is estimated that almost 6000 people attended the festival and the economic impact of the festival in terms of visitor spending throughout the year as a result of the festival and street art, was over \$6 million (Quantum Market Research).

2018 Festival and Public Programs

25 New murals	9-12 th March	TBA
Live Music, Food & Family activities	9-12 th March	The Shed 126 Bridge St East, Benalla
Street Art Tours	10-11 th March	126 Bridge St East, Benalla
Outdoor Cinema	10-11 th March	Lakeside Foreshore
FREEZA Youth Skate Event	10-11 th March	Benalla Skate Park
Rural Murals/Silos	9-12 th March	Goorambat, Devenish

SIDEKICK EVENT GUIDELINES

Wall to Wall is seeking Expressions of Interest for festival Sidekick Events, activities that will take place on Friday 9th March, Sunday 10th March and Monday 11th March during the festival weekend. Events taking place on Saturday 10th March will not be considered for inclusion in the program as festival programming for this day is already at full capacity. To be included in the program events and activities will need to align with the urban street art and contemporary art themes of the festival in some way and/ or add value with unique and novel events and ideas.

As a host of an event or activity, you will be responsible for managing your own activity or event and all associated costs. You will be responsible for organising the necessary venue



and equipment, ticket sales, bookings enquiries, public liability insurance, risk management and event permits if required.

Expressions of Interest will be reviewed by the Wall to Wall Committee and Artistic Director to assess viability and alignment with the festival program. Successful applicants will be notified with 3 weeks of close of application

A \$50 fee will be charged to successful applicants to be included in the Wall to Wall Benalla program. The festival will promote all accepted events or activities through:

- the Wall to Wall to Benalla printed program
- social media
- Wall to Wall Benalla's website

Event organisers are also encouraged to take out their own additional advertising.

Every effort will be made to accommodate requests for inclusions.

HOW TO APPLY

Please complete the Expression of Interest form and return it to roxanne@walltowallfestival.com by January 5th 2018.

Applicants will be notified within 1 week of the application deadline and will then be required to submit the following by January 17th 2018 to ensure inclusion in the festival program:

- Public Liability Insurance Certificate of Currency
- an event image, title and 50 word description of their event
- Working with children and police clearance if hosting a children's activity
- A community event application may be required pending the scope, location and size of event. The Benalla Rural City Council Events Department can assist with support and advice

For more information contact Roxanne Demasson, Wall to Wall committee Chair 0421 220 860 or roxanne@walltowallfestival.com



Wall to Wall Festival 2018 Expression of Interest Form
Organisation
Contact name
Contact phone
Email
Details of Event/Activity (to be included in Wall to Wall promotional program)
How will your activity align with and add value to the Wall to Wall Festival?
Date/Time/Duration of Event/Activity
Location/venue
Admission/entry cost/tickets available from
Insurance details, do you have public liability cover?

Please complete the Expression of Interest form and return it to roxanne@walltowallfestival.com by November 30th 2017.