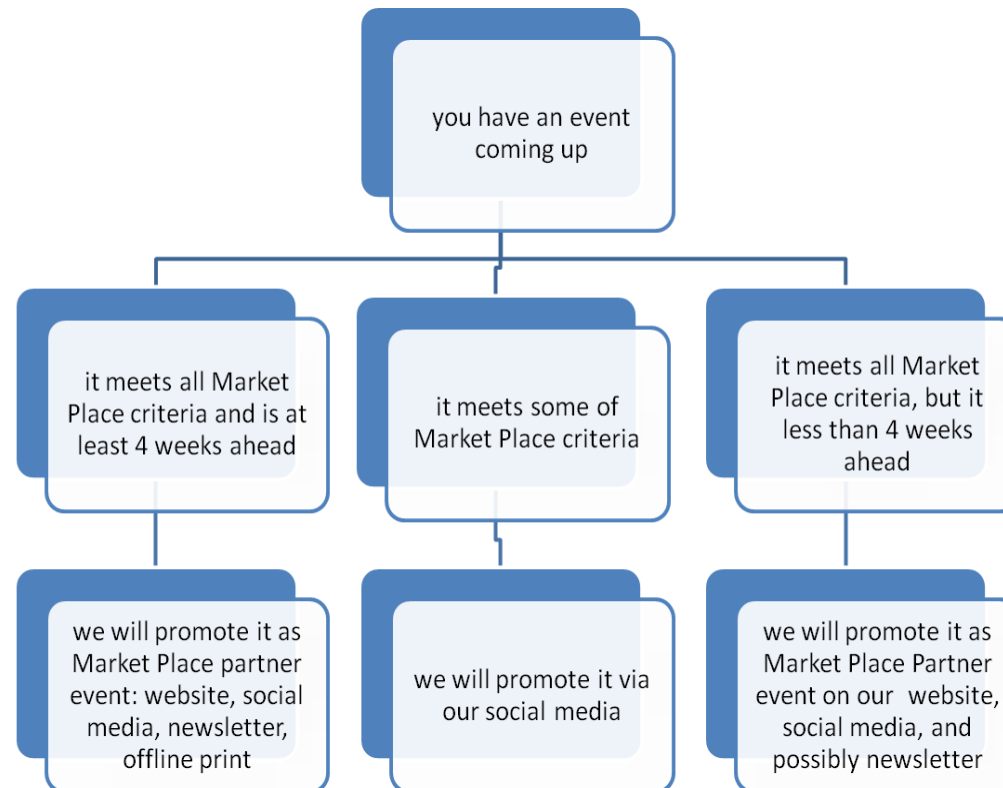


Market Place seeks to support initiatives in and around Fenland and Forest Heath that are developing new ways to reach new audiences by. We want to provide marketing and promotion support to the events and activities that appeal to our target audiences and are in line with Market Place vision. As a small project team, with responsibility already for our own programme of arts activity over seven towns, we cannot commit to full marketing support for every event happening in the Market Place regions, so we have put in place a submissions process and priorities. Please see the diagram below as to how the process will work:



Our criteria are detailed in this table below, please check if your event...

Targets our audiences	Matches Market Place vision	Offers an incentive for our audiences	Is of high artistic quality
<i>Relates to our business plan & funding</i>		<i>Types of "offer" that works for our audiences</i>	<i>Sits within Manchester Quality Metrics that we use as a guide</i>
<ul style="list-style-type: none"> • Young families with children under 18 • Mature families children over 18 • Young people 16-25 • Singles and families 25-35 • Singles and families without children 35-45 • Singles and families without children 45-55 	<ul style="list-style-type: none"> • Listening to the community • Reaching new audiences in new ways • Developing capacity • Ensuring high artistic quality 	<ul style="list-style-type: none"> • Great package offer for a family day out • Affordable price or an attractive freebie or a discount • Developed infrastructure to cater for all my needs (parking, place for buggies, food, etc.) • Something that I already enjoy doing, but with a new twist • Something that happens near where I live or work • Art just happens to me, I don't have to make any effort 	<ul style="list-style-type: none"> • Presentation: <i>Well produced & presented</i> • Distinctiveness: <i>Different from things regularly available</i> • Rigour: <i>Well thought through & put together</i> • Relevance: <i>Has something to say about the world in which we live</i> • Challenge: <i>Thought-provoking</i> • Captivation: <i>Absorbing & holds attention</i> • Meaning: <i>Means something to individual</i> • Enthusiasm: <i>Would provoke repeat attendance</i> • Local impact: <i>Important that it's happening locally</i>

If your event meets a *minimum of one criteria in each column*, please submit the details to Elena Shampanova at elena@cppmarketplace.co.uk. If you have any questions or need a consultation on marketing of your event overall, please do not hesitate to contact Elena at the email mentioned above. Please follow the guidelines for content of submission below.

MARKET PLACE

MARKETING SUPPORT:
SUBMISSION GUIDELINES

1 November 2015

Submission Content:

1. Looking at the criteria chart above, please let us know, with bullet points, which marketing support you think your event qualifies for
2. Please submit two descriptions of your event: a long one (350 words max) and a short one (150 words max).
3. Please submit any images you want to feature. Make sure their resolution is at least 70 dpi for online and 300dpi for print.
4. Please send us any links to social media, website, etc. that you would like us to mention

At times of high demand or limited capacity we may not be able to support all the events that we are sent.