

HIS MAJESTY'S THEATRE

DOWNSTAIRS

AT THE MAJ

2022 SEASON

EXPRESSION OF INTEREST

INFORMATION PACK



EXPRESSION OF INTEREST

His Majesty's Theatre is welcoming Expressions of Interest for its 2022 cabaret season, Downstairs at The Maj.

Downstairs at The Maj is an intimate cabaret venue in Perth's much-loved His Majesty's Theatre and has been home to a regular season of local and national cabaret since 2001.

Despite being impacted by border closures, this year's successful season featured sell-out nights across a number of different productions including comedy, cabaret and jazz with more than 2500 patrons welcomed through our doors.

In 2021, we also launched our paid Candlelight Club membership program which has grown to over 100 members in its first year. Candlelight Club members enjoy a range of special benefits, including special ticket discounts and invitations to special events.

Downstairs at The Maj's 2022 season will run from June to December, and if you are looking to perform in a popular and professional venue, we want to hear from you!

The closing date for EOIs is 28 January 2022.

What are we looking for?

We're looking for individuals, artist collectives and independent companies who have a specific cabaret, comedy or music project and confirmed key performers and creatives.

We welcome creatives with varied levels of experience to apply, from emerging artists breaking out into the scene to the very seasoned performers.

Downstairs at The Maj offers artists the opportunity to be part of a successful cabaret program run by an organisation with professional and dedicated staff. Past performers have included Carlotta, Michael Griffiths, Amelia Ryan, Danielle O'Malley, Queenie van de Zandt and more!

We will provide marketing and publicity support plus ticketing and venue management expertise. It's a great way to build your audience and gain exposure in the West Australian market.

What do you need to provide?

- ▶ Background about the show including past performances, awards and 2022 tour schedule.
- ▶ Full cast and crew list.
- ▶ Production details including set, costumes, props and lighting design.
- ▶ Marketing and publicity materials including high resolution hero image, with secondary show imagery, synopsis, promo video footage and biographies.
- ▶ Availability for publicity/media opportunities and participation in occasional Candlelight Club member events.

What do we provide?

Perth Theatre Trust will pay a fee to the artist to present the production for an agreed period and will retain all box office sales.

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Venue and production support

- ▶ 140-seat theatre (cabaret seating) plus lighting and sound.
- ▶ Technical support for bump in/bump out (maximum eight hours).
- ▶ Front of house and food and beverage staff.
- ▶ Ticketing service.
- ▶ Production guidance and management, if required.

Marketing and publicity support

- ▶ Design, print and distribute season posters and flyers.
- ▶ Tile on His Majesty's Theatre website and event page.
- ▶ Listing in His Majesty's Theatre e-newsletters.
- ▶ Social media including Facebook and Instagram.
- ▶ Posters in His Majesty's Theatre foyer and in theatre poster boxes outside the venue on high traffic areas - King Street and Hay Street.
- ▶ Advertising (where required).
- ▶ Write and distribute media release/ event listing.
- ▶ Media liaison including inviting reviewers to performances and arranging interviews or photo opportunities.



Cover image: John O'Hara
Image above: Perth Cabaret Collective

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What do you need to submit?

1. Completed application form
2. One-page CV or 500 word biography of creative personnel including key performers.
3. Marketing and publicity materials
 - a. Hero image (JPEG) in the following specifications

Orientation Dimensions (width x height) px	Resolution
Portrait (up to) 3300px x 4800px	300 DPI
Landscape 1920px x 1200px	72 DPI
Square 800px x 800px	72 DPI

- b. Secondary images (up to 4) in the following specifications

Orientation Dimensions (width x height) px	Resolution
Square 800px x 800px	72 DPI

- c. 30 second promo videos footage (mpg,mpeg,mwv)
- d. 50 and 150 word synopsis
- e. Reviews and Awards

Further Information

For further information or to discuss your EOI please contact Helen Stewart, Manager His Majesty's Theatre.

Completed EOIs should be emailed or posted to the addresses below by 5pm, 28 January 2022.



helen.stewart@ptt.wa.gov.au



+61 8 9265 0900



His Majesty's Theatre
825 Hay Street,
PERTH WA 6000



28 January 2022