

2022 Umbrella Festival Terms and Conditions

COVID-19 Response Plan

Umbrella Festival will go ahead in 2022, while keeping the health and safety of our greater community a priority. We will continue to monitor the Government and Health authority alerts to keep informed on the best course of action for the overall delivery of the festival. When registering a gig with Umbrella Festival, you are agreeing to abide by all government legislation surrounding COVID-19, and to follow official government health advice.

For more information visit: <https://www.sahealth.sa.gov.au/>

Open-Access

Umbrella Festival is an open-access, live music festival, for the music community, by the music community. This means that we don't directly book bands, events, or venues... you do! Anyone is able to register a live music event or venue with Umbrella Festival. That's what makes it YOUR festival.

Key Dates

Friday 4 March 2022: Registrations open

Sunday 1 May 2022: Registrations close for printed guide

*** **Thursday 19 May 2022: UMBRELLA GUIDE HITS THE STREETS & ONLINE** ***

Thursday 23 June 2022: Registrations close for online guide

*** **Friday 1 July 2022 – Sunday 31 July 2022: Umbrella Festival** ***

What does my Umbrella Registration get me?

Your event will be listed in the online program on our website, which will go live on 19 May 2022. Additionally, a limited run of the free printed program with your event listing will be distributed across South Australia.

Umbrella Festival events will be supported with a huge marketing campaign led by Music SA. On top of the printed guide, key marketing initiatives include a far-reaching general publicity campaign with digital promotion across various social media and other digital channels.

General promotion of the festival will also occur through TV, Radio and Print Media. Expect to also to see street and venue dressings across South Australia. Venues that have live music events registered with Umbrella will receive a marketing package to promote the festival to their own audience.

Ticketing with MOSHTIX

In 2022 Umbrella Festival will be partnering with Moshtix as our central ticketing platform for the festival. [Moshtix.com.au/umbrella](https://moshtix.com.au/umbrella) will act as a central box office, exclusive to all registered Umbrella Festival events. These artists and venues will receive marketing benefits in the form of added online visibility of your event on the dedicated Umbrella Festival ticketing page that will feature on Moshtix's website, mailouts and physical guide. Each event will incur a fee structure, which will be displayed on your Moshtix ticketing profile.

"Book now at moshtix.com.au/umbrella" will become a digital asset to add to all marketing collateral and our major communication to all festival audiences and media.

Visit www.umbrellafestival.com.au/faq, www.moshtix.com.au or contact ticketing@umbrellafestival.com.au for more information.

Registration Costs

In 2022, a flat fee of \$25 applies per event across the entire season.

**registrations can count for up to 3 events in each venue. If you are running the exact same event in the same venue up to 3 times, it will count as one registration. Anything over 3 times OR in a different venue will count as an additional registration fee.*

Artists and Venues

Umbrella Festival is here to help Artists and Venues connect. If you wish to register your venue, it's free, and easy. Simply head to www.umbrellafestival.com.au/register to input your venue information into the database. This will allow artists to select your venue when completing their registration. If you have 1 or more events registered at your venue, you will therefore qualify as an official Umbrella Festival venue, and be included in our physical and online guide, as well as sent a venue marketing pack, etc.

As an artist or event curator, you are responsible for booking the venue directly. **We do not facilitate this.** If you wish to book a venue that is included in the drop down 'venue' list on the registration form, you **MUST** contact them directly before finalising your registration.

If you already have a venue booked for your event and they are not in the finder, you are allowed to enter their details on their behalf should you receive written permission. Otherwise, you should direct the venue to complete the registration themselves.

We are also available to discuss and identify the most suitable venue or artists for your event.

Additionally, you can use the Music SA artist and venue directory here www.music.sa.gov.au

Communication

I acknowledge that the Umbrella team will need to contact me via email or phone in the lead up to and during the festival with important information about my registration and the festival itself.

I understand that it is a condition of taking part in Umbrella Festival 2022 that I subscribe to the Umbrella Artist & Venues mailing list.