



ADELAIDE
GUITAR FESTIVAL

Guitars In Bars

and OTHER
PLACES!

13 – 29 July 2018



BROUGHT TO YOU by / ADELAIDE FESTIVAL CENTRE

GUITARS IN BARS AND OTHER PLACES!

With the **SUCCESS** of
Guitars in Bars in 2017, featuring

555 artists

across **160** events
state-wide,

the Adelaide Guitar Festival
is bringing it back in 2018.

Guitars in Bars is taking the AGF
to the usual and unusual venues,
spaces and places across South
Australia with a series of free
and ticketed events.

Enriching and diversifying
Adelaide's live music scene, we
invite musicians and venues from
around the state to be part of this
great winter music festival.

In 2018, Guitars in Bars will introduce the
GiB Venue Directory, the one stop online shop
to facilitate connections and conversations between
venues and artists. Venues with available spaces and a
passion for live music simply register their details online
to be included within the Venue Directory.

Artists seeking a venue will be able to browse the list
until they find their perfect match.

13-29
JULY
2018



*Guitars in Bars is presented
in collaboration with
Umbrella: Winter City Sounds.*

KEY INFORMATION



- **GUITARS IN BARS**
Dates 13-29 July 2018

- **REGISTRATIONS OPEN**
26 March – 25 May 2018
Simple online registration at:
adelaideguitarfestival.com.au

- **PATRONS COMPETITION**
There will be competitions and a major
drawn prize open to all venue patrons
attending Guitars in Bars gigs.
- **ARTIST & PERFORMANCE OPPORTUNITY**
As an incentive for artists, the AGF team
will be on the lookout for outstanding local
acts to potentially program across special
events and performance spots as part of
the overall 2018 Adelaide Guitar Festival.

FAQs



- **HOW MANY EVENTS DO YOU NEED TO PRESENT TO BE A PART OF GUITARS IN BARS?**

Just as little as one ranging up to as many gigs or events you would like to host. Host until your guitar's content.

- **CAN THE EVENTS BE TICKETED OR NON-TICKETED?**

Events can be either. It's totally up to you and what you think works best. Whether it be an event you present or host regularly or it's a little something special you are currently cooking up, we'd love to see it within the program.

- **WHAT CONSTITUTES A GUITAR BASED EVENT?**

We are encouraging all sorts of guitar events – guitar show and tell, guitar visual art exhibitions, open mike guitar nights, guitar/music based quiz night. The possibilities are endless.

- **WHAT CONSTITUTES A GUITAR?**

We are an inclusive bunch – if it looks like a guitar and sounds like a guitar, then we reckon it probably is a guitar. Be it electric or acoustic, ukulele, mandolin, 12 string, 6 string, double neck or cigar box guitar.

- **IS THERE ANY COST TO BE INVOLVED?**

Registrations are \$25 for each event.

\$25

- **DO WE WANT ANY CURATORIAL CONTROL OVER YOUR GUITAR EVENTS?**

Definitely not! Who? Where? What? It's all you. If you need advice or just want to bounce around an idea, feel free to drop us a line or head to the Venue Directory which serves to connect artists with a venue. More details head to adelaideguitarfestival.com.au

- **ARE ONLY BARS ABLE TO REGISTER AS A VENUE TO BE A PART OF GUITARS IN BARS?**

Not at all! We're all about mixing it up a bit. As well as the usual we also like to promote the unexpected, think laundromat, boat, brewery or market you name it. It's all about bars as well other places, spaces, nooks and crannies.



– 29 July 2016



MARKETING

- **MARKETING**

We will provide the overarching marketing campaign to promote Guitars in Bars and your event.

- **VENUE PACKS**

We will provide each venue a pack with poster/flyers and other collateral.

- **PROFILE**

All registered events will be included on the Guitars in Bars website, dedicated Guitars in Bars fold out program and electronic direct mail.

- **FLYERS / POSTERS**

Guitars in Bars produces DL flyers and posters with state-wide distribution.

- **SOCIAL MEDIA**

Have some great pics to share – we'll endeavor to share them on our channels tagging your event.



Marcus Toop, Astor Hotel, 2016

For more information or to chat about Guitars in Bars feel free to give us a call or shoot us an email.

Cheers,
Andrew & Dearn

ANDREW DUNDON
Producer, Adelaide Guitar Festival
P: +61 8 8216 8768
andrew.dundon@adelaidefestivalcentre.com.au

DEARNA NEWCHURCH
Assistant Producer, Adelaide Guitar Festival
P: +61 8 8216 8513
dearna.newchurch@adelaidefestivalcentre.com.au

adelaideguitarfestival.com.au

