

ADELAIDE FESTIVAL CENTRE'S

GUITAR FESTIVAL



GUITARS IN BARS FREQUENTLY ASKED QUESTIONS

WHAT IS GUITARS IN BARS?

Guitars in Bars is the open-access component to the Adelaide Guitar Festival. As an open-access festival, anyone can register their gig in South Australia's most diverse celebration of guitar music. If you are a seasoned professional, emerging artist or back shed jammer, this is the opportunity to make yourself heard. Guitars in Bars is driven completely by the community and has grown to see over 220 events in 100 venues state-wide throughout July.

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 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 mic guitar nights, guitar/music-based quiz. 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. A keytar is probably a stretch though.

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IS THERE ANY COST TO BE INVOLVED?

Registrations are \$25 for each event.

WHY IS THERE A COST TO REGISTER? WHO PAYS FOR THAT?

The registration fee is a nominal amount to guarantee your inclusion within the Guitars in Bars program. It includes:

1. Alignment to the state-wide overarching promotions and publicity for the Guitars in Bars program.
2. Dedicated event page on adelaideguitarfestival.com.au
3. Event listing in the Guitars in Bars printed program (min 10000 copies)
4. Advice and assistance from the Adelaide Guitar Festival programming and marketing teams
5. We will provide promotional venue packs including programs and generic GIB posters to all venues

The registration fee is payable by the person registering the event. In some cases, this is the venue or the artist. In negotiating the deal with your venue, we recommend adding the \$25 event registration fee to the deal. At the end of the day, all marketing aims to bring more people to the venue. \$25 equates to just an extra couple of extra beer sales.

WHAT OTHER OPPORTUNITIES ARE THERE?

A handful of Guitars In Bars artists will also be selected to feature in curated and paid promotional opportunities across Australia and join the 2020 Adelaide Guitar Festival program, sharing the stage with some of the world's best guitarists.

Past Adelaide Guitar Festival artists selected from Guitars in Bars include: Alana Jagt, Cal Williams Jnr, Hana & Jessie Lee's Bad Habits, Kelly Menhennet, Nathan May, Stefan Hauk, The Yearlings & Wanderers.

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

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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. Anywhere can be a venue (provided it adheres to local regulations)

DO I ONLY HAVE TO SELECT VENUES FROM THE VENUE DIRECTORY?

Nope. The venue directory is just a list of venues that have said they *want* expressions of interest from artists. Any venue can be used for Guitars in Bars and is entered at the point of registration.

I THOUGHT GUITARS IN BARS WAS CITY BASED?

Certainly not. We're welcoming artists and venues from all around the state. As long as it's within our borders, we're happy.

CAN I GO ON TOUR?

Absolutely! The venue directory is a resource to help facilitate this. A South Australian tour is a perfect opportunity to help develop your audience base. Why not start in a winery at Coonawarra, then a distillery in Renmark, an old courthouse in Auburn, a brewery in Minlaton, a music store in Port Lincoln or South Australia's most isolated pub in William Creek?

RIGHTO! I'M IN, WHAT'S THE TIMELINE?

Registrations Open - 1 MARCH 2019

Registrations Close - 26 APRIL 2019

Marketing Campaign Begins - 31 MAY 2019

Guitars in Bars - 1 – 31 JULY 2019