



ADC THEATRE APPLICATION GUIDELINES

Edinburgh Preview Performances 2010

The Theatre will host a range of Edinburgh Fringe previews at the end of July before production company's travel up to Edinburgh. There are nightly slots available throughout the week of Tue 20th – Sat 24th July 2010 with a limited amount of stage time during the day for technical set up and rehearsals. In-keeping with the variety of theatre at the Fringe Festival, we welcome applications for all manner of performance even if they do not fit into 'traditional' or 'conventional' theatre.

Background Information

The ADC Theatre is owned in trust on behalf of the members of the Amateur Dramatic Club, a student society, although many different groups perform in the Theatre. Since 1973, the Theatre has been leased by the University, who run the Theatre as the smallest University department. There are four full-time members of staff: the Manager, Production Manager, Technical Manager and Marketing Manager. These four oversee the day to day running of the Theatre – any of them will be happy to give advice on your application either by phone or in person.

Hiring the ADC Theatre

The Theatre can only be hired by application to the Manager. Applications will be considered on the merits of the application form, any other pertinent information included with the application, telephone conversations and/or personal visits. The director, producer, technical director and members of the design team should all have input into the application, and it would be beneficial if the technical director could discuss any initial ideas with the Theatre staff. The more details supplied, the easier it is for the Manager and Executive Committee of the Theatre to come to a fair and accurate decision.

The successful applicant has only hired the Theatre – it does not include financial aid or help filling production roles e.g. stage crew, set designer, builders and so on. Nevertheless, the Theatre may be able to help you find some: there are lists of technicians available and information about drama societies willing to help fund productions to hand. The ADC Theatre is primarily an amateur theatre, in the sense that people are here to learn and experiment, and therefore most of the help is voluntary.

The Role of the Amateur Dramatic Club

The Amateur Dramatic Club is one of the many drama societies in Cambridge but is resident in the building. If you wish you may apply to the Club; their deadline is a week before the Theatre's, and

application forms are available from the Clubroom in the Theatre. If your application to the Club is successful, you will receive full technical and financial support with the Club absorbing any profit or loss from the show. The Club will then apply to the Theatre on your behalf. If you wish to be considered for a slot at the theatre even if you are turned down by the Club for funding, you should tick the appropriate box on the Club's application form. For more information about applying to the Club, contact the Club President, Adam Wood, at president@cuadc.org.

Hiring Costs

The Hirer agrees to hire the Theatre on a box office split. For each mainshow the Theatre takes 37% of the gross box office or £165, whichever is the greater, plus VAT. Further to this a commission of 9% plus VAT is charged on all tickets sold in advance by the ADC Theatre Box Office. A commission of 4% plus VAT is charged on all tickets sold on the door. In effect this means that the hirer usually receives around 50% of the gross box office. The ticket prices are set by the Theatre. The hire charge covers inclusion in the Theatre's brochure (circulation approx. 25,000) and press releases going out to student and local press.

You should be aware that the percentage split/minimum hire charge may be subject to change; you will be informed of any alterations made after your application is submitted.

Information for Student Productions: Support Fund

The ADC Theatre now has a support fund that is able to underwrite a limited number of productions each season that take place in the Theatre during the University term. The fund is designed to enable shows to take risks or make additional investment in their production that they could not do without the security of a guarantee. Applications will be sought from those productions selected for a slot at the ADC Theatre. Please contact the Production Manager for additional information.

Filling in the Application Form

If you have an idea that doesn't seem to fit into the constraints of the form feel free to include extra sheets or phone the Theatre and speak to the Manager or Production Manager. Technical information is available on request from the Production Manager or Technical Manager. Please include a copy of the script with your application.

If you are a student please give an address and telephone number where you can be contacted outside of term time. It is vital that you include a promotional synopsis with the application form and arrange to send a graphic or logo as soon as you hear that your show has been accepted.

The deadline for applications to be received by the Manager is 6pm, Sunday 14th February 2010.

Phil Norris

Manager & Licensee

ADC Theatre

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