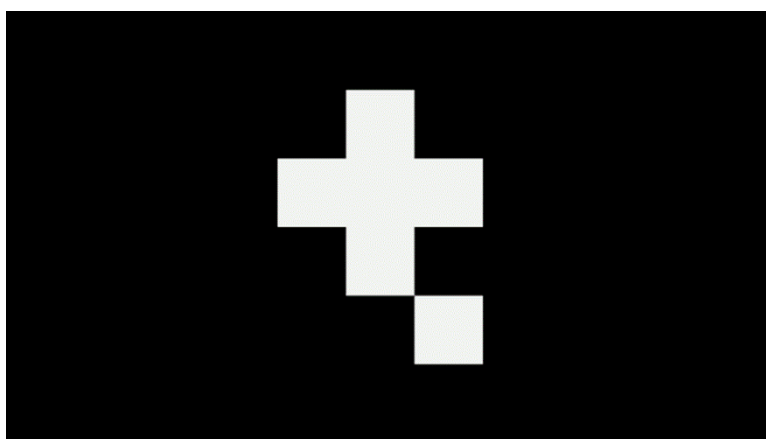


Event Portfolio: Uprising



Live Event Management

SBTY7005

Natalie Smith

Rory Grant-Wood

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The Event

Planning

For this brief, the task was to create a one-day cross-media cultural event at Tileyard Studios. Fairly early on, a group was established based on connecting those of us with similar ideas and work ethics. Preliminary informal meetings were very useful in establishing rough ideas and thoughts about how to approach the task and to gain valuable insights into what strengths and unique skills each of us could bring to the table. In these informal discussions, we quickly established individual roles for our three-person team. I was to take the role of event manager, Derek was assigned marketing co-ordinator, and Doris was given the role of finance director. We felt that a venue director role could have been a useful addition, however due to the nature of our venue (which will be explored in greater detail later on in this portfolio), the main bulk of venue work could be shared among us with ease.

Meetings / Communication

Following on from the informal meetings it was decided that weekly face-to-face meeting should commence immediately and should be recorded using a simple meeting minutes format for maximum clarity (See Appendix A). The most important factors were the name, content and date of our event. We chose to conduct these weekly meetings in the Vinyl Café as it is a relaxed and familiar environment for us all, and as we were all students at Tileyard, it was very easy to arrange times when we were all in the same area after lectures. We felt that it would also be extremely useful to create a WhatsApp group so that any questions or ideas could be quickly sent and back and forth, communication is key and helped our planning run smoothly. We also set a rule that any big issues or proposed significant changes shouldn't be shared over text as it can be difficult to convey complex thoughts via text. These issues would wait until our face-to-face meetings, or if urgent, then a call (either group or individual) would suffice, provided that the other member was also brought up to speed.

Content

As our event was required to be a cross media cultural live event, we had to ensure to decide on a theme that could easily encompass these attributes easily. After throwing around ideas of specific countries and their cultural traditions, we felt that this is something that has been done many times and didn't want to merely repeat or be compared with. Therefore, we decided as a group to mix history, culture and identity in a relevant and thought-provoking fashion. Halfway into our first official meeting we agreed upon exploring and displaying the cultural impacts of Revolution. To explore this in detail whilst keeping it interesting, we decided to focus on three different revolutions

that greatly differ in geography, history and society. The date of our event was also decided early on in our group meetings. To ensure we had sufficient time to plan, obtain licenses and organise all the relevant assets, we decided on Saturday 4th April 2020. We felt it important to pick a weekend date as to the nature of the Tileyard community being office spaces.

As this event was also to focus on the music of the chosen countries in the revolutionary time period, it was important to choose countries with distinct music and musical instruments that people would easily attribute to the culture. Therefore, we chose the French revolution, Russian revolution, and the Chinese cultural revolution, which would all be displayed in separate locations (hubs) around the Tileyard area. We also felt that immersion is an incredibly important aspect, and we would therefore be requiring actors/performers to create an atmosphere in each of the hubs. The actors would be dressed up in regional outfits (whilst being aware of not being insensitive to culture appropriation), shouting the relevant revolution phrases (E.G, Vive La Revolution!) and other interesting stories in the time period of their particular assigned country. We originally intended to find actors who could also perform with the regional instruments, however this proved challenging. We are lucky to be situated within a musical campus, so we therefore concentrated our efforts into finding members of the community and friends who would be happy to help. Decorations and food relating to the countries will also be present, further adding to the intended immersive experience. A photographer will also be present to document the event, to post the photos online on our social media outlets to gain following, should we decide to continue the event next year.

After researching these particular events, it was important to decide how the event would be laid out, the schedule of the event, the necessary staff, licensing needs, and marketing.

Venue

As the event was to take place in Tileyard, it was important to establish which specific areas and facilities will be used. The most important step to take at this point was to get in contact with and meet, Lucy (Tileyard Events Co-ordinator), who has extensive knowledge of dealing with Islington council in setting up similar events over the past few years. This meeting was to gain valuable advice and to clear up any questions we may have about necessary licenses and permissions needed to go ahead with our event (See Appendix B). After our meeting, I created a plan using google maps and Microsoft Word to display where the hubs will be located, and the intended path for people to take when traveling between them (See Appendix C). The three hubs would be located just outside Two Tribes, The Gallery, and in an open area between the two-outside reception. These locations allowed for a clear path between the hubs and provided the most space and best facilities for us to use. The Russian hub will take place in the Gallery, as it is the only fully inside venue, in which we can attempt to recreate the dark, bleak atmosphere of the soviet period. The Chinese hub will be at Two Tribes, and the French, outside the open reception area.

As there is a small through road across the intended path, we had to take this into consideration for health and safety reasons. As mentioned in our meeting with Lucy, the

official way to ensure there would be no traffic would be to apply for a Traffic Regulation Order (TRO), however this can be expensive and complex. As the event will take place on a Saturday in the late afternoon / evening, we were told there would be very little to no traffic. Therefore, we should be able to avoid the issue with ease.

Licensing

We were lucky to be able to secure the Tileyard area for free. Even though Two Tribes and Tileyard both possess a premise license, we still had to apply for a Temporary Events Notice (TEN) with Islington Council for the sale of alcohol and performing live music (See completed License application at Appendix D). The TEN license is only applicable for events which have a maximum capacity under 500 and has to be filed at least ten days before the date of the event. As the event will consist of people moving from hub-to-hub, we debated the number of people that we would want at the event at any given time. We considered applying for two TEN notices to increase the capacity, however I felt that this would be a strain on the through path connecting the hubs and would be overcrowded. Therefore, we decided to keep the total capacity to maximum 499 (including staff and organisers). As mentioned in the last section, we were also considering applying for a TRO license, however we decided that this process would be too expensive and complex for an event of this nature. By not doing this, we take a small risk that a few cars may wish to pass through whilst the event is in full swing, however this issue will be addressed later in the Staff section.

In order to maintain Tileyard's premise license and fall within its regulations, amplified and live music will only be played until 23:00. These regulations are clearly laid out in the Licensing Act 2003 and the premise license could be reviewed if breached. The Live music being played in each venue will be regional, traditional songs played with their accompanying instruments. These songs will therefore be live covers, we researched what, if any, licenses will be needed to perform these. It is the venues responsibility to hold the PRS license, which Tileyard does. However, as it is a live cover performance, and not playing recorded copyright, the license is not so strict.

Budget

Before we got into the main bulk of what we wanted to include in our event, it was important to establish our budget and how much we had to work with. We also had to figure out whether we wanted to make this a free event, or a ticketed event. Soon we decided that we were to personally invest equal amounts, whilst also asking family and friends if they could possibly invest or help out. This meant either financial help, or even donating items, performing or volunteering to help keep costs as low as possible. After securing generous personal investment, we researched the most cost-effective way of acquiring our required assets such as decorations, marquees, actors, etc. A full budget

sheet was comprised by our financial co-ordinator and can be found in (Appendix E). We also thought applying for sponsorship would be worth looking into, and this also contributed to our decision to host a cultural event, as these kinds of events tend to get a lot of interest from various sponsors. I eventually found a popular sponsorship company at 'cultural-brands.com', in which many European arts companies sponsor such events. The Tate Modern and Tate Britain were the only one in England, so I therefore sent an email enquiring about the possible sponsorship of our event, which can be seen in (Appendix F).

Staff

Staffing for our event was an extremely important aspect and our meeting with Lucy helped clear up a lot of our previous worries or queries. The three of us were the core staff members, and we would also be around the event on the night managing the floor and making sure everything runs smoothly. We knew we needed staff for security, catering, actors and set-up crew (Sound, stage, lighting, marquees). After extensive research and asking useful contacts about who to use in these fields, we made our decisions and secured their involvement. Luckily, all members of our team have basic training in first aid, whilst this is not a requirement and it is a low risk event, should anything occur we had low risk treatment options and a good communication system should we need to phone an ambulance for the more serious issues.

Security

Security for the event was an early concern for us due to the through road and the decision not obtain a TRO. This meant that in the unlikely event of cars coming through the site, we would need security to be willing to help temporarily stop the flow of movement and allow the cars to pass with little disruption to either party. Finding a security was also a challenge, however this alleviated during our meeting with Lucy, in which she provided us with a contact at 'Secure On Site'. This Security company has participated in various Tileyard events previously and was trusted by management. We were also told that they had experience with Tileyard facilities and specific code words for communication over the radios which is a vital part of our health and safety. Security was to be placed at the main entrance and exit points to ensure the flow coming in and out of the site is regulated, whilst also ensuring no suspicious activity occurs (although highly unlikely).

Catering

As we had decided to include the three regional cuisines, I was tasked with finding the right catering companies who could attend the event. Rather than full meals, I wanted a

platter of canapes and small bites to ensure everyone could try all the various foods without filling up too fast. After an extensive online search, I found three pop-up and delivery companies that seemed most appropriate. Each Food vendor caters for any allergies or dietary requirements, something which was advertised and warned extensively on our social media handles to ensure of no health issues. I also contacted each company to confirm they had an adequate food hygiene rating, and a valid license to sell food.

The Chinese food was to be provided by Leigh House. A company with 25 years' experience in Chinese catering, they could provide their own chefs and could cook on site with buffet style service. They also provide their own crockery and dishes. Their base was only one hour away so that was particularly useful. I also asked Two Tribes to get in contact with the company regarding the possible sale of Saki under their premise and TEN licenses.

The French catering will be provided by Cheezelo, who mainly provide cheese, meat, bread and wine platters and have a proven track record around London. The food is delivered by a car courier and comprises of bespoke orders that are created online. The only downside to this is that they do not provide their own staff, so we therefore were tasked with contacting some friends to help tend the stand and serve the wine.

The Russian catering proved a little trickier, however I eventually found a company called Russian Revels, who are a mother and daughter team that provide Russian pies and vegetable dishes to many events around London. They offer full-service catering, preparing and serving the food themselves. The food is prepared beforehand and brought with them to the event.

Actors

To further the sense of immersion and interaction, we decided that hiring actors who are themed in the regional dress would be very effective. We each searched online and asked friends of any companies they may have had experience with who could provide this service. We found a company called Working Cast, who hire out immersive actors for events exactly like ours. They have many positive testimonials online and provide extensive information on the services they offer. I drafted an email to them and got a response confirming they could provide actors with experience in the areas I asked for. More specifically, I wanted them to learn a few phrases of the country's language, and also learn famous stories of the specific time periods to tell people as they enter and walk past the hubs. The Actors will hire the outfits themselves (except from the French revolution theme as they are already in possession of the outfits), which will be included in the final quote for us.

Set-up Crew

One of the most important aspects of staffing is the set-up crew, which includes the marquee, sound, lighting and stage companies. For the decorations, we decided to

assemble these ourselves as our finance manager has experience and enjoys this activity. Fortunately, being in a music community meant we had good access and contacts for these areas as many have worked at Tileyard events in the past. Lucy was a big help in putting us in contact with two companies, one for the marquees and the other who could provide and set up the lighting, sound and stages. Once I had contacted them regarding quote and requirements, we set a time for them to set up on the day to ensure they were ready for when the performers and catering companies arrive.

Schedule

Using an event Schedule was something we had decided was extremely important very early on in our meetings. Each of the core team members had their own event schedule which comprised of detailed actions which must be completed to ensure that our event runs as smoothly as possible. To ensure that each sector of staff knew exactly what they were doing, we ensured that each sector arrived at times where one of the core team could be with them as they arrived and could be briefed as what to do. I was assigned the set-up crew; Derek was assigned the security and Doris the catering. Once I had finished briefing the set-up crew (as they were the first to arrive), I could then brief the actors as they turned up later. The full schedule that was available for us can be seen at (Appendix G).

Marketing

The Marketing avenues we chose for our event mainly comprised of using social media and posters. In our meeting with Lucy, she agreed to include our event in the Tileyard weekly newsletter and allowed us to put up posters in the Vinyl Café and Two Tribes. After this meeting, I created a poster with the help of Derek (See Appendix H) and went into local cafes asking if I could display it on their windows/walls. Whilst putting up posters in the surrounding areas may have brought a few people in, I felt that the most effective poster usage would be the ones displayed in the immediate community (Vinyl and Two Tribes). This is due to our target marketing generally being the type of people who work in and around Tileyard every week, and those who enjoy a drink at Two Tribes and the atmosphere at Vinyl. We also pushed the word out to bring friends and family who may also be interested; however, we were conscious to tell people that it will not be an event catering to young children (due to the serving of alcohol and late hours). Derek Created social media handles on Instagram and Facebook, but left Twitter due to its ineffectiveness on promoting events of this size. As Derek had some prior experience in Facebook and Google ads, we allocated a small portion of our budget to them. We entered relevant keywords such as culture, food, live music, and events, whilst also narrowing down our geographical reach. We also aimed the ad at 25-34, and to increase response from this age group, the ad put particular emphasis on the fact that there would be regional alcohol served at the event with live music.

Appendices

Appendix A – Meeting Minutes

Attendance	Date	Duration	Action	Deadline	Notes
R, D, DK	03/03/20	1HR	Name decided Date Decided Content TBC Venue Discussions	Next Week	Research + Update on WhatsApp
R, D, DK	10/03/20	45Mins	Content Decided Budget Options? Look into setup hire Meet with Lucy Facebook and Google Ads	Next Week	Contact Sponsor options, ask family funding Contact Lucy
R, DK	17/03/20	1HR	Secured family funding, Contacted Sponsor Researched actors, asked friends about performing Need to fill in TEN application	End of Week	D not present, kept updated via WhatsApp
R, DK, D	24/03/20	1HR	Catering options decided and contacted Setup hire contacted and decided Need to Set up ticket sales	End of Week	Google Hangouts used midweek to ensure all up to speed with developments
R, DK, D	31/03/20	1HR30	All services and staff organised Venues prepared for us to set up on day Need to shop for decorations Draw up final schedule for event	Next Two Days	D can put up decorations herself Need to organise face to face before event
R, DK, D	03/03/20	2HR	Final check that all staff prepared for tomorrow set up Ensure all assets are ready for installation	Today	Have contacted Lucy to thank her for help and given free ticket

Appendix B - Lucy Meeting Notes

Meeting with Lucy - events

- Premise license exists, TEN still needed
- Facilities needed? Toilets + Bars (Islington council)
 ↳ Gallery, Two Tribes (Two Tribes contact separately)

What's the Budget? Consider cultural arts

Through road may need shutting (TRO's) ^{Sponsors}

Ticketing company (who will verify tickets?) ^{↳ expensive}

Stage hire (outdoor) £30-50 Basic

Marquee hire - £200-500 Basic (small)
 (dependent on Size)

Check catering licenses

Social media marketing most effective
 (you would be happy to include event in Tileyard newsletter)

- Decorations, ensure to be culturally sensitive when dealing with flags, ornaments etc.

Securing Bands to play country specific music - difficult, call in favors, internet search, ask Tileyard Community

Date important due to office spaces

↳ And Time (weekend, Afternoon/Eve)

('Prepare for more, expect less') - ticket holders

Hire Sound System, Sound engineers, pack up + Set up (reputable company)

Stewards/Security? Volunteers, hire?

↳ Secure On Site

Google / Facebook ADS, inexpensive, fairly effective

Ensure to give clear directions from tube / train / bus on Social media

Appendix C – Google Maps Site Layout

-  - Chinese Site
-  - French Site
-  - Russian Site
-  - Walking Route
-  - Actors/Performers
-  - Security



Appendix D – TEN License Application



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* required information

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You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	Uprising	You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.
Are you an agent acting on behalf of the applicant?		Put 'no' if you are applying on your own behalf or on behalf of a business you own or work for.
☐ Yes ☒ No		

Applicant Details

* First name	Rory	
* Family name	Grant-Wood	
* E-mail	grantwoodr@gmail.com	
Main telephone number	+44 7710879143	Include country code.
Other telephone number		
☐ Indicate here if you would prefer not to be contacted by telephone		
Are you:		
☐ Applying as a business or organisation, including as a sole trader		A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.
☒ Applying as an individual		

Continued from previous page...

Your Address

* Building number or name	359	Address official correspondence should be sent to.
* Street	Seven Sisters Road	
District		
* City or town	London	
County or administrative area		
* Postcode	N15 6RD	
* Country	United Kingdom	

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* required information

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APPLICATION DETAILS [\(See also guidance on completing the form, general notes and note 1\)](#)

Have you had any previous or maiden names?

☐ Yes

☒ No

* Your date of birth

/ /
dd mm yyyy

Applicant must be 18 years of age or older

National Insurance number

This box need not be completed if you are an individual not liable to pay UK national insurance.

Place of birth

Correspondence Address

Is the address the same as (or similar to) the address given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Additional Contact Details

Are the contact details the same as (or similar to) those given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail

Telephone number

Other telephone number

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THE PREMISES

I, the proposed user, hereby give notice under section 100 of the Licensing Act 2003 of my proposal to carry out a temporary activity at the premises described below.

Give the address of the premises where you intend to carry on the licensable activities or if it has no address give a detailed description (including the Ordnance Survey references). [\(See also guidance on completing the form, note 2\)](#)

* Does the premises have an address?

☒ Yes ☐ No

Address

Is the address the same as (or similar to) the address given in section one?

☐ Yes ☒ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

* Building number or name
 * Street
 District
 * City or town
 County or administrative area
 * Postcode
 * Country

* Does a premises licence or club premises certificate have effect in relation to the premises (or any part of the premises)?

☐ Neither ☒ Premises licence ☐ Club premises certificate

* Premises licence number

Location Details

* Provide further details about the location of the event

The event will take place on Tileyard road which connects and incorporates Two Tribes Brewery and The Gallery (Both of which hold an existing premise license).

If you intend to use only part of the premises at this address or intend to restrict the area to which this notice applies, give a description and details below [\(see also guidance on completing the form, note 3\)](#)

The Gallery, Two Tribes and the route which connects them will be the only locations used. The through road will be blocked and a clear route between the areas will be clearly laid out. Surrounding offices and the Vinyl Cafe will be closed.

Continued from previous page...

Describe the nature of the premises below [\(see also guidance on completing the form, note 4\)](#)

Tileyard is a Music community comprising of one through road surrounded by offices and venues. Two Tribes is a brewery with seating areas, bar and toilet facilities. The Gallery is an event space with indoor seating, stage, bar and toilet facilities. The path connecting the two includes a section of road, pavements, open areas and steps.

Describe the nature of the event below [\(see also guidance on completing the form, note 5\)](#)

The event is an evening cultural immersive experience, featuring live music, actors/performers and food from 5pm across three main hubs, representing different countries and their periods of revolution.

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LICENSABLE ACTIVITIES

State the licensable activities that you intend to carry on at the premises

[\(see also guidance on completing the form, note 6\)](#)

- ☒ The sale by retail of alcohol
- ☐ The supply of alcohol by or on behalf of a club to, or to the order of, a member of the club
- ☒ The provision of regulated entertainment
- ☒ The provision of late night refreshment
- ☐ The giving of a late temporary event notice

[\(See also guidance on completing the form, note 7\).](#)

Late notices can be given no later than 5 working days but no earlier than 9 working days before the event.

[\(See also guidance on completing the form, note 8\).](#)

Event Dates

There must be a period of at least 10 working days between the date you submit this form and the date of the earliest event when you will be using these premises for licensable activities.

State the dates on which you intend to use these premises for licensable activities

[\(see also guidance on completing the form, note 9\)](#)

Event start date

04 / 04 / 2020
dd mm yyyy

The maximum period for using premises for licensable activities under the authority of a temporary event notice is 168 hours or seven days.

Event end date

04 / 04 / 2020
dd mm yyyy

State the times during the event period that you propose to carry on licensable activities (give times in 24 hour clock)

16:00 - 00:00

[\(see also guidance on completing the form, note 10\)](#)

Continued from previous page...

State the maximum number of people at any one time that you intend to allow to be present at the premises during the times when you intend to carry on licensable activities, including any staff, organisers or performers

499

Note that the maximum number of people cannot exceed 499.

[\(see also guidance on completing the form, note 11\)](#)

If the licensable activities will include the supply of alcohol, state whether the supplies will be for consumption on or off the premises, or both

[\(see also guidance on completing the form, note 12\):](#)

- ☒ On the premises only
- ☐ Off the premises only
- ☐ Both

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RELEVANT ENTERTAINMENT [\(See also guidance on completing the form, note 13\)](#)

State if the licensable activities will include the provision of relevant entertainment. If so, state the times during the event period that you propose to provide relevant entertainment

Live Music will be provide from 16:00 - 23:00

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PERSONAL LICENCE HOLDERS [\(See also guidance on completing the form, note 14\)](#)

Do you currently hold a valid personal licence?

☐ Yes ☒ No

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PREVIOUS TEMPORARY EVENT NOTICES [\(See also guidance on completing the form, note 15\)](#)

Have you previously given a temporary event notice in respect of any premises for events falling in the same calendar year as the event for which you are now giving this temporary event notice?

☐ Yes ☒ No

Have you already given a temporary event notice for the same premises in which the event period:

- a) Ends 24 hours or less before; or ☐ Yes ☒ No
- b) Begins 24 hours or less after the event period proposed in this notice?

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* required information

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ASSOCIATES AND BUSINESS COLLEAGUES [\(See also guidance on completing the form, note 16\)](#)

Has any associate of yours
given a temporary event
notice for an event in the
same calendar year as the
event for which you are now
giving a temporary event
notice?

☐ Yes

☒ No

Has any associate of yours
already given a temporary
event notice for the same
premises in which the event
period:

- a) Ends 24 hours or
less before; or
b) Begins 24 hours or less
after the event period
proposed in this notice?

☐ Yes

☒ No

Has any person with whom
you are in business carrying
on licensable activities given a
temporary event notice for an
event in the same calendar
year as the event for which
you are now giving a
temporary event notice?

☐ Yes

☒ No

Has any person with whom
you are in business carrying
on licensable activities
already given a temporary
event notice for the same
premises in which the event
period:

- a) Ends 24 hours or less
before; or
b) Begins 24 hours or less
after the event period
proposed in this notice?

☐ Yes

☒ No

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CONDITION [\(See also guidance on completing the form, note 18\)](#)

It is a condition of this temporary event notice that where the relevant licensable activities described in Sections 4 and 5 above include the supply of alcohol that all such supplies are made by or under the authority of the premises user.

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

This formality requires a fixed fee of £21

DECLARATION [\(See also guidance on completing the form, note 19\)](#)

- * The information contained in this form is correct to the best of my knowledge and belief
- * I understand that it is an offence:
 - (i) to knowingly or recklessly make a false statement in connection with this temporary event notice and that a person is liable on conviction for such an offence to a fine up to level 5 on the standard scale; and
 - (ii) to permit an unauthorised licensable activity to be carried on at any place and that a person is liable on conviction for any such offence to a fine not exceeding £20,000, or to imprisonment for a term not exceeding six months, or to both
- ☒ Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

- * Full name
- * Capacity
- * Date / /
dd mm yyyy

[Add another signatory](#)

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
 2. Go back to <https://www.gov.uk/apply-for-a-licence/temporary-event-notice/islington/apply-1> to upload this file and continue with your application.
- Don't forget to make sure you have all your supporting documentation to hand.

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Appendix E – Budget Sheet

Event Budget for Uprising

Income

	Estimated	Actual
Total Income	\$15,750.00	\$19,370.00

Admissions

Estimated	Actual		Estimated	Actual
150	97	Adult Earlybird @ \$15.00	\$2,250.00	\$1,455.00
334	393	Adult Regular @ \$25.00	\$8,350.00	\$9,825.00
15	9	Discounted For Friends @ \$10.00	\$150.00	\$90.00
			\$10,750.00	\$11,370.00

Personal Investment

	Estimated	Actual
Organising Team Investment	\$2,000.00	\$2,000.00
Family Investment	\$2,000.00	\$5,000.00
Local Investment	\$1,000.00	\$1,000.00
	\$5,000.00	\$8,000.00

Event Budget for Uprising

Expenses

	Estimated	Actual
Total Expenses	\$17,267.00	\$18,137.00

Actors	Estimated	Actual
Actor Hire	\$1,500.00	\$1,500.00
Costume Hire	\$300.00	\$450.00

Total **\$1,800.00** **\$1,950.00**

Decorations	Estimated	Actual
Flags	\$150.00	\$150.00
Ornaments	\$100.00	\$100.00
Fabric	\$50.00	\$150.00
Other	\$35.00	\$35.00

Total **\$335.00** **\$435.00**

Security	Estimated	Actual
Guards	\$450.00	\$450.00
2 Way Radio	\$120.00	\$120.00

Total **\$570.00** **\$570.00**

Miscellaneous	Estimated	Actual
Snacks	\$36.00	\$36.00
Transportation	\$15.00	\$15.00
TEN application	\$21.00	\$21.00
Printing costs	\$10.00	\$10.00

Total **\$82.00** **\$82.00**

Set Up	Estimated	Actual
Stage	\$150.00	\$200.00
Lighting	\$100.00	\$150.00
Sound	\$200.00	\$200.00
Marquee	\$1,000.00	\$1,500.00

Total **\$1,450.00** **\$2,050.00**

Catering	Estimated	Actual
Chinese	\$6,000.00	\$6,000.00
Russian	\$4,000.00	\$4,000.00
French	\$3,000.00	\$3,000.00

Total **\$13,000.00** **\$13,000.00**

Music	Estimated	Actual
Instrument Hire	\$30.00	\$50.00

Total **\$30.00** **\$50.00**

Profit-Loss Summary

	Estimated	Actual
Total income	\$15,750.00	\$19,370.00
Total expenses	\$17,267.00	\$18,137.00
Total profit (or loss)	-\$1,517.00	\$1,233.00

Appendix F – Email Requesting Sponsorship

corporate.enquiries@tate.org.uk

Uprising - Cultural Event Sponsorship

I am contacting you on behalf of my events group at the Tileyard Education community in London. We are organising a cultural event that explores the art and societal impacts of various revolutions, in an immersive, educational and entertaining format. The event will take place on Saturday 4th April 2020, from 16:00 - 00:00, and will include live music, food, performance and film. We have secured the venue and are currently in the process of booking necessary staff members and assets for the event. We would greatly appreciate some dialog with your company about possibly looking to sponsor our event. We could offer free tickets, your company's advertisements around the site, and membership sale pitches to our customers. We would be happy to discuss any questions or further information if needed. We look forward to hearing from you.

Kind regards|

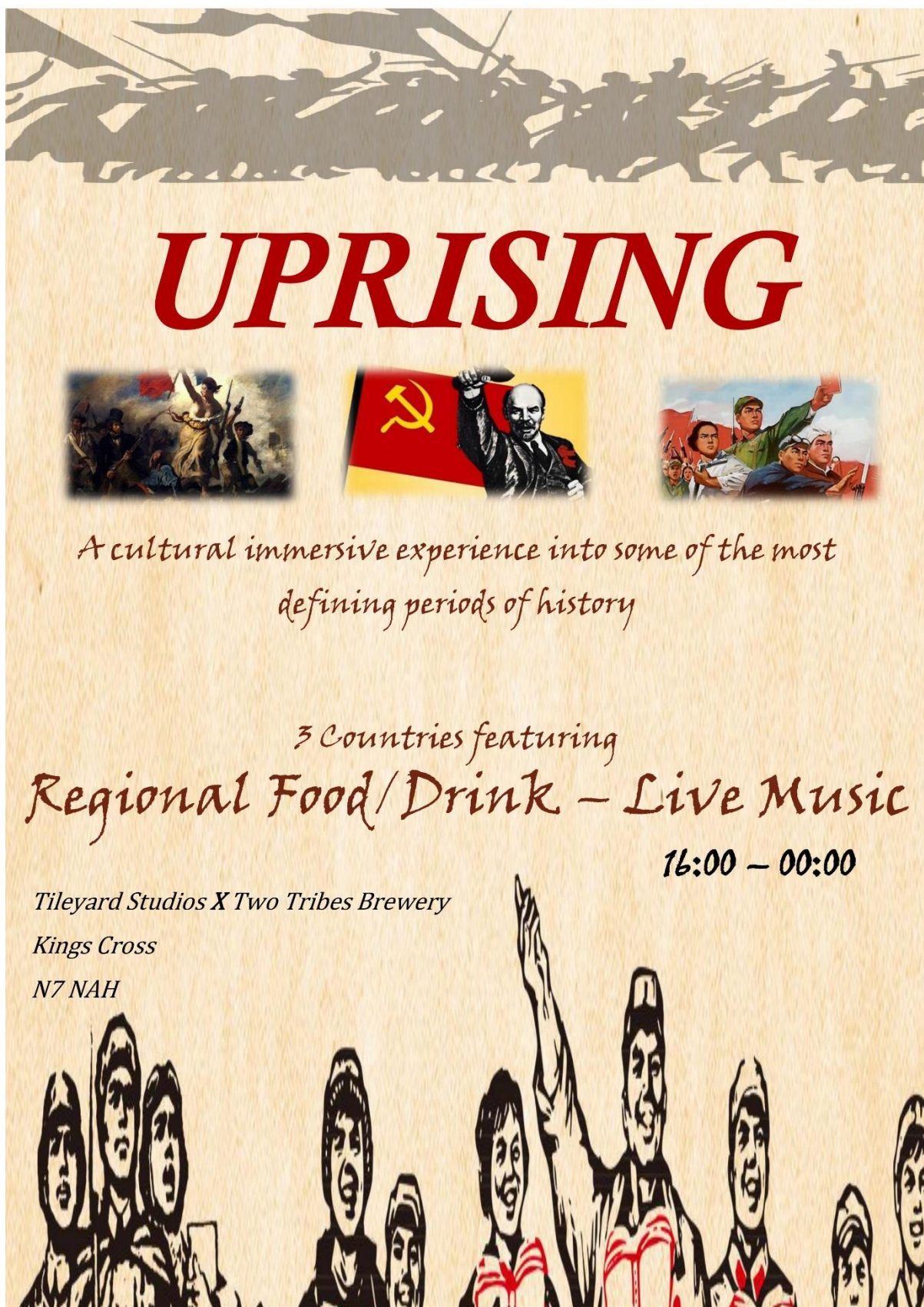
Rory Grant-Wood

Event Organiser - Uprising

Appendix G – Event Schedule

TIME	Where	Who	Action	Where We At?	Notes
11:00 AM	Tileyard Reception	Event Team	Event team arrive, ensure spaces are prepared and empty	All spaces Ready and cleared	N/A
12:00-12:30	Tileyard Reception	Setup Crew Arrive, Staggered intervals	Install equipment/Assets	In process of setting up	Marquee Company late, not given coffee break to catch up
COFFEE!	Break	Break	Break	Break	Break
12:30 PM	Two Tribes, Gallery	Doris + Friend	Start Decorating Venues	In process of setting up	Slow progress so Derek helps out until security arrive for briefing
13:00 PM	Tileyard Reception	Security Arrive	Derek gives briefing and radios	Going through codewords and setting up barriers	Security Want Snacks, obliged
LUNCHTIME!	Lunch	Lunch	Lunch	Lunch	Lunch
14:00 PM	Tileyard Reception	Actors	Given Briefing showed around the site	They are getting changed into outfits and going through lines	One actor caught smoking in costume, told not to
14:30 PM	Tileyard Reception	Catering Companies to Arrive	Showed to their catering spots, given road access	Food being set up and prepared	One of Caterers late, her boss phoning her now
Last Quick Coffee!	Break	Break	Break	Break	Break
15:00 PM	Tileyard Reception	Performing Friends	Given Hired instruments and Shown to their spots	Having quick rehearsals	Should have given them more time to rehearse (bit rusty)
15:30 PM	Gallery, Two Tribes, Reception	Event Team	Final Check with all staff to ensure preparation complete	Checking all ready via radio, all good to go	Same actor having another cigarette, given last warning
16:00 PM	Tileyard	Everyone	Doors Open!	Security doing good job of managing flow of people	Keeping good communication between staff with radios
16:00 - 23:00PM	Tileyard	Event Team	Continuous Checks with staff to ensure smooth running	Showing our presence around site	Everything running smoothly
23:00 pm	Gallery, Two Tribes, Reception	Musicians, Event Team	Music to stop, slowing fading out as event slows	Coordinated three sites to sync slowing of music	Musicians thanked for great performance and help, offered free food.
00:00 - 01:00 AM	Tileyard	All staff	Ensure people filter out safely, crews starting arriving to pickup	All assets being cleared, put away	All staff and crew thanked for help and good work, offered to keep in contact to possibly return next year

Appendix H – Event Poster



References

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