

12 November 2021

Dear Falls Creek Stakeholders,

Falls Creek Resort Management (FCRM) is proud to be presenting *FEASTIVAL Falls Creek*, a 3-day arts and culture festival that will be held from Friday, February 18 – Sunday, February 20, 2022.

Introduction:

As well as being a celebration of art, music, science, comedy and food, at its heart *FEASTIVAL* is designed to bring new and existing patrons to Falls Creek, driving visitation and overnight stays.

As part of *FEASTIVAL*, FCRM will be offering an 8-hour, free live music event in Slalom Plaza. This will be held on Saturday the 19th of February. This will showcase a collection of Australian artists, from major, international-touring headline acts, to local homegrown artists.

We are looking to support this by also presenting a variety of events around the village, and **are seeking EOIs from venues that may be interested in hosting one of these**, or events of their design. We are offering to absorb some/all of the costs involved in hosting these events. We are also seeking expressions of interest from stakeholders who are capable/interested in operating a bar or food stall in Slalom Plaza during the main music feature on Saturday afternoon. **Expressions of interest are due by COB on Friday the 19th of November.**

Existing Events that we are seeking spaces for:

Comedy Night: 5-6 Comedy performances of ~10 minutes (comedy-club style).

Friday, February 18:

~7:00pm – 9:00pm

Ticketed

Requirements:

Seating capacity of 100-200 people

Staging or free-standing area for performers

In-built sound system preferred, otherwise power access

Wheelchair access preferred

Ability to cater before or after the event

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Art Exhibition Opening Night: Featuring the works of our artists-in-residence

Friday February 18

~ 6:00pm – 7:00pm

Ticketed

Requirements:

Wall space and lighting suitable to feature artwork

Ability to cater: wine on arrival, finger food during event

Power for a small PA (FCRM can provide PA system)

Ability to keep the venue open to the public for the duration of the weekend (free of charge access for remainder of the weekend, donation option available for visitors).

Breakfast with a keynote speaker: Audio Visual Science Presentation

Sunday February 20

~10:00 – 11:30

Ticketed

Requirements:

Seating capacity of 100-200 people

Staging or free-standing area for performer

In-built sound system preferred, plus a wall or mount for a projector

Ability to cater breakfast before the presentation

Further Stakeholder Opportunities

- **Bar stall operation for Saturday's concert:**

FCRM are seeking expressions of interest from on-mountain operators to run two fully licensed bar in Slalom Plaza, to service the estimated 1,500 attendees at Saturday's concert.

- **Food stall operation for Saturday's concert:**

FCRM are seeking expressions of interest from two or three on-mountain operators to run food stalls in slalom Plaza, to service the estimated 1,500 attendees to Saturday's concert.

- **Market stalls for our Saturday market:**

FCRM are seeking expressions of interest from businesses within the North East region to operate at a farmers market on the Saturday morning. All types of artisans, producers and others are welcome.

- **Ticketed events at venues:**

As well as the standard operations for the weekend, stakeholders are encouraged and welcome to organise their own events to tie in with any aspect of FEASTIVAL: Food / Music / Comedy / Art / Science. These events can be ticketed through FEASTIVAL's

online ticketing platform. Events ideas may be a degustation dinner, wine masterclass, gin/whiskey/cheese tasting and education.

- **Accommodation Packages:**

Accommodation providers are encouraged to create FEASTIVAL accommodation “packages” (not necessarily discounted rates, but ‘packages’ attached to the branding that advertise pricing and booking links). These packages can be advertised through the FEASTIVAL website for participating Marketing Members.

Please feel free to contact me with any questions you may have. We look forward to working with you to present an incredible and diverse new event in Falls Creek!

Kind Regards,

James Eggleston
Events Supervisor

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