

THE GREATEST SHOW ON EARTH

Project



Information Pack

Last Updated: 25/06/21

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Community Spirit
Information Pack

THE GREATEST SHOW ON EARTH

Project



John A. Cole

Project Creator

John has spent more than 30 year being part of the creative industry. He now runs A Ticket 2 Ride Entertainment Event Support Services here in Somerset.

Through his experiences in theatre and the creative industry he created a project called The New Greatest Show on Earth.



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Community Spirit the Main Event

Community Spirit is the largest outdoor community event. Giving opportunity to creatives and local business to exhibit their work, regardless of experience or background.

When will it take place?

7th August 2021

(pending current pandemic restrictions)

Where does it take place?

Your local town



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Scope of Event

Purpose

- To provide a platform for local creators to display their work

Objective

- To help boost the creative industry post pandemic shutdown
- To support the local community and businesses post pandemic lockdowns

Outline

- Each creator or business will be given the opportunity to promote their work

Deliverables

- Three outcomes:
 - Give individuals attending the event a glimpse of the full range of local talent and alternative small businesses are available to them
 - Creator or business could be recognised through a new contract or commissioning of their work
 - The creators on show will give those wannabe's the confidence to join local groups for their own interests

Milestones

- As a fundraising event it aims to raise as much money for the 2025 Trust Fund

Constraints

- Low budget event so as much to be organised at local level, local business offering time and resources in exchange for promotions
- All creative work must be socially acceptable and not promote hate against faith, race, sex or sexuality

Exclusions

This event excludes the promotion of nation chain businesses



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The event is a fundraiser for:



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The 2025 Trust Fund is the independent national fund for the arts and creative industry set up by The New Greatest Show on Earth Project.

It serves the 5 pillars of the creative arts through a local grant scheme from local theatres.



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How is it funded?

- Local councils
- Businesses
- Organisations
- Personal Donations
- Donation of resources
(Equipment, waver of license fees, time)



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About AT2R Entertainment

A Ticket 2 Ride Entertainment is a small theatrical event support service based in Bridgwater, Somerset, UK.

Our services range from planning and on the night support to equipment hire to venue operation and management.

We are also the creators and administrators of The New Greatest Show on Earth.



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