

THE GREATEST SHOW ON EARTH

Project



Business Information Pack



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A Ticket 2 Ride Entertainment
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Community Spirit
Business Info Pack

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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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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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What is Community Spirit?

- Creating Opportunities
- Supporting local businesses
- Supporting local organisations

Community Spirit the Main Event

- Fundraiser for the arts
- New and existing small business showcase
- Local organisation showcase
- For community to come together



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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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Business and Entrepreneurs

The Community Spirit has been created first and foremost as a fundraiser for a new Trust Fund for the Creative Industry.

The emphasis on this event is community, therefore local businesses and entrepreneurs are invited to sponsor and partake in the event.

How your business can be part of this event:

- Offer a sponsorship
- Rent a stand to promote your business (included in upper tariffs)
- Have flyers for the event on business premises



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Tariff vs Opportunity

Each business / Entrepreneur sponsoring the following opportunities are available:

Upto **£99** = Logo on all marketing material

£100 to £149 = the above, plus leaflet hand out

£150 to £249 = all the above, plus a stand to promote business

£250+ = all the above, plus mentions from the stage during the day

Sponsorship of specific resources is also available. The value of the resource would be matched up with the relevant tier from this tariff – where possible the business logo will be published on the resources as an acknowledgment.

To offer a sponsor please email: info@aticket2ride.co.uk

N.B. Tariffs reviewed regularly as businesses offer sponsorship – these amounts may go down before the event.



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What you can do from your stand:

- Can sell creative work
- Sell for business (*T&C Apply)
- Can book clients and customers for post event
- Can accept contract for work post event

*(at least 10% from total on the day sales must be donated to the event's charity)

N.B. Without sponsorship stands for businesses cost £100.



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What do I need to do to take part?

Right now you can:

- 1) Support local businesses as lockdown measures ease
- 2) If you'd like to take part in the main event, keep working on your craft
- 3) If you would like to volunteer to support the event you can register your interest in our volunteer portal. (www.aticket2ride.co.uk/joinus)
- 4) Talk to everyone you meet about the event
- 5) Keep an eye on our website for more details



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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.

Donate: www.aticket2ride.co.uk/donate



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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.



info@aticket2ride.co.uk



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