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# ZONE FESTIVAL

## OPERATIONS MANUAL

**REVISED 2015**



**BRITISH COLUMBIA DRAMA ASSOCIATION**  
We acknowledge the continued support of the Province of BC through the BC Arts Council





## Table of Contents

A GUIDELINE TO ORGANIZING A ZONE FESTIVAL .....	3
Zone Festival Executive Committee Members .....	3
Zone Festival Committee Members .....	3
Zone Festival Executive Responsibilities .....	3
Zone Executive Job Descriptions / Responsibilities .....	4
Zone Chair .....	4
Festival Chair .....	4
Festival Treasurer.....	4
Zone Festival Secretary.....	5
Zone Committee Job Descriptions / Responsibilities .....	5
Publicity/Promotions/Marketing .....	5
Fundraising/Sponsorships/Awards.....	5
Hospitality / Accommodations.....	6
Registration / Box Office / Front of House / Volunteers .....	6
Stage Manager .....	6
Helpful Hints and Reminders.....	7

### PLEASE NOTE:

All forms associated with Zone Festivals are updated annually (as necessary) and are available on our Website at: <http://theatrebc.org/forms/> under “Zone Specific”. A listing of these forms is reproduced here for reference:

#### Zone Festival

1. Adjudicator Agreement
2. Adjudicator Evaluation Form
3. Adjudicator Guidelines for Festival
4. Adjudicator Production Review Sheet
5. Festival Budget Template
6. Festival Entry Form
7. Festival Financial Statement
8. Festival Polices and Guidelines
9. Festival Production Entry List
10. Festival Workshop/Instructor Contract

#### Zone Financial

1. Zone Financial Responsibility
2. Zone Financial Statement Template
3. TBC Charitable Tax Receipt Form

#### Zone Workshops

1. Workshop Planning Guide





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## A GUIDELINE TO ORGANIZING A ZONE FESTIVAL

A Zone festival is produced by local volunteer executive and festival committees. There are 10 Regional Zones in the Province, each producing a Zone Festival in May, with those winners continuing on to Theatre BC's Annual Theatre Festival "Destination Mainstage" celebrating the Province's best of the best in July.

### Zone Festival Executive Committee Members

A Zone Festival is led by a volunteer executive committee and includes the following:

1. Zone Chair.
2. Zone Festival Chair
3. Zone Festival Treasurer
4. Zone Festival Secretary

Each job function is described in greater detail below.

### Zone Festival Committee Members

Under the guidance of the Festival Executive Committee, Zone Festival Committee Members are selected to head up various departments needed for a successful Zone Festival. Depending on the size and scope of your Festival it can be enlarged or reduced in size to accommodate your needs. Each job function is described in greater detail below.

1. Publicity/Promotions/Marketing
2. Fundraising/Sponsorships/Awards
3. Hospitality/Accommodations
4. Registration/Box Office/Front of House/Volunteers
5. Stage Manager

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## Zone Festival Executive Responsibilities

The Zone Festival Executive provides top level organization and development of the Zone Festival. They also are the resource to go to for all Festival Committee Members. The following are some of the responsibilities of the Zone Festival Executive Committee as a whole:

1. Encourage club participation in the Festival.
2. Plan the overall scope of the Festival.
3. Set the Festival dates.
4. Book the theatre space.
5. Prepare a budget and set ticket prices based on the Zone's attendance history.
6. Set deadline for entries and entry fee.
7. Set the Festival production and events schedule.
8. Set fundraising objectives.
9. Set benefits to sponsors.
10. Give Theatre BC office a list of preferred adjudicators. \*
11. Give final approval to all Festival Committee decisions.

*\*The Theatre BC Head Office provides the following services for Zone Festivals in regards to Adjudicator bookings:*

- Source & Book adjudicators
- Prepare adjudicator contract
- Book flights (if necessary)





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## Zone Executive Job Descriptions / Responsibilities

### Zone Chair

1. Secure a host club and ensure they find a Festival Chair;
2. Provide records / history of previous Zone Festivals;
3. Liaison between Zone Festival Committee and Theatre BC;
4. Provide Theatre BC with a Festival Production Entry List / Schedule for promotion on Theatre BC Website.
5. Ensuring that Performance Rights for all shows are in place and a copy sent to Theatre BC;
6. Ensuring that 2 copies of script for each performance is sent to the Theatre BC Office after Festival is complete, for inclusion into the Theatre BC Script Library;
7. Make sure Theatre BC forms for both Zone Festival and Mainstage are promptly and accurately completed and sent to the Theatre BC office;
8. Ensure that Theatre BC membership requirements are met by all Zone Festival participants.
9. Advise and support whenever necessary;
10. Ensure that the Adjudicator Contract has been reviewed, signed, and a copy sent to Theatre BC;
11. Provide a list of awards to be presented at the Zone Awards Ceremony;
12. Ensure that the Zone Chair and Festival Chair manuals are passed on to next year's Zone and Festival Chairs.

### Festival Chair

1. Form a Festival committee;
2. Schedule and chair Festival Committee meetings;
3. Set agendas for Festival Committee meetings;
4. Define the duties of each committee and frequently check on their progress;
5. Ensure all member clubs are kept informed regarding the details and progress of the festival's plans and activities;
6. Provide the adjudicator with all the required information regarding Festival dates, the production and coffee critiques schedule and a published script for each entry;
7. Finalize with the adjudicator all travel and accommodation arrangements;
  - a. *NOTE: The Theatre BC office will book adjudicator flights for you.*
8. Act as the host for all Festival activities, or find an appropriate person to do so;
9. Ensure that all Festival records are updated and returned to the Zone Chair for next year's Festival Committee;
10. Ensure that all financial records are completed and that the Zone Festival Financial Statement has been submitted to the Zone Treasurer and the Theatre BC office;
11. Hold an Evaluation/Recommendation meeting with all Festival Committee members after the Festival. Pass the information on to next year's Zone and Festival Chairs.

### Festival Treasurer

1. Prepare a budget with the Festival and Zone Chair and submit a copy to Theatre BC;
2. Track all revenues and expenditures and reconcile to Bank Statements;
3. Prepare and update a Financial Report for each Zone Festival meeting;
4. Assume co-signing authority with the Festival and Zone Chair;
5. The Zone Festival is responsible for all fees, travel, accommodation expenses and per diem related to the adjudicator;
6. Prepare a Financial Statement for the Zone Executive and Theatre BC after the Festival is over and all financial business is completed;
7. If Tax Receipts are to be issued to sponsors, please contact the Theatre BC office for procedures and authorization prior to engagement of sponsors.





## Zone Festival Secretary

1. Keep accurate minutes of all Festival Committee meetings and circulate to all committee members before the next meeting;
  2. Ensure clubs, sponsors, adjudicator, Theatre BC etc., receive all necessary documentation as directed by the Festival committee.
    - a. Entry/registration rules and forms;
    - b. Times, dates and location of the Festival;
    - c. Schedule of events, including social events, coffee critiques, etc.;
    - d. Ticket prices and early bird deadlines;
    - e. Theatre technical information and rules;
    - f. Accommodations and maps;
    - g. V.I.P. invitations.
    - h. Send thank you letters at the end of the Festival to all sponsors, advertisers and volunteers.
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## Zone Committee Job Descriptions / Responsibilities

The following job descriptions are meant to be more of a high-level checklist, as each Zone will have its variables. Information relating to reporting to Theatre BC is essential.

### Publicity/Promotions/Marketing

1. Estimate the number of tickets and programs to be printed;
2. Discuss with the Festival Committee what methods of advertising the Festival will be using;
3. Prepare a budget, allocating the funds to be spent within each medium (*newspapers, television, radio, posters, flyers, special events, etc.*);
4. Prepare a distribution plan for posters, flyers, handbills, etc.;
5. Contact potential sponsors and program advertisers for in-kind sponsorships;
  - a. NOTE: Be sure to clear this with your Fundraising/Sponsorship Committee to avoid any possible conflicts of interest.
6. Collect all pertinent Festival information and write the text for all publicity sent out to the media and for inclusion on posters, flyers, etc.;
7. Find a graphics person to develop a Festival logo for posters, flyers, programs, awards certificates, etc.;
8. Contact all media outlets to set up interviews, photo shoots, articles, etc.;
9. Engage a photographer for publicity shots and the closing night party and awards;
10. Organize a lobby display for the theatre, including Theatre BC general information and membership brochures provided by the Theatre BC office;
11. Do not forget to use the Theatre BC logo in all areas of promotion and publicity. (*Theatre BC will provide standard ads for the program, including MAINSTAGE and the BC Playwriting Competition*);
12. Ensure that all provincial sponsors of Theatre BC receive the appropriate recognition in the program or on banners or flyers - **“We acknowledge the continued support of the Province of BC through the BC Arts Council”** – Logos for the Province of BC and the BC Arts Council can be obtained from Theatre BC.

### Fundraising/Sponsorships/Awards

1. Identify potential sponsors and advertisers (*program, poster & banner advertising, awards, door prizes, silent auction, etc.*);
  2. Set festival fundraising categories with monetary or in-kind limits;
  3. Set rewards for participating as a sponsor (*media coverage, poster & program advertising space, recognition from the stage, complimentary tickets, etc.*);
  4. Write a prospectus outlining your Festival to present to potential sponsors and advertisers;
  5. Make an appointment and meet personally with sponsors and advertisers at their convenience;
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6. Write acknowledgement and Thank You letters;

### **Hospitality / Accommodations**

1. Purchase Special Event (liquor) license, and liquor (*if necessary*);
2. Organize refreshments for intermission;
3. Organize a Green Room for each night of the festival (*bar, food*);
4. Organize the Final Night party (*bar, food, music, entertainment*);
5. Organize coffee and food for coffee critiques and rehearsal/set-up times;
6. Organize coffee for the registration desk;
7. Arrange decorations and displays for the lobby;
8. Arrange and inform participants and hosts of accommodation arrangements (*if your committee is providing billeting or booking rooms*);
9. When making accommodation arrangements for visiting clubs, try to book a “Festival Hotel”. If enough registrants reserve rooms you may be able to negotiate a free room for the adjudicator;
10. If registrants are looking after their own accommodation arrangements, send them information regarding the location, contact numbers and prices of local hotels and motels.

### **Registration / Box Office / Front of House / Volunteers**

1. Prepare a registration package for all participants, committee members and adjudicator, which may include:
  - a. name tags;
  - b. schedule of events;
  - c. program;
  - d. tickets;
  - e. green room, final night party and coffee critiques information;
  - f. accommodation information;
  - g. local map and restaurant/merchants information;
2. Set up a registration desk with specific times and assign volunteers to be there at all times;
3. Organize Front of House procedures for:
  - a. ticket selling/taking;
  - b. program distribution;
  - c. special announcements (*no cameras, turn off cell phones, pagers etc.*);
  - d. late arrivals;
4. Set up a schedule for all nightly Front of House volunteers;
5. Supervise volunteers and ensure they are acknowledged for their service;
6. Inform the Stage Manager when the audience is seated;
7. Keep track of all monies spent and received and turn in nightly receipts to the Festival Treasurer;

### **Stage Manager**

1. Know the theatre;
2. Assemble a technical information package for all member clubs well in advance (*performance space, lighting, sound, etc.*);
3. Assemble a list of all the rules of the theatre for the Zone and Festival Chairs, all committee members and participating clubs well in advance;
4. Design a form to be completed by all participating clubs, indicating what specific needs of a technical nature they require;
5. Arrange for a technical and backstage crew if required;
6. Be present for all technical rehearsals and performances.



## Helpful Hints and Reminders

1. Only Theatre BC members and member clubs can compete in Zone & Mainstage Festivals.
2. Zone Festivals must be completed 30 days prior to the opening of Mainstage and no later than June 1.
3. Theatre BC assists the Zones with the procurement of adjudicators for Zone Festivals and will also draft the Adjudicator Contract. This is one of the main reasons that Theatre BC needs to know Festival dates as early as possible. Good professionals are booked up several months in advance.
4. Theatre BC provides an up-to-date listing of member clubs in good standing (*all dues paid*) on its website at <http://theatrebc.org/the-zones/> – each zone’s webpage lists ‘Current Members’ (*In good standing*) and “Past Members” (*currently unpaid clubs*). Theatre BC updates these pages when clubs update / renew their membership.
5. Theatre BC also maintains the Zone Festival Event Page: <http://theatrebc.org/zone-festivals/> which shows at a glance, all of the Zone Festivals, their location, dates, adjudicator and featured plays. It is critical that your Zone Chair completes the “Zone Festival Production Entry List” (found on our forms page: <http://theatrebc.org/forms/> ) and submits it to Theatre BC for website update.
6. The two copies of each script submitted by each club entering a Zone Festival are forwarded to Theatre BC following conclusion of the Zone Festival, for inclusion in Theatre BC’s Script Library. The clubs going forward to MAINSTAGE (*Best Production*) do not need to submit any new scripts for MAINSTAGE. The Zone Festival copies will be forwarded to the MAINSTAGE Adjudicator and Technical Director once they are received by the Theatre BC office.
7. Keep Theatre BC informed of all changes / additions to the cast and crew lists for each production. This will provide current information and save unnecessarily wasted staff hours chasing unpaid memberships.
8. Send a program to Theatre BC as soon as they are printed, as it will be included in our Archives Section of the Theatre BC website: <http://theatrebc.org/archives/>.
9. As soon as your Zone Festival has concluded, please send a complete list of winners from your awards ceremony to the Theatre BC office, including of course the production that is moving on to MAINSTAGE. Theatre BC will then contact the winning production and send them an email with all the pertinent information they will require for the MAINSTAGE Festival.

If you have any questions or need assistance please contact:

Theatre BC Executive Director  
Tel: (778) 471-5620  
Toll: (888) 202-2913

