



ADELAIDE
GUITAR FESTIVAL

Guitars In Bars

and OTHER
PLACES!

14 – 30 July 2017



BROUGHT TO YOU by / ADELAIDE FESTIVAL CENTRE

GUITARS IN BARS AND OTHER PLACES!

With the **SUCCESS** of
Guitars in Bars in 2016, with
277 performances
in over **100** venues
and locations

the Adelaide Guitar Festival
is bringing it back in 2017.

Guitars in Bars is taking the
Adelaide Guitar Festival to the
pubs, clubs, bars, restaurants and
wineries across South Australia
with a series of free and
ticketed gigs.

We invite musicians and venues to be
part of this great new winter music
festival and do a shout out to music
loving South Australians to get out and
support fantastic live gigs in venues
around the state.

*Guitars in Bars is presented in collaboration
with Umbrella: Winter City Sounds.*

In 2017, the Guitars in Bars team will bring together venues that are seeking
musicians and musicians that are seeking venues. It's a live music match-making
service! If you would like to be put in touch with either venues or musicians, please
fill out the online form on the Guitars in Bars website, guitarsinbars.com.au

14-30
JULY
2017



KEY INFORMATION

- **GUITARS IN BARS**
Dates 14-30 July 2017
- **MATCH MAKER**
Artists seeking venues and venues seeking
artists registrations open until 30 April.
We will make the introduction for you!
- **REGISTRATIONS OPEN**
10 April – 14 May
Simple online registration via the Guitars in
Bars website:
guitarsinbars.com.au
- **PATRONS COMPETITION**
There will be competitions and
a major drawn prize open to all
venue patrons attending Guitars
in Bars gigs.
- **ARTIST COMPETITION**
As an added incentive for artists,
the best local individual/group
will be selected by Artistic
Director Slava Grigoryan to open
the headline act of the Guitar
Festival in 2018.

FAQs



- **HOW MANY GUITAR GIGS DO WE NEED TO BE A PART OF GUITARS IN BARS?**

Just a minimum of 1 with no limit on the amount of gigs or events you can host.

- **CAN THE GIGS BE TICKETED OR NON-TICKETED?**

Gigs can be either. They can even be your regular gig but we'd love to see something a little special.

- **DO THE GUITAR EVENTS NEED TO BE GIGS?**

No. We are encouraging all sorts of guitar gatherings – guitar show and tell, guitar exhibitions, open mike guitar nights, guitar/music based quiz nights, the possibilities are endless.

- **WHAT CONSTITUTES A GUITAR?**

We are an inclusive bunch – if it looks like a guitar and sounds like a guitar, then we reckon it probably is a guitar. Be it electric or acoustic, ukulele, mandolin, 12 string, 6 string, double neck or cigar box guitar.

- **IS THERE ANY COST TO BE INVOLVED?**

Registrations are \$25 for venues and artists regardless of the amount of gigs you host or play.

\$25

- **DO WE WANT ANY CURATORIAL CONTROL OVER YOUR GUITAR EVENTS/GIGS?**

No. Who you choose to program in your venue is up to you. If you are looking to find an artist, we will be able to put you in contact with many of the artists that register. We do advise that all artists should be paid to perform.

- **DO YOU NEED TO BE A BAR TO BE A VENUE FOR GUITARS IN BARS?**

No. We are looking to promote gigs in all sorts of venues such as churches, restaurants – it's about bars and other places.



– 30 July 2017



MARKETING

- **MARKETING**

We will provide the overarching marketing campaign to promote guitars and bars and your venue.

- **VENUE PACKS**

We will provide a venue pack with poster/flyers and other collateral.

- **PROFILE**

All registered guitar-based gigs in registered venues will be included on the Guitars in Bars website, dedicated Guitars in Bars fold out program and electronic direct mail.

- **FLYERS / POSTERS**

Guitars in Bars produces DL flyers and posters with state-wide distribution.

- **POSTER DISTRIBUTION**

We will provide free poster distribution services for a limited number of gig posters.

- **SOCIAL MEDIA**

Have some great pics to share – we'll endeavor to share them on our channels tagging your venue.



Marcus Toop, Astor Hotel, 2016

For more information or a chat about Guitars in Bars feel free to give me a call or shoot me an email.

Ben

Cheers
Ben

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