



Theatre  
Rites



## Marketing Pack 2018/19

### Introduction/Context

MASH-UP is a show created by Theatre-Rites and 20 Stories High.

MASH-UP is presented alongside *Big Up!* to allow 20 Stories High to **reach their target audience of diverse young people aged 13 and up.**

The show is performed by the cast of *Big Up!* on the same stage and set on one night of the *Big Up!* residency at each venue of the tour.

As well as world class beatboxing, live music and puppetry, the show will also include performances from local guest artists.

These artists will be selected by 20 Stories High and will be of high artistic quality. Once confirmed with 20 Stories High, these artists may be added to the billing to help promote the event locally.

The show will culminate in an open mic session. 20 Stories High will be working with each venue to ensure relevant groups with young people who may wish to perform are targeted and invited along to the event.

MASH-UP is presented as part-gig, part-theatre show and as such, where possible, marketing should be representative of a music night – we've supplied a few options of marketing copy below as examples.

**We want to make our offer really clear so as not confuse audiences:**

MASH-UP – Music gig with puppetry for ages 13+

BIG UP! – Theatre show for 3-6 year olds and everyone that looks after them

We welcome individual venues taking a lead on how to talk about the show best to their audiences.

Please contact Project Manager, Lucy Graham, to discuss further (contact details below).

## Music Night/Gig-type Billing

MASH UP

A NIGHT OF BEATBOXING, LIVE MUSIC + *PUPPETRY*

HOSTED BY HOBBIT (INTERNATIONAL BEATBOX CHAMP)

FEAT. DORCAS SEB, IESTYN EVANS + CLARKE JOSEPH EDWARDS

PLUS VERY SPECIAL GUESTS [insert local artists if known] + AFTER SHOW OPEN MIC

SUITABLE FOR AGES 13+

## Full Brochure Copy

MASH UP

20 Stories High and Theatre-Rites bring you a music event like no other.

A mash up of beatboxing, live music, and puppetry hosted by HOBBIT (International Beatboxing Champion) and featuring the very special talents of the *Big Up!* cast: Dorcas Seb (Vocalist) and world class puppeteers Iestyn Evans and Clarke Joseph Edwards.

The evening will also feature guest spots from a host of local MCs, singers and poets and will culminate in an after show open mic Jam.

Suitable for ages 13+

## Short Brochure Copy

### MASH UP

A music event like no other – a mash up of beatboxing, live music and puppetry hosted by HOBBIT (International Beatbox Champion).

Includes guest spots from a host of local MCs, singers and poets plus an after show open mic jam.

Suitable for 13+

## Example of 'joint' billing

### MASH UP

On tour with *Big Up!*

A mash up of beatboxing, live music, and puppetry hosted by HOBBIT (International Beatboxing Champion) and featuring the very special talents of the *Big Up!* cast: Dorcas Seb (Vocalist) and world class puppeteers Iestyn Evans and Clarke Joseph Edwards.

The evening will also feature guest spots from a host of local MCs, singers and poets and will culminate in an after show open mic Jam.

Suitable for ages 13+

## Social Media

#MashUpGig

Please use the following handles where possible:

20 Stories High	@20StoriesHigh
Theatre-Rites	@Theatre-Rites
HOBBIT	@beatboxhobbit
Dorcas Seb	@DorcasSeb
Iestyn Evans	@
Clarke Edwards	@

## Press Quote

*"They say that they think it's part gig and part theatre, part movement and part puppetry, but it really doesn't matter what you call it, because their individual talents and the show's originality and freshness sings out."*

**The Guardian on The Broke 'N' Beat Collective**

## Target Audience

The aim of MASH-UP is to allow 20 Stories High's usual target audience - 13-30 year olds who have an interest in live music and urban art forms – to still engage with the tour.

MASH-UP is aimed at:

- Young adults aged 13-30
- Who enjoy live music
- Who like urban art forms
- Who identify with urban street cultures
- Who are diverse
- Who may enjoy performing at open mic events
- Who enjoy supporting local artists

Secondary audience may be found in:

- Young parents and carers
- Emerging and established artists
- Creative networks and groups (e.g. local youth theatres)
- Students (Secondary upwards)
- Youth and community groups
- Local authority provision groups (e.g. young people in care)

*Additional audience may be found in the young parents who bring their children to see BIG UP!*

## Selling Points

- World class urban artists (inc. HOBBIT, International Beatboxing Champion)
- Live music
- A unique blend of music and puppetry
- Showcasing of local emerging talent
- A chance to perform at the post-show open mic

## Print and Digital

20 Stories High and Theatre-Rites will supply:

- A3 and A4 posters with specific venue details for your venue
- A5 flyers as above
- Digital artwork for use online

## Important Contacts

### For 20 Stories High:

Lucy Graham – Project Manager

Nathaniel Hall – Communications Associate

Leanne Jones – Producer

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### For Theatre-Rites:

Claire Templeton

John Johnston