

15TH EDITION

ZOO FEST OFFJFL

PROJECT CALL

INFORMATIONS
DOCUMENT

JULY 11 - 27, 2024



Zoofest & OFFJFL in a few words

Born under the aegis of the Just for Laughs Festival in 2009, Zoofest & OFFJFL has quickly carved out a place for itself in the Montreal event landscape and has become a prominent festival. Zoofest is a bilingual, multi-genre festival that promotes the discovery of emerging talent in comedy, music, theater, storytelling, magic and many other forms of arts and entertainment. Its goal? To create unique experiences that will not be forgotten; experiences that make you think, feel, and above all grow.

Zoofest is the perfect opportunity to promote your art and your projects. Our mission is to provide a unique experience to a curious and adventurous public. During the month of July, the busiest month in Montreal, we provide a great platform for artists to showcase their talent and ideas to the curious Zoofest & OFFJFL audience as well as to industry influencers and spectators in the heart of the Quartier des spectacles as part of the Just for Laughs Festival.



15th edition

This year, we're maintaining our strategy of including fewer shows in the programming in order to offer our festival-goers exclusive shows. Now is the time to offer us **never-before-seen** shows that will make our programming **unique**.

How do I submit a project?

Complete the online application form **BEFORE JANUARY 22, 2024**.

We will contact you as soon as we have processed your application to let you know if your show has been selected for Zoofest 2023.

Please note that this application is not a contract.

For any additional informations, please contact **projet@zoofest.com**



Marketing

In order to promote the festival and its shows, Zoofest & OFFJFL is implementing a 360-degree marketing plan for the festival:

- Mobile application, sending regular newsletters to our network of 11,000 subscribers, feeding the Zoofest blog;
- Presence on social networks; Facebook, Instagram, YouTube and TikTok
- Development of a visibility network with newspapers, blogs and Métrovision;
- Hiring of a press relations team to ensure the visibility of the festival and the program as a whole with the main local and national media throughout the festival;
- Hiring a video team to produce video clips during the summer to allow the festival to be seen on the web all year long.



Communication & marketing

Despite the support of our team, it is essential to use your professional and personal networks! Please also know that all these opportunities depend on your good cooperation with the festival team and the respect of deadlines. Submitting your artistic documentation in a timely manner is essential for us to include you in our various communication tools. Given the large number of shows that take place during the month of July in Montreal, and the shared effort you are committing to, it is essential :

- Get the word out about your show! Be involved in the communication actions and put your network to work.
- Join us on social medias to relay the information we publish (news, contests, promotions, photos, reviews, etc.). We will do the same in our networks. The goal is of course to attract the attention of the audience and to sell a maximum of tickets.
- The distribution of your promotional material in the street during the festival, in bars, stores and around the Quartier des spectacles as well as the production of communication documents are highly recommended.



You are the producer!

The festival acts as a promoter. The performing arts promoter is the one who puts together an artistic program and articulates its marketing to reach the citizens for whom it is intended, and provides the framework for hosting the show and the audience. You are thus the producer of your show!

THE SHOW

The producer is committed to presenting a creative and innovative show. One word of order: surprise us! Respect the maximum duration of 60 minutes and the time allowed for set changes (set up and dismantling) between each performance, i.e. 30 minutes.

Elements to take into account

Some additional costs are to be paid by the producers, namely
Any taxes for foreign companies;

- The rental of any specific equipment necessary for the development of a show, for example sound or light equipment that is not included in the basic equipment. We can however order any additional equipment at the request of the artists;
- Piano rental;
- Headsets;

Other remarks

- We will inform you of the capacity of the room as soon as it is allocated to your show.
- Zoofest reserves the right to keep some seats for Zoopass holders, media, VIP guests, industry, etc. An agreement will be made with each show on this subject.
- It is important to make a budget so that there are no surprises if additional costs are added.



Ticketing

ZooFest & OFFJFL operates under a dynamic ticketing model, fluctuating ticket prices based on demand to maximize revenue for the producer and promoter.

The festival sells tickets through the Just for Laughs box office and through its own dynamic ticketing system. Tickets will be available :

- On the ZooFest and Just for Laughs websites
- At the Just for Laughs physical box office at 2101 boul. St-Laurent

Each venue will have a person in charge of the box office, guest/media lists and concession tickets, who will ensure entry and exit while being attentive to the public's requests.

TICKETING REVENUE

We are implementing a ticketing revenue share based on the amount of revenue earned. All the terms of sharing will be transmitted to you after the acceptance of your project.



Let's stay in touch!

For any additional informations, please us at the following email : **projet@zoofest.com**

FOLLOW US !

zoofest.com

Facebook : Zoofest & offjfl

Instagram : zoofest.offjfl

YouTube : Festival Zoofest

TikTok : zoofest_officiel