**Are you interested in becoming a CRTA promoter?**

**Cheshire Rural Touring Arts** works because of a wonderful team of volunteer promoters who give their time to plan and host these events in their communities.

All of our venues have a named promoter (often there are a few of them in a small team!) whose job it is to choose the performance they want to have at their venue from a curated 'Menu of shows given to them by the CRTA. Once they have their show confirmed, promoters are in direct contact with the artist/ company to arrange the publicity, set up and arrival for the performance. Promoters then publicise the show and sell tickets (locally, via phone, email and online).

On the day of the show, promoters and their helpers ensure all is set up for the companies arrival and kindly feed the visiting company once they arrive (visiting artists are very grateful for this unique part of rural touring!).

At show time promoters then open the door to the public and run the evenings event, which often involves serving refreshments.

After the event promoters count the ticket sales and report the figures to CRTA who issue an invoice for the activity

Most of the CRTA promoters are volunteers, though some at our library, museum or arts centre venues are staff from those venues, who give extra time and capacity to ensure CRTA events take place successfully in their venues.

The process of choosing a show to hosting the performance takes about 6 months.

**How the finances work.**

Promoters pay a subsided fee to have the show (this is about half the real cost of the show, CRTA pay the other half). Promoters use the ticket sales to pay this fee. Any funds remaining after paying the fee and VAT are split 50/50 between the promoting venue and CRTA. CRTA re-invest any income from tickets back into the CRTA for future performances.

CRTA manage all the payments and contracts to artists and can sometimes provide extra support to venues to try new types of shows or to support work with children/families etc

If you are interested in becoming a CRTA promoter please email crta@cheshirewestandchester.gov.uk

We are currently at capacity for the number of venues we have on the CRTA, but we do have occasional performances available for venues to 'have a go' hosting a show with a view to perhaps becoming a CRTA venue in the future, so if you are interested in trying out a CRTA show in the future please get in touch