



Guide to CirkusMania 7-16 February 2020

The concept idea of CirkusMania is that venues, artists and other programming organisations sign up performances or other circus related events which altogether constitute a festival program. There is no selection process; all program that meets certain criteria can be included.

Participating venues, artists and programming organizations are themselves responsible for the implementation of their program organizationally, financially and technically. Programming venues and organizations pay the artists fixed fees or shared ticket revenue. Artists who themselves organise a venue keep their ticket incomes. CirkusMania does not offer any fee, and do not claim ticket revenues. Participating in CirkusMania is free of charge.

The target group for CirkusMania is primarily the audience in the Stockholm region - secondly Swedish and international professionals.

CirkusMania can be understood as an umbrella, offering:

- Overall marketing to audience in the Stockholm region in several channels (webpage CirkusMania, printed festival programs distributed in the region, advertising in social media, PR, possibly audience development when needed and by agreement).
- Overall marketing to Swedish and international industry professionals.
- During the sign-up period, access to updated information about the program already confirmed, when and where. CirkusMania's coordinator works for the program to be spread over the festival week and over the Stockholm region.
- Information to CirkusMania audience about how to obtain tickets to the various performances and events. The venues use their own ticket systems.
- Match making if needed: artists looking for a venue can be listed in compiled document given to venues looking for program.
- CirkusMania's coordinator works for a program that in its whole represents diversity.
- Technical consultation if needed, based on individual agreements.
- Support to artists and venues if needed, based on individual agreements.
- A meeting place for the festival participants and visitors.

Criteria that must be fulfilled to be included in the CirkusMania umbrella:

- Performances or other kinds of circus related program.
- The program can be categorized under the caption "circus".
- The program must be presented publicly.
- The program must be presented in a venue or place that can accommodate audience.
- No amateur performances.
- The program must be in accordance with Subtopia's formulated core values <https://www.subtopia.se/about/policy/basic-values/>

The purpose of the criteria is to ensure that the program is accessible to the public, and that it is possible to understand in what way it is circus related.

Deadline for submitting program to CirkusMania is October 15, 2019. [Apply here](#)

Please observe that to be included in CirkusMania, signed up program must have a venue, defined times and submit all the information required in the form.

CirkusMania is communicated and coordinated by Subtopia. Coordinating producer and contact person: Louise Ideberg. Questions are kindly asked to cirkusmania@subtopia.se.