

The logo features the word "VIVID" in a bold, white, sans-serif font. The letter "I" is replaced by a white stylized corner icon. To the right of "VIVID" is a large, lowercase "d" in a similar font, also with a white stylized corner icon integrated into its vertical stem. A small "TM" trademark symbol is positioned at the bottom right of the "d". To the right of the "d" is the word "SYDNEY" in a smaller, white, all-caps, sans-serif font.

VIVID  d TM SYDNEY



**Vivid Sydney Ideas & Music
Event Owners Briefing
13 December 2022**

INTRODUCTIONS



AGENDA

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- **Logo Requirements**
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- **Attributions**
- **Sponsorship**
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- **Filming / Streaming**
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- **Research & Reporting**
- **Sustainability & Accessibility**
- **Vivid Ideas Exchange**
- **Xcelerate Grants**
- **Payment process**
- **Frequently Asked Questions**





VIVID SYDNEY TEAM

- Gill Minervini – Festival Director
- Tory Loudon – Curator, Vivid Ideas
- Joe Muller – Curator, Vivid Music
- Kate Williams – Producer, Vivid Ideas
- Julian Ramundi – Producer, Vivid Music
- TBC – Event Coordinator, Ideas & Music
- Sinead Dwyer – Business Operations Manager
- TBC – Marketing / Content Coordinator



Vivid Sydney 2022

Creative Overview

The Soul of Sydney

Vivid Sydney is Sydney. This compelling story of creativity, innovation and technology told through light, music and ideas is distinguishably Sydney, yet authentically universal. Ours is a distinctive narrative expressed on a unique canvas that resonates around the world. We are innately drawn to it, a collective experience that brings us together to celebrate, reflect and immerse ourselves in this charismatic, surprising and creative city.

Vivid Sydney is the soul of Sydney – shining a light on our creativity for the world to see.

Our soul is our creativity, our people, our place, our heart. It's who we are, what we are, where we are – where we've come from and where we'll go. Our icons, hidden spaces, natural environment, architecture, food, art, music, light and ideas. The stories and experiences that reflect our individuality and universality – the untold, unknown and unexpected. Stories from the soul that connect us all, shared through the lens of artists and creatives.

How can we use creativity to drive change and bring us together, to amplify ideas that connect us to the world and inspire through creativity, technology, innovation and experience?

In 2022, Vivid Sydney dives deep into our soul and explores what defines the character of great cities. What makes them tick, makes them unique, makes us love them and makes them powerful catalysts for change?

Vivid Sydney 2022 gives you the opportunity to bare your city's soul – what sets us apart and draws us close - to find common ground, to change the world through creativity. We want to inspire hearts and minds through bold, inclusive and innovative creative experiences that celebrate our soul and have universal resonance. Experiences that embolden us through light, music and ideas.

Vivid Sydney is the soul of our city. Authentically Sydney, genuinely global.

Gill Minervini
Festival Director





KEY CONTACTS

Tory Loudon – Curator, Vivid Ideas
tory.loudon@dnsw.com.au

Kate Williams – Producer, Vivid Ideas
kate.williams@dnsw.com.au

Joe Muller – Curator, Vivid Music
joe.muller@dnsw.com.au

Julian Ramundi – Producer, Vivid Music
julian.ramundi@dnsw.com.au

Sinead Dwyer – Business Operations Manager
sinead.dwyer@dnsw.com.au



KEY DATES / TIMELINES

- **Nov / Dec 2021** - Contracts sent, onboarding to Vivid Sydney Event Owner Portal
- **Jan / Feb 2022** – Onboarding to Vivid Sydney ticketing provider
- **Mon 31 Jan 2022** – All event forms to be completed / content uploaded in portal
 - Event images
 - Copy
 - Dates / times / venues confirmed
 - Artist informationEvent Owner Portal will be locked until program launch
- **Mid-March 2022 (March 16 - Date TBC)** – Vivid Sydney Program Launch. All events live and on sale
- **Mid-March 2022** - Portal reopens for website change requests
- **27 May 2022** – Vivid Sydney Opening Night
- **18 June 2022** – Vivid Sydney closes

VIVID SYDNEY WEBSITE

Each event is given a page on the Vivid Sydney website which includes:

- Event title
- Header image
- Event description (300 words)
- In-built ticketing checkout or link to tickets
- Talent billing
- Talent head shot & bio (Ideas only)
- Access & Inclusion features

MUSIC PAGE - DESKTOP

Event Name
(45 characters max.)

Artist billing

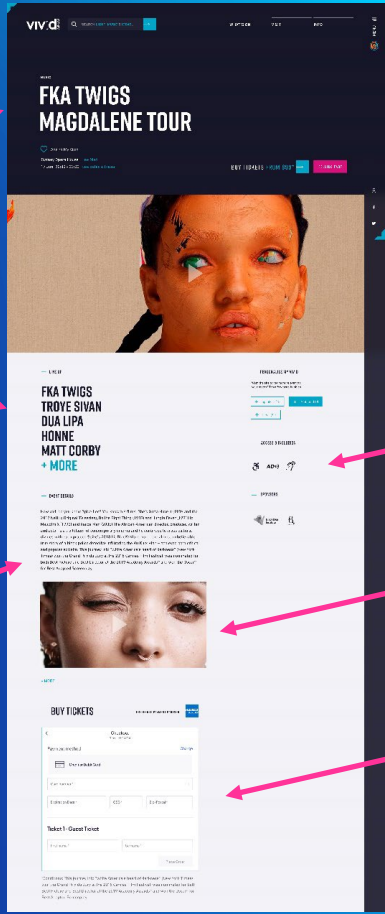
Description Copy
(300 words)

Desktop Image: 1900px x 900px

Access & Inclusion features

YouTube Video Embed
(TBC)

Purchase Tickets



MUSIC PAGE - MOBILE

Event Name
(45 characters max.)

Artist billing

Description Copy
(300 words)

Mobile Image: 960px x 1280px

YouTube Video Embed
(TBC)

Purchase Tickets



IDEAS PAGE - DESKTOP

Event Name
(45 characters max.)

Speaker Image
(600px x 600px)

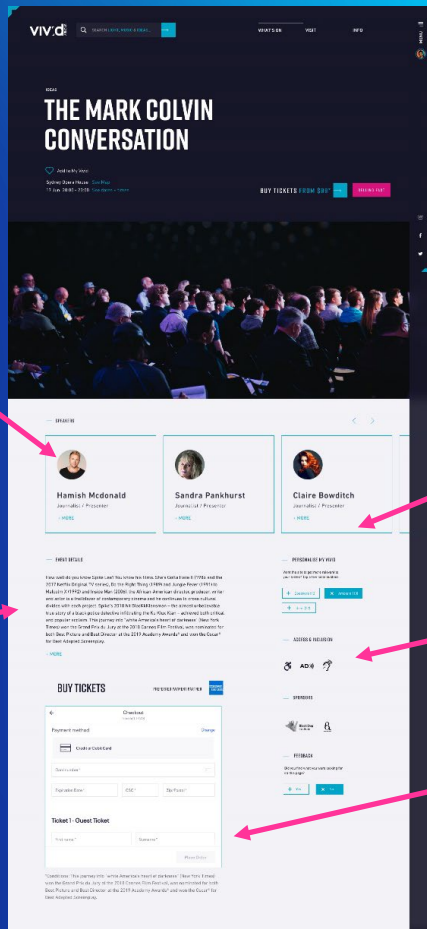
Description
Copy
(300 words)

Desktop Image
(1900px x 900px)

Speaker Bio: 50 words

Access & Inclusion features

Purchase Tickets (Vivid
Sydney ticketing partner)



IDEAS PAGE - MOBILE

Event Name
(45 characters max.)

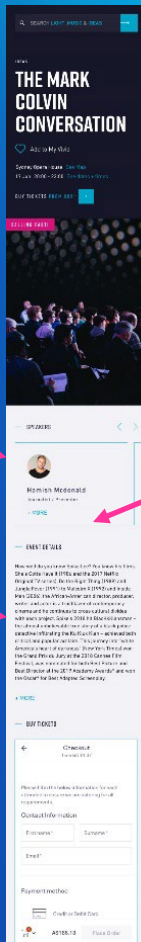
Speaker Image
(600px x 600px)

Description Copy
(300 words)

Mobile Image
(960px x 1280px)

Speaker Bio: 50 words

Purchase Tickets



CONTENT REQUIREMENTS

Choosing your event name:

- Under 45 characters.
- Short but descriptive titles deliver best results on the website.
- The website produces a unique URL that you can use to promote your event. Shorter titles will avoid issues with long URLs.
- Please avoid 'presented by:' titles or similar.
- Sponsors are not permitted in event titles.
- No need to put 'Vivid Sydney' in your event title.
- Don't change your title once locked in

Writing your event copy:

- Main copy – max 300 words
- Short copy – max 50 words
- Submit concise, engaging copy focused on the **subject, outcomes, audience experience and links to the festival theme.**

CONTENT REQUIREMENTS

Event Images:

- 1 webpage header image – 1900 x 900 landscape
- 1 mobile image – 960 x 1280 portrait
- 1 image for social media use – 1080 x 1350 portrait

File types – jpeg/jpg, png, gif. All images must be minimum 300dpi

Choose a clean and striking image that relates to your core subject or event experience – no text or logos

Speaker / Artist information

- Bio - 50 words maximum.
- Headshot – 600 x 600 pixels. (Ideas speakers only)
- Country / City of origin.
- Gender identity.
- Website / social media links if available.



WEBSITE DO's & DON'T'S

DO's:

- Upload speaker / artist info in the Event Owner Portal (under 'stakeholders').
- Add collaborators or contributors / supporters in portal.
- Add all requested accessibility information – **this helps sell more tickets.**
- Upload images in the correct specs.

DON'Ts:

- Place text or logos in your images.
 - This makes thumbnails in search pages look cluttered and messy.
 - Images are cropped in search results - text will likely not be readable.
 - Your event name is already placed alongside your image.
 - Sponsor logos are allocated to a specific section of the site.
- Try not to use speaker headshots as your event image – find an image which speaks to the event subject / theme.
- Don't include hotlinks in your event copy.
- List lineup and / or talent bios in body copy - keep copy concise.
- Don't list event schedules in body copy – this information can be located elsewhere.

VIVID SYDNEY EVENT OWNER PORTAL

- All event information will be collected in our online portal. Invitations to create a log in for the portal will be sent to the Primary Contact for each event.
- Content will be used to build your event page on the Vivid Sydney website, as well as house event information for Marketing and Comms teams to access.
- Only one log in is available per event / account, so you will need to share this if working in a team.

VIVID SYDNEY EVENT OWNER PORTAL

Your events are listed here. Click the 'EOI' number to go to form

VIVID SYDNEY ARTIST PORTAL

Home

WELCOME TO YOUR VIVID 2020 SUBMISSION PORTAL

> CONTACT SUPPORT

NOTIFICATIONS

SUBMISSIONS MUST BE COMPLETE BY

FRI 17 JAN

WELCOME

Congratulations on your successful Program/Event for Vivid Sydney 2020 and welcome to your Vivid Sydney Event Owner Portal.

Following the shortlisting of your proposed Program/Event, you are required to provide additional information using the survey below. It is vital that you provide as much detail as possible when completing this survey, as the information provided will be used by the Vivid Sydney Team to plan and prepare for the delivery of your Program/Event. When completing the form below, please read and answer each question carefully. You are able to complete this form in stages, by completing the relevant sections before pressing 'save' at the bottom of the page. Once you have saved a partially complete form, you must return to complete your submission before the deadline. You can access your saved submissions through the Event Owner Portal. You will need to complete a different Event Requirement Questionnaire for each individual Event that has been shortlisted for Vivid Sydney 2020.

KEY DATES

NEXT MILESTONE
FRIDAY 17 JANUARY

Event information including event descriptions, marketing images, dates, times and ticketing information, speaker details, ticketing links, venue accessibility details etc) provided to Destination NSW

NEXT MILESTONE
MID MARCH (TBC)

Vivid Sydney Media Launch (TBC) Event on sale

MY VIVID IDEAS EVENTS

EOI Entry ID	Installation/Activation Name	Survey Status
EOI-002141	A Fresh Perspective: Tackling Issues with Creativity	

[View All](#)

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VIVID SYDNEY EVENT OWNER PORTAL

Add & confirm
event information

Add speaker / talent
profiles and
sponsors /
supporters

Check / add event
dates

Request website
changes post
Program Launch

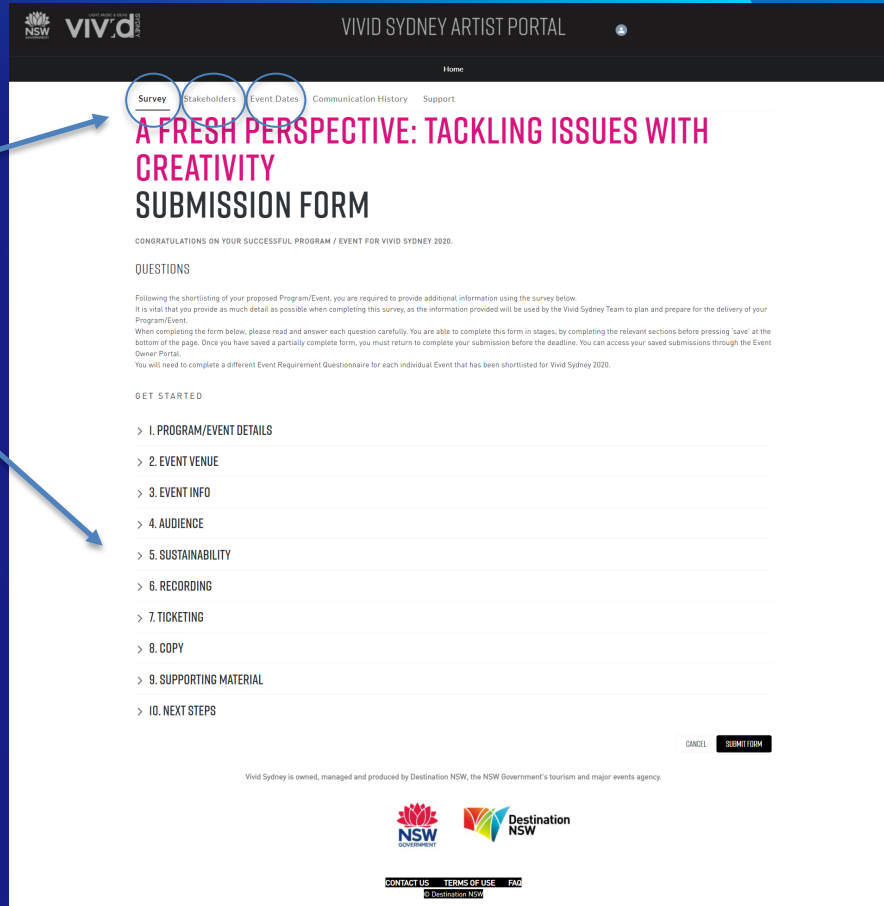
Home

[Survey](#) [Stakeholders](#) [Event Dates](#) [Communication History](#) [Support](#)

**A FRESH PERSPECTIVE: TACKLING ISSUES WITH
CREATIVITY
SUBMISSION FORM**

VIVID SYDNEY EVENT OWNER PORTAL

Submit information
by 30 Jan 2022.



The screenshot shows the 'VIVID SYDNEY ARTIST PORTAL' website. At the top, there is a navigation menu with links for 'Home', 'Survey', 'Stakeholders', 'Event Dates', 'Communication History', and 'Support'. The 'Survey' link is circled in red, and a blue arrow points from the text 'Submit information by 30 Jan 2022.' to it. Below the navigation, the main heading reads 'A FRESH PERSPECTIVE: TACKLING ISSUES WITH CREATIVITY SUBMISSION FORM'. Underneath, there is a congratulatory message: 'CONGRATULATIONS ON YOUR SUCCESSFUL PROGRAM / EVENT FOR VIVID SYDNEY 2020.' followed by a 'QUESTIONS' section. The 'QUESTIONS' section contains the following text: 'Following the shortlisting of your proposed Program/Event, you are required to provide additional information using the survey below. It is vital that you provide as much detail as possible when completing this survey, as the information provided will be used by the Vivid Sydney Team to plan and prepare for the delivery of your Program/Event. When completing the form below, please read and answer each question carefully. You are able to complete this form in stages, by completing the relevant sections before pressing 'Save' at the bottom of the page. Once you have saved a partially complete form, you must return to complete your submission before the deadline. You can access your saved submissions through the Event Owner Portal. You will need to complete a different Event Requirement Questionnaire for each individual Event that has been shortlisted for Vivid Sydney 2020.' Below this text is a 'GET STARTED' section with a list of steps: '1. PROGRAM/EVENT DETAILS', '2. EVENT VENUE', '3. EVENT INFO', '4. AUDIENCE', '5. SUSTAINABILITY', '6. RECORDING', '7. TICKETING', '8. COPY', '9. SUPPORTING MATERIAL', and '10. NEXT STEPS'. At the bottom right of the form area, there are two buttons: 'CANCEL' and 'SUBMIT FORM'. At the very bottom of the page, there is a footer with the text 'Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency.' and logos for 'NSW GOVERNMENT' and 'Destination NSW'. At the bottom center, there are links for 'CONTACT US', 'TERMS OF USE', and 'FAQ', along with a small '© Destination NSW' logo.

VIVID SYDNEY EVENT OWNER PORTAL

'Stakeholders' - add speakers/ talent or sponsor profiles (aka 'Contributors')

Existing stakeholders are listed here – click the arrow on right to edit information.

Home

Survey Stakeholders Event Dates Communication History Support

DNSW Vivid Stakeholders (6+)

First Name	Last Name	Stakeholder Type	Stakeholder Status
Michi	Maroszeky	Speaker	Confirmed
Paul	Sullivan	Speaker	Confirmed
Katherine	Boydell	Speaker	Confirmed
Mitzi	Goldman	Speaker	Confirmed
Sandy	George	Speaker	Approached
Peter	Maggs	Speaker	Tentative

[View All](#)

During the Expression of Interest process you provided information on each of the Speakers/Talent and Collaborators involved in the development of your Program/Event. To assist the Vivid Sydney team in crediting those involved in the creation of your Program/Event correctly (where applicable), we need to confirm some additional details for each of these stakeholders. When completing this section please remember that Vivid Sydney defines a Speaker/Talent as anyone who is presenting at your Program/Event, whilst a Collaborator is an organisation who may be partnering to present your event - ie partner presenter, media partner. Note: This section is NOT for sponsors, please see following 'Contributors' section for adding sponsors. If your line up of speakers, talent or collaborators is not confirmed, you are able to add these at a later date.

MUST READ - STAKEHOLDER CREATION INSTRUCTIONS Once you have completed the Stakeholder form you will be returned to the main Stakeholder page and presented with a dialog box that says, "I would like to add another Speaker/Talent/Collaborator" followed by a button that says "Next". Click or Tap "Next" to complete the Stakeholder Creation. You should now see a success message. Refresh the page to add another Stakeholder.

Click Next to create a new Vivid Speaker / Talent or Collaborator



[Next](#)

A Vivid Ideas Contributor is an organisation that provides cash or value in-kind assistance to support the delivery and realisation of your event at Vivid Sydney. You are responsible for engaging and managing contributors directly, however you must provide details of potential contributors for review and approval by Destination NSW prior to entering into a formal agreement. Destination NSW has provided guidelines on the Contributor Restrictions (outlined in the Vivid Ideas Expression of Interest Information Pack) and these must be taken into consideration before submitting your proposed contributors for review and approval by Destination NSW. Vivid Sydney reserves the right to review all proposed Vivid Ideas Contributors and approve them, or otherwise at its sole discretion. Please add each of your Proposed Contributors below to allow Destination NSW to review and approve each entry. Please note, organisations cannot be both a Contributor and Collaborator on your Program / Event. With this in mind, please select the best category for each organisation. If approved, Destination NSW will seek additional Contributor Details, including logo assets from you in phase two of this survey (early 2019).

Click Next to create a new Vivid Contributor

[Next](#)

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[CONTACT US](#) [TERMS OF USE](#) [FAQ](#)

© Destination NSW

Add new speakers/ talent here.

Add sponsors / contributors here.

MARKETING & PR APPROVALS

- The Vivid Sydney logo kit and style guide will be sent to all Event Owners.
- All marketing and media materials that include a Vivid Sydney logo or mention Vivid Sydney must be approved prior to being utilised.
- This includes all digital and printed collateral, media and press releases.
- Please send to vivid.approvals@dnsw.com.au
- Allow up to 72 hours for each approval.

LOGO REQUIREMENTS

All collateral for Vivid Sydney events (except items submitted for the Vivid Sydney Website) **must include the below logos (subject to change):**

Vivid Sydney logo



NSW Government / DNSW logo lockup (logos subject to change)



Destination
NSW



Destination
NSW

XCelerate grant recipients **must also include** the City of Sydney logo, as well as additional acknowledgment copy (to be supplied).





SOCIAL MEDIA

Facebook - [/vividsydney](#)

Instagram / Twitter / TikTok - [@vividsydney](#)

LinkedIn Showcase page – [linkedin.com/showcase/vividsydney](https://www.linkedin.com/showcase/vividsydney)

Please use [#vividsydney](#) when posting about your event on socials.



ATTRIBUTIONS

Please ensure to use the below when referring to Vivid Sydney in all marketing comms and collateral:

- **Vivid Sydney**
 - NOT '~~Vivid~~' '~~VIVID~~' '~~Vivid Festival~~' '~~Vivid Sydney Festival~~'
 - Do not use parentheses, italics or all caps when referring to Vivid Sydney.
- Vivid Music, Vivid Ideas and XCELERATE branding are no longer audience-facing. All events are now part of Vivid Sydney.
- **The Vivid Ideas Exchange**
 - NOT '~~Ideas Exchange~~' '~~Vivid Exchange~~' '~~Ideas Hub~~'
 - 'The Vivid Ideas Exchange, Great Hall, University of Technology Sydney' can also be used.
 - NOT '~~UTS~~' '~~University of Technology~~'

You are permitted to engage sponsors for your event, which are referred to as 'Supporters' or 'Contributors'. Media or other event partners who are involved in presenting your event - but not at a sponsor level are known as 'Collaborators'.

Vivid Sydney does not permit supporters from the below industries:

- Adult products and services
- Weapons or items / services promoting violence
- Tobacco
- Immigration
- Political activities or organisations
- Product / services which promote international or interstate travel.
- Gambling / Gaming.

Any sponsors must be approved by Vivid Sydney. Please add any potential sponsors in the 'Stakeholder' section of the Event Owner Portal for information to get to the Vivid team for approval.



SPONSORSHIP

Sponsors from the below categories may be permitted under specific conditions

- Food and Alcohol
- Credit Cards
- Destination marketing organisations (NSW only)
- Cause related marketing



Sponsorship of individual Ideas or Music events **does not** entitle the sponsor to:

- Naming rights of Vivid Sydney or any Vivid Sydney event.
- Undertake general marketing / promotion of their involvement with Vivid Sydney, only the individual event
- Assume or assign rights or benefits to sponsorship to any third-party
- Display sponsor logo directly next to the Vivid Sydney, Destination NSW or NSW Government logos

Sponsors should create a clear distinction between being a sponsor of a specific event and not a Partner of Vivid Sydney. Sponsorship should only be acknowledged as:

"<Event> is proudly supported by <sponsor>".

Please refer to the Support Guidelines which will be sent to all Event Owners



TICKETING

- **All events must be on sale on date of the Vivid Sydney Program Launch in mid March.**
- A Vivid Sydney ticketing partner will be available for all events to utilise.
- All Vivid Ideas Exchange events will be required to use this platform.
- Other events may use other platforms only if existing venue agreements are in place.
- You will be invited to create an event under a master Vivid Sydney account.

- **Benefits**
 - Instant reporting to Vivid Sydney team – no need to send these to us.
 - Box office management – assistance with ticket builds, refund requests and customer service.
 - Built-in checkout on event page.
 - Competitive booking fee rates across all events.
 - Cross promotion across the festival via ticketing platform.

FILMING & STREAMING

While live streaming is permitted in certain circumstances, it should not be a core offering of your event. We request that live streaming options not be advertised upfront and only added if your event is sold out or there are specific needs to facilitate.

Vivid Sydney's marketing strategy and purpose is to attract visitation to Sydney from interstate and intrastate. This includes driving attendance to your event.

Feel free to discuss with the team if you were considering live streaming in your event marketing.



COVID PLANNING

All events must adhere to NSW Health Public Health Orders with regards to venue capacity, contact tracing and safe methods for running your event.

Audience check-in and vaccination checks using QR codes is mandatory at all venues; if you are using a venue which does not already have this in place, you will need to organize this via NSW Health.

Ticket sales must not exceed capacity based on restrictions at **time of sale**. Make sure to inform yourself on your venue's classification and COVID capacities.

RESEARCH – Why do we do it?

- **Calculate overall attendance for Vivid**
 - *Each individual event contributes to the overall number of people who attend Vivid each year.*
- **Understand how many visitors Vivid attracted**
 - *Attracting attendees from outside the Sydney-region is one of the core objectives of Vivid.*
- **Obtain demographic profile of attendees**
 - *To help us target key segments and maximise marketing opportunities.*
- **Collate feedback on events**
 - *To better understand attendee experience and improve future events.*
- **Identify opportunities for future growth**
 - *By examining attendee behaviour and synergies across events*



RESEARCH - What we need from you

Attendance figures for each event

- Event Owners need to provide the total number of attendees for each of their events daily during Vivid Sydney.
- This can be submitted as a ticketing report.
- For free events, we strongly recommend setting up ticketing for attendees to register. If registration data is not available, door counts can be used.
- Attendance information will be requested weekly throughout Vivid and/or post festival.
- Final supporting ticketing reports may be submitted within 7 days post Vivid.

Postcode data for attendees

- We require Event Owners collect residential postcodes from their event attendees.
- Ensure that postcode information is collected when tickets are purchased / attendees register / collected on entry for free events.
- Postcode data should be provided to DNSW in excel format.

RESEARCH - What we need from you

Send out Post Event Attendee Online survey

- We require Event Owners to send out a post-event online survey to event attendees in order to obtain demographic information and event feedback. To do this, email addresses need to be collected/recorded when tickets are purchased with an 'opt-in' to receive further communications (i.e. survey)
- DNSW will provide the EDM copy and a link to the online survey, as well as a survey incentive for select winners.
- Event Owners will need to facilitate the send out to their event attendees.
- For free events, we ask that Event Owners acquire as many attendee email addresses as possible (e.g. by a staff member collecting email addresses upon entry to/during the event). In the absence of an email database, Event Owners can send out through other existing channels such as social media.

RESEARCH - What we need from you

Event Owners to complete our Stakeholder Survey

- We will be asking Event/Venue owners to complete a stakeholder survey, seeking information on:
 - Sustainability - with supporting docs
 - Artists and employment (for music events)
 - Your feedback on how it went

We would very much value and appreciate your participation in this survey which could help with DNSW key reporting requirements as well as improve the festival and your experience of being part of Vivid Sydney.

****Please be aware that Vivid events are contractually obliged to provide this information to Destination NSW, so please ensure you implement any steps necessary to comply with these requirements.***

ACCESS & INCLUSION

- Vivid Sydney is committed to reducing barriers and delivering an event that is accessible, diverse, equitable and inclusive.
- We work to create solutions to common access barriers by way of accessible venues and spaces, opportunities for inclusive participation and experiences, accessible materials and information, and staff awareness and attitudes.
- Event Owners are required to inform Vivid Sydney of the accessible and inclusive facilities and services available at their Event/s through the Event Owner Portal.
- Examples include: Wheelchair Access & Seating, Auslan Interpretation, Captioning, Hearing Loops, Audio Description, Companion Card Acceptance
- This is so we can feature them on your Event Page on the Vivid Sydney website, provide excellent customer service to enquirers and identify where we can further assist you in delivering accessible events.

SUSTAINABILITY REPORTING

- Vivid Sydney measures baseline activities in key metrics to understand the environmental impacts of the event. This commitment allows us to identify key areas where potentially negative impacts can be minimised, whilst maximising existing positive outcomes of the event.
- Event Owners are required to provide data from their event/s to form part of the annual Vivid Sydney Sustainability Report, which will be audited from a certified independent source and published online.
- As part of the Stakeholder Survey, Event Owners will be asked a series of questions around Vivid Sydney's environmental sustainability focus areas: **energy, waste, water, materials & transport.**
- Event Owners will also be required to provide evidential materials such as; bills, invoices, receipts, monthly reports, images or logbooks to support submitted data.

**Please be aware that the majority of Vivid events are contractually obliged to provide this information to Destination NSW, so please ensure you implement any steps necessary to comply with these requirements.*

VIVID IDEAS EXCHANGE

The Vivid Ideas Exchange will be held in the Great Hall, University of Technology, Sydney

- Venue capacity is currently at 300, although this may be increased pending changes to Covid restrictions
- Venue includes
 - Large-format LED wall (4096 x 1152 @ 32:9)
 - Stage – 10.7m x 6.3m
 - 8 microphones (inc roving and presenter mics)
 - Stage, lighting and furniture (audience and speakers)
 - Lecturn
 - Stage Manager and AV Operators

Any additional AV needs are at the expense of Event Owner.

- Catering & cash bar will be available at Event Owner's expense – we will update on in-house suppliers and contacts.
- A Production Manager or supplier will be engaged and begin pre-production on your event in April.

If you are receiving a grant as part of the XCELERATE Music program, you are required to complete additional deliverables to acquit your grant.

- 25% payment on signing of contract
- 50% payment on receipt of an Event Status Report
- 25% payment on delivery of the event and supply of standard attendance data
- Event Status Report needs to include the below information:
 - Details of event program / talent contracted - including talent city / state of origin, gender and cultural background information.
 - Marketing plan / outline
 - Sustainability & accessibility details and document submissions
 - Event budget

This can be presented in any format – details will be included in your contract.



PAYMENT PROCESS

In order for your grant payment to process, you must follow the below instructions:

- Recipients
 - Complete the new vendor form and send to your relevant program Producer
 - You must submit copy of bank statement showing business details and account number which matches those on the vendor form.
 - Finance will call to verbally confirm you own the bank account.
- Any details (business name, ABN and account details) **must match across the vendor form, your invoices and the details in your contract. You cannot change or alter these once contract is signed.**
- All payments are paid at 30-day terms from invoice.

Not following the above instructions will either delay or void payments.

PAYMENT PROCESS

Your invoice needs to be made out to Destination NSW, Level 2 88 Cumberland St, Sydney 2000.

Your invoice needs to include the following information:

- Your Company Name and address - please make sure this matches your company ABN name that you have provided on your contract
- Your Company ABN - Please make sure your ABN on your invoice is the same as the ABN provided in your contract
- Invoice Date - the date you send it through to Destination NSW
- The word "Invoice" & a unique invoice number
- Description – milestone
- The total invoice amount + GST if applicable – please state on your invoice if you are not GST registered
- Bank account number, BSB Code and Bank name

- **When can I announce my event?**
 - Events must be announced at the Vivid Sydney Program Launch in mid March (exact date TBC). No prior or late announcements will be permitted.
- **Do I need to have tickets on sale on launch day?**
 - Yes - all event tickets must be available on the date of Program Launch.
- **What if my talent isn't locked in by launch?**
 - Your event should still have enough information to be listed on the Vivid Sydney website including name, dates, venue and topic. Additional information including talent line up can be added when available.
- **Do I need to place logos on my images for the Vivid Sydney website?**
 - Logos are not required on images for the Vivid Sydney website. However, they must be used on all other collateral for your own marketing channels / platforms, including Social Media.



- **Do I really need to have every piece of collateral and comms approved?**
 - Yes, all collateral must be sent to our Marketing team for approval prior to use.
- **What if I can't fulfil research requirements after my event?**
 - Please inform us as early as possible with information as to why research requirements cannot be met.
- **What happens if my event or talent is cancelled?**
 - Please keep us informed of any developments which may jeopardise your event. In the event you may need to withdraw, we will remove your page from the Vivid Sydney website and you may be required to sign a document cancelling your contract.
- **No one's buying tickets – what do I do??**
 - Rest assured that the majority of tickets are sold closer to your event date. If you have any concerns, get in touch with us and we can assess how to support.



Thank You

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