



# Fair Saturday

**How to make the difference  
through arts & culture**

*Cultural organisations edition*

*You are just one step away...*  
**Hello!**

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*Now that we are starting to know each other...*

# About our DNA

## The Fair Saturday artists' DNA

Fair Saturday is a movement for all types of artists, venues and cultural organisations coming from anywhere around the world.

This is a day when we can all show the world what we are made of and what we can build together. This is a day to perform for the world we want to live in.

Fair Saturday is a movement for both amateur, semi-professional and professional artists. Even for those who still don't know they are artists.

Fair Saturday is also open to cultural activities of all kind: from a rock concert to an urban arts workshop or a ballet show. We want everything that can be considered artistic creation to have its place in Fair Saturday.

We classify the activities among:

- Concerts
- Dance shows
- Theatre
- Performances
- Exhibitions
- Workshops
- Literature and poetry
- Cinema and audio-visuals
- Circus performances

But of course, if your proposal doesn't fit in any of the above, please contact us and we will include it: [info@fairsaturday.org](mailto:info@fairsaturday.org)

Does it sound good?  
Turn the page and keep on reading...

## Are you ready for the adventure?

If you got this far it means that you share Fair Saturday's DNA. You are just one step away from joining the movement. We will show you exactly how to come on board and join Fair Saturday as an artist, venue or a cultural organisation.

[www.fairsaturday.org](http://www.fairsaturday.org)  
#FairSaturday



**They did not know  
it was impossible,  
so they did it.**

– Mark Twain, writer



*Why would you join us?*

# Be the change

Fair Saturday exists because of the artists and cultural organisations that believed it was possible. But, why would **YOU** join this movement?

## **Fair Saturday exists because of the artists.**

Because you want to **claim the essential power of culture**. The beginnings are always the hardest step. And when speaking about arts and culture it gets even tougher. Sadly, culture is not considered as important as it really is. In Fair Saturday, you will join thousands of artists from all around the world proving that you are not a rare species and that you deserve more.

Because you will be **part of an international movement**. We aim to enable arts happenings to take place in many cities around the world, and become a global movement as well-known as Black Friday. This way, the impact we will make will be much bigger and the visibility the participants have will break borders. Our aim is to build bridges between different cultures, communities and cities through Fair Saturday.

**Support.** We will support you every step of the way: looking for a venue, promoting your show, creating a poster... everything. Also, if you share your stories with us you can be published in our social media, reaching a larger audience.

Doing your bit to **build a better society**. You will be contributing to the cause of the charity you choose through your show. You will help them continue working for the betterment of society and you will also make your audience think about how essential they are.

**Be the change that you wish to see in the world.**

– Mahatma Gandhi

*Get your Fair Saturday show ready...*

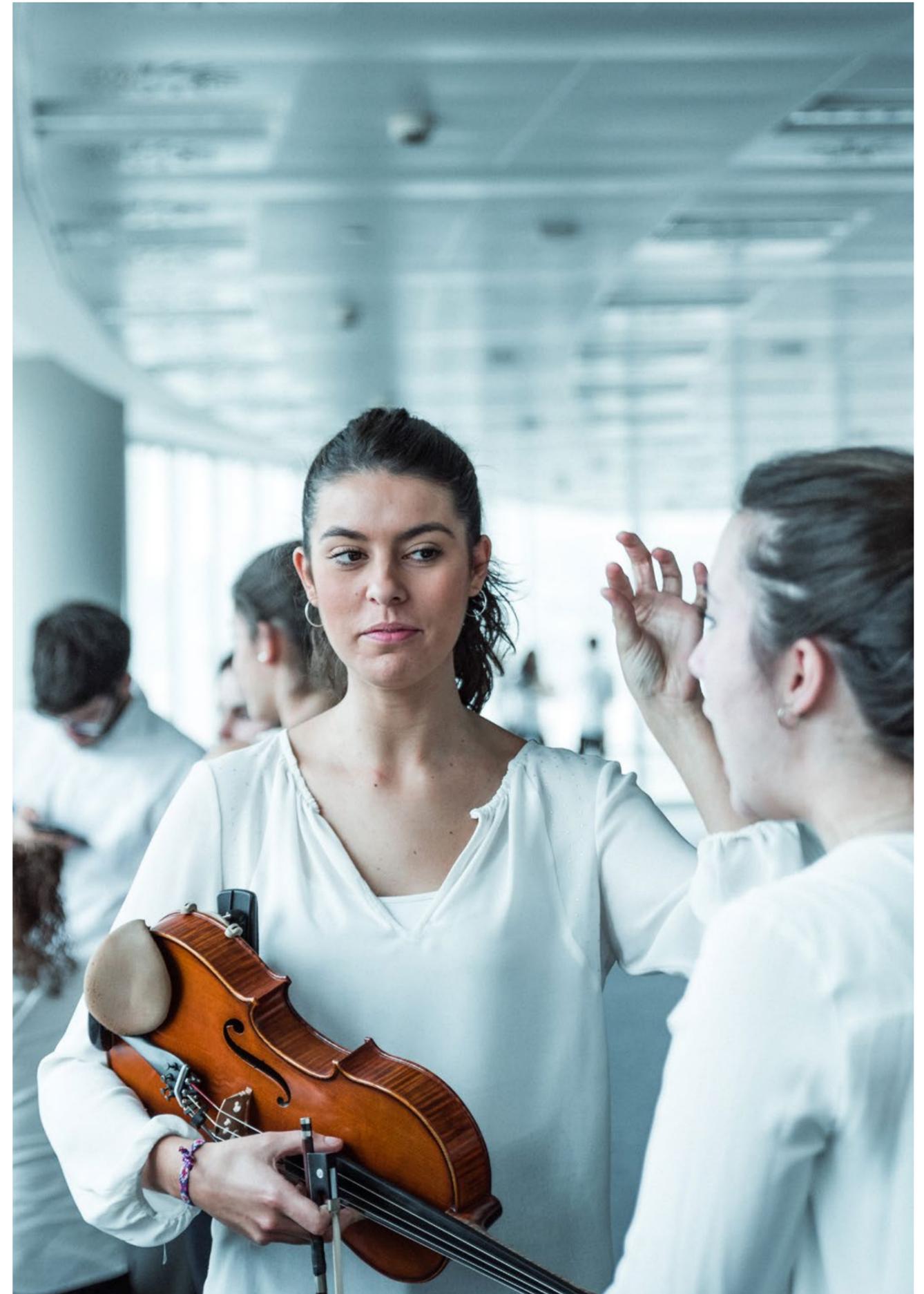
# On your marks

What is a Fair Saturday show really like? We can name three main characteristics:

- 1**  
The main activity of the show has to be a cultural one.
- 2**  
It will take place on the last Saturday of November.
- 3**  
It collaborates with the social cause that the artists or cultural entities choose in the way these decide.

Through this collaboration, we are trying to make the impact that culture has on society more visible. In fact, we are aiming at **three main objectives**. And yes, we do love number three:

- 1**  
To recognise the work that charities and social projects do every day to contribute to a better society. To show them our appreciation and honour them through the audience's reaction.
- 2**  
To help them spread their message and allow them to reach wider audiences by allowing them to tell the audience who they are and what they do before each show.
- 3**  
To generate additional funds so that they can continue working on the betterment of society with part of the value generated in your show. That will be the part you decide.





We should highlight that **we are not asking artists to perform for free** once again. You are not asked to collaborate with 100% of the proceeds. You decide the amount to be given to your charity.

Likewise, you are free to fix a ticket price, to make it free entry, to charge your fee... That is your decision to make. But there is something that has to remain clear:

**Culture has a value and you are the one who are deciding to share it with a social cause.**

Once you have defined what you want to do, look for a venue that fits your needs and choose the cause you want to collaborate with. We will be with you and help you every step of the way: looking for a venue (how and where to look for it), advising you on the choice of the charity, how to sell tickets, how to promote your show...

We are here for whatever you need and we will try to help you as much as we can.

## Venues

If you have a venue where artists can perform, these are the options to take part:

- Add to Fair Saturday's programme the show or arts activity you had **already planned** for the last Saturday of November.
- Come up with a **new event**, specially for Fair Saturday.
- **Offer your venue** for Fair Saturday artists or performers that do not have a space to hold their event.

*What do you need?*

# Resources

**Alone we can do so little,  
together we can do so much.**

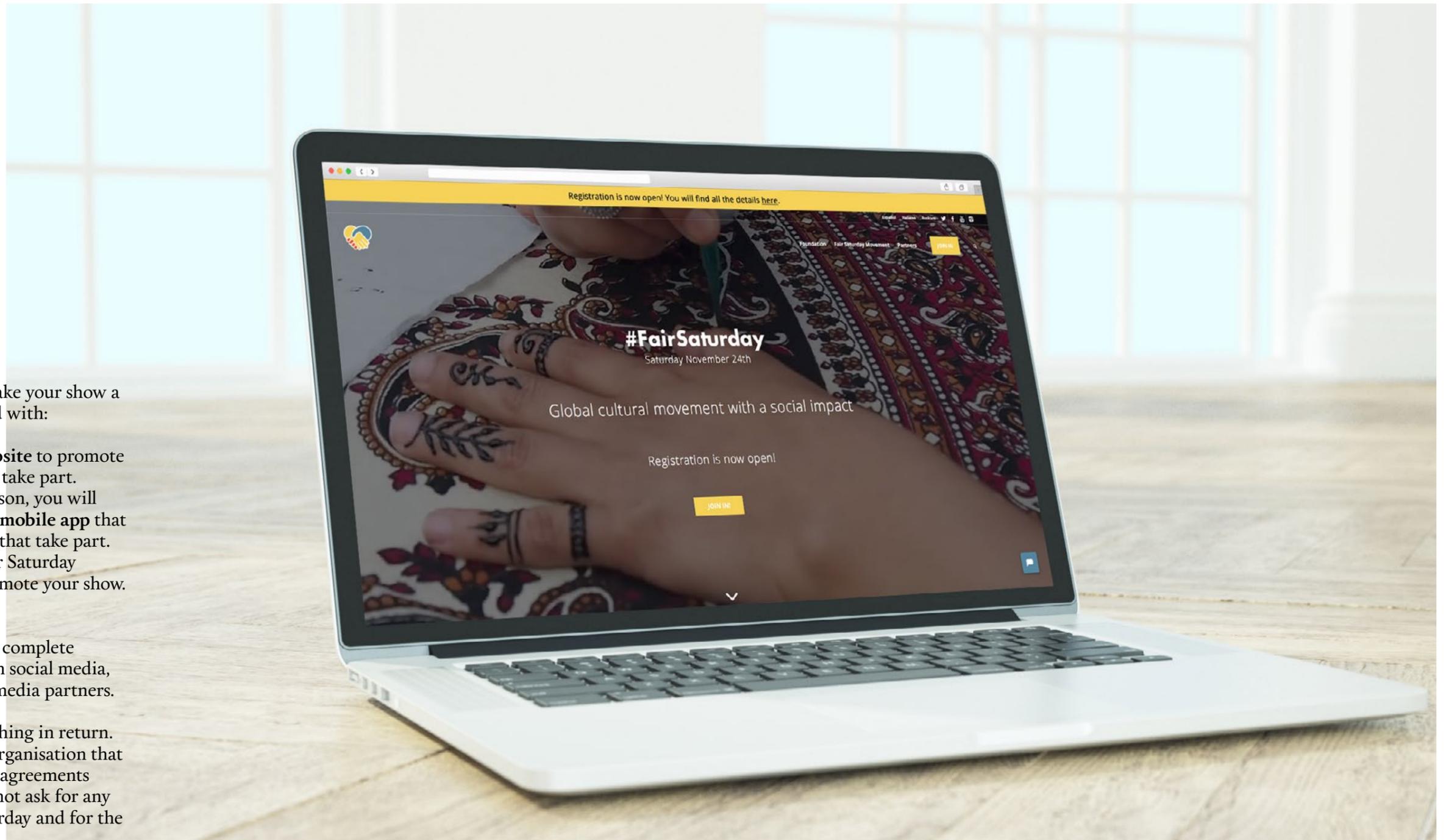
– Helen Adams Keller, writer and activist

Our job is to work with you to make your show a total success. You will be provided with:

- A site in the international **website** to promote your show and the artists that take part.
- If you are more of an apps person, you will also have that same site in the **mobile app** that will be used in all of the cities that take part.
- A personalised design of a Fair Saturday **poster** that you can use to promote your show.
- Personalised **advice**.

Additionally, we will promote the complete Fair Saturday programme through social media, generic posters and through our media partners.

As for us, we will not ask for anything in return. Fair Saturday is a not-for-profit organisation that is funded by private partners and agreements with public institutions. We will not ask for any fees for participating in Fair Saturday and for the services and resources we provide.





*Add your show in Fair Saturday's programme...*  
**Hey ho, let's go!**

If it sounds good so far, there is only one more step left: upload your show to Fair Saturday's web and app. How? Once again, in just three easy steps:

**1**

Go to:  
[app.fairsaturday.org](https://app.fairsaturday.org)

**2**

Create a user and a password.

**3**

Click on:  
[Create new show](#)

Once you are there, this is the information you will have to fill in:

- Name of the show
- Country
- City
- Artistic category
- If the event is children friendly or not
- If the event is accessible or not
- Start and end time
- Link to the ticket sales (if there is one)
- Event profile photo
- Artists that will perform
- Collaborators/ partners/sponsors of the show (if there are any)
- Description of the show (synopsis, description of the activity, programme, artists bios, etc.)

You can sign in and edit your profile as many times as you need.

We just started announcing the first participants of this year's editions, so do not hesitate, sign in and join them. However, do not forget that all of the events must be uploaded and all of the information completed before this year's call ends.

**End of the 2018 call:**  
**October 14<sup>th</sup>**

*The day...*

# Fair Saturday

Fair Saturday is here!

This is the shopping list of things you must not forget during your show:

## Introduce the show

After introducing the show, tell your audience that this event is one of the hundreds that are taking place worldwide because of Fair Saturday.

We will provide you with the Fair Saturday Manifest in order to do so.

## Introduce the Charity

Save from 5 to 10 minutes so that the Charity you have chosen can introduce itself to the audience and tell them who they are and what they do to change the world.

## Give it all

Step up and show them what you do best. This is your time to shine.

This is your day.

## End with a reminder

At the end of the event, remind the audience that they can also do their bit and collaborate with the social cause you have chosen.

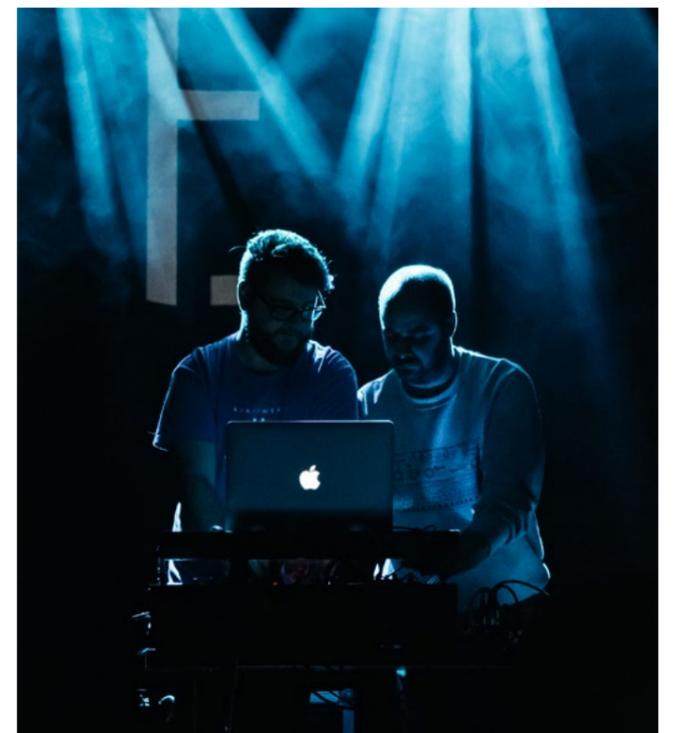


## Key numbers

You should also note down some key numbers that we will need to announce the global results of Fair Saturday and show what we created together. Guess what, just three things:

- Number of artists participating
- Estimated number of attendances
- Amount generated for the charity

After your Fair Saturday show, add these numbers to your show information at: [app.fairsaturday.org](http://app.fairsaturday.org)



*What happens next?*

# The day after

## It's feedback time

The world doesn't end after Fair Saturday. We are here to listen.

We want to know **how your Fair Saturday experience** was and what you consider that can be improved in the next editions of the movement.

You can do it in [app.fairsaturday.org](http://app.fairsaturday.org) signing in with the same user and password you used to upload your event or e-mailing us at: [info@fairsaturday.org](mailto:info@fairsaturday.org)

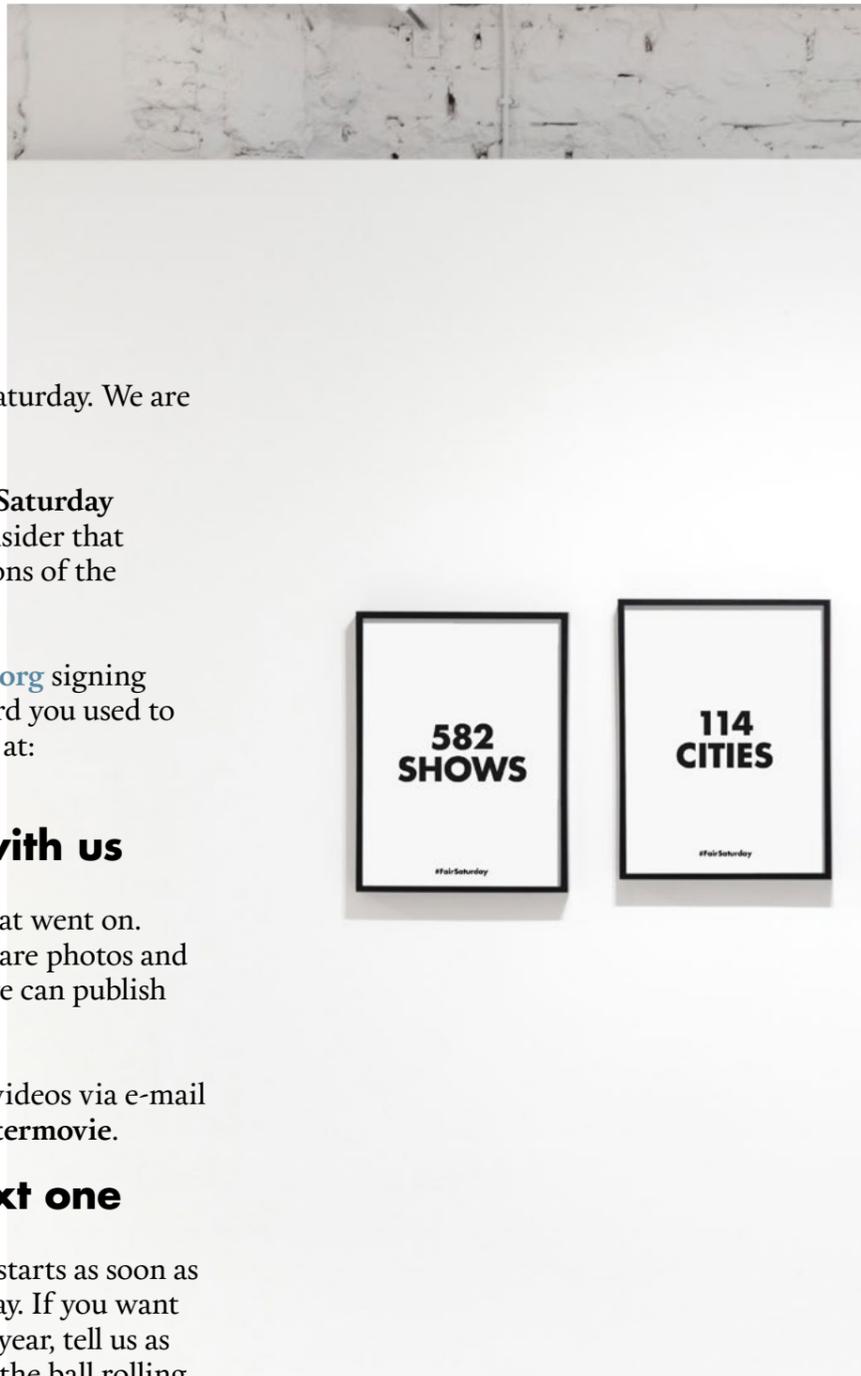
## Share your content with us

Also, we need to tell the world what went on. We will be very thankful if you share photos and videos of your shows with us so we can publish them in our different channels.

You can send us your photos and videos via e-mail or Wetransfer to be part of the **aftermovie**.

## Get ready for the next one

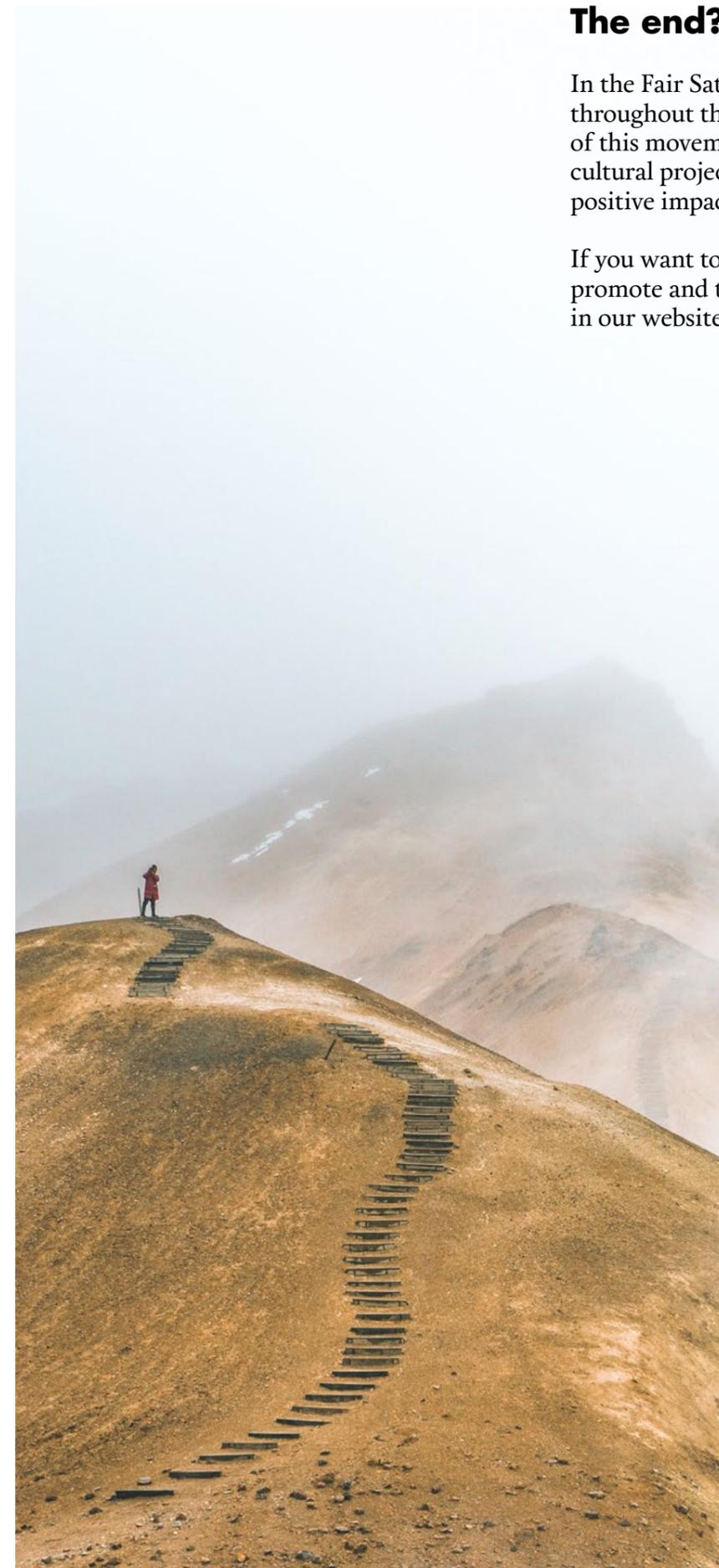
And of course, the countdown re-starts as soon as the sun rises after Fair Saturday day. If you want to take part in Fair Saturday next year, tell us as soon as you know and we will get the ball rolling.



## The end?

In the Fair Saturday Foundation we work hard throughout the year to prepare every edition of this movement. We are also working in more cultural projects that help to expand culture's positive impact in our community.

If you want to know about the activities we promote and the partners we work with, visit us in our website and follow us on social media!



Facebook  
Instagram  
Twitter  
YouTube  
Newsletter

[www.fairsaturday.org](http://www.fairsaturday.org)  
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