



COLLABORATOR'S GUIDE TO WAK

WHAT ALL
ABOUT OCT
KUCHING
CELEBRATING ARTS,
CULTURE x LIFESTYLE



CALL FOR PROPOSAL

Thinking of showcasing your Art, Culture & Lifestyle event at WAK as a Festival Collaborator? This Guidebook is your starting point! The following will assist and guide you through completing the CFP form, which is accessible via www.aboutkuching.com.

WHAT
ABOUT
KUCHING
ALL OCT
CELEBRATING ARTS,
CULTURE x LIFESTYLE



TABLE OF **CONTENT**

COLLABORATING WITH US

1

CFP FORM GUIDE

How to Fill the Call-For-Proposal Form

EVENT DETAILS

Tell Us About Your Event

ORGANISER / ORGANISATION'S INFORMATION

Introduce Yourself / Your Organisation

WAK SUPPORT

9

WHAT HAPPENS NEXT?

9

WHEN IS A PROPOSAL NOT ACCEPTED?

9

WHO CAN BE A COLLABORATOR?

Whether you are a creative individual, group or an established organisation, the WAK Festival welcomes every content owner and developer to be Collaborators.

HOW TO FILL THE CALL-FOR-PROPOSAL FORM?

A step-by-step guide.

A. EVENT DETAILS

A.1 Event Category

Non-exhaustive List of Categories:

Arts | Comedy | Concert | Conference | Convention | Culture | Dance | Exhibition | Film | Forum | Literary | Magic Show | Music | Nature | Public Art | Sports | Talks | Theatre | Tour | Wellness | Workshop | Yoga

The type of event you are organising will heavily influence the details of your planning, e.g. : Type of event venue? What logistical arrangements are required? Targeted demographics? and etc.

If your intended event category is not listed above, please specify yours under '**Others**'.



A.2 Event Name

The name of your event will be the first impression you make to excite your audience. Keep it simple, concise and exciting. Bear in mind that while exciting catch-phrases can help grab your audience's attention, simpler names are easier to remember.

Note: WAK Festival marketing and communication materials will only use your one and only Event Name submitted.

A.3 & A.4 Event Description

What would you like your targeted audience to know about your event? Will there be featured Guest / Performer(s)? A precise and concise description will help your audience understand your event; resulting in a greater appreciation, better reach to your target audience, and a better outcome.

Take the time to make sure you are happy with your description before you submit it. This is a chance to sell your show to audiences. Give them a clear picture about what your event entails and what to expect. Our team will help proofread the copy to check for any errors.

There are 2 parts to this section:-

Part 1:

A brief description which will be used in the WAK Festival printed **Programme Booklet & Digital Calendar** (80 words maximum).

Part 2:

A detailed description to elaborate on the content details of your event; highlight your Special Guest / Performer(s), if any as this will elevate your selling point (250 words maximum).

Please ensure all information provided is accurate and appropriate for public listing.

A.5 Event Objectives

What are the main objectives of your event? E.g. Is your event intended to advocate a particular movement and / or community? To promote a specific lifestyle? To educate the public? Or purely for entertainment?

Having clear objectives will help you plan your event better.

A.6 Event Schedule, Dates, Day & Time

Is your event staged as a one-off; on a daily basis or on multiple sessions and / or days? What are your proposed date(s) & time(s) of your event(s)? Careful consideration of your event scheduling will impact greatly on your eventual audience footfall. It is also imperative to take into account your event preparation (dry runs, rehearsals, etc) and setup duration to ensure effective management.

We run on a 24-hour clock system, e.g. if your Event is at 4 in the afternoon, it should be listed as 16:00 and not 4:00.

The set date selection option runs from 1 - 31 October.

A.7 Event Venue

Please specify the name and location of the event venue.

A.8 Event Language

What language will your event be predominantly conducted in?
- English, Bahasa Malaysia, Mandarin, Iban, Bidayuh, etc.

A.9 Target Audience

Who is your target audience? Do specify your audience demographics. This will determine all your planning including your ideal venue, ticket pricing and effective marketing strategy.

Food for Thought: Family-oriented events must be accessible to both parents and children; certain adult-rated lifestyle events may not be suitable for younger age groups.

A.10 Targeted Footfall

Your targeted number of audience/attendees/visitors/participants for your event(s). This may range from a small workshop of less than 50 persons to a concert/convention involving hundreds or more.

Food for Thought:

- Large scale events will require more resources (i.e. larger space, more equipment, higher logistical cost and greater manpower) and require you to seek out sponsors to help defray the cost.
- Understand that your target footfall may be restricted by the available staging venues in the city.
- It is imperative that you realistically tailor your event effectively to its potential scale.

A.11 Is Your Event Ticketed?

Do people have to buy tickets to attend your event? If so, choose **'YES'** and input the ticket pricing here based on your target audience.

eg: Children (6 yrs & below): RM10, Early Bird: RM50, Student: RM35 & etc.

Food for Thought:

There are several ways to sell tickets: e.g.,

- WAK Online Ticketing Platform.
- Directly by Collaborator.
- For smaller events, it is advisable for you to have a team member (if not yourself) to manage inquiries and sales.
- Determine your ticketing payment method (i.e. Online Bank Transfer, e-Wallets, etc) and convey this clearly to your buyers.
- Please note that collection / delivery of physical tickets (non-softcopy), ticket verification at the door, ushering and all other matters are to be managed by you and your team, the Collaborator.

B. ORGANISER / ORGANISATION'S INFORMATION

B.1 Organiser / Organisation Nationality

If you are an individual this refers to the passport of which country you are holding. If you are an organisation, this refers to the country your home office is based in.

B.2 Country of Residence

If you are an individual this refers to your country of residence. For organisations, this refers to the country your home office is based in.

B.3 Organiser Name

It is imperative that you include your name first followed by the organisation you are collaborating with (if any) other than WAK.

B.4 A Brief Introduction of the Organiser

Introduce yourself and tell us what you do and what your mission is.

B.5 Contact Person / Person-in-Charge

The key contact person of whom the WAK Management Team will be reaching out to for anything relating to your event. This will also be listed in the Festival Programme Booklet.

B.6 Mobile Phone Number

The phone number attached to the Contact Person / Person-in-Charge above. Communication will be mostly via WhatsApp. All Collaborators agree to be contacted via WhatsApp and be a part of WAK established group chats on this channel for all matters pertaining to your events. We will list this in the Festival Programme Booklet both in print and online digital formats.

B.7 Email Address

For the WAK Management Team to officially respond to your proposal submission. To be used as the official channel of communication for any and all official Festival details. We will list this in the **Festival Programme Booklet** both in print and online digital formats.

B.8 Website

Do you have a website that we can visit? If you do, please share it with us. We will list this in the Festival Programme Booklet both in print and online digital formats.

B.9 Social Media Handles

To be used for Festival Marketing and Communication purposes. Additionally, this lets us learn more about you.

B.10 List of Portfolio and/or Past Projects

Please upload relevant portfolios, past project(s)/event(s) highlights within this section, if any.

Note: Maximum 5 files / documents with 100MB per file.

B.11 Link(s) to Portfolio/ Past Projects

Provide links for our WAK Management team to view any photos or videos of your previous project(s)/event(s), if any.

WAK SUPPORT

All Collaborators, will receive the following support:

1. **WAK Festival Volunteers** support (known as WAK Ambassador(s) aka WAKA). WAKAs are festival ambassadors who promote events under the Festival umbrella via WAK information & merchandise booths at every event.
 - WAKAs will assist Collaborators on event day as frontliners (ushering & welcoming) and simple registration.
 - Should the Collaborator(s) require pre-event WAKA(s) for venue setup, they will need to notify the WAK Management Team, at least two (2) weeks prior to the event date.
 - WAKA(s) sign-ups for Collaborator's event(s) are on a voluntary basis, and are subject to their availability.
2. **Marketing & Promotional** support as the Festival Management. (How does WAK Festival promote your event?)
 - **Press Opportunities** - Our media partners will be keen to provide publicity opportunities to your event either in print or broadcast format. (Note: This is subject to the respective Media's discretion.)
 - **Print Media** - this format requires a minimum of one press release and accompanying photos. It is the more flexible option for those who cannot attend a recording or interview session.
 - **Broadcast** - radio or TV broadcast will require your dedicated spokesperson to show up at a recording studio/venue and be comfortable speaking on record/live or on camera. This is usually within the work week/hours and requires a quick RSVP.
 - **Festival Program Calendar Booklet** (printed & digital copies) which include respective Collaborator's logo & event details.
 - **WAK 2023 Festival Branding Kit** (digital collaterals).
 - **Social media** support:

Pre-Event

- Basic ONE (1) time social media consultation.
- Social media kit (digital form).



Event Day

- Up to three (3) content reposting/sharing across @aboutkuching's social media platform (Instagram and Facebook). Content format includes reel and/or still contents.
- Extra content will be shared as a form of 'story' posting on @aboutkuching's Instagram and Facebook platform.
- A weekly summary of collaborators' events will be posted in reel or still form on @aboutkuching's Instagram, TikTok or Facebook.

Post Event

- Highlight reels or videos or still photos.

3. **Photography & videography** support i.e actual-day event highlight photography and selective video coverage.

- Collaborator(s) will have access to highlight photos and (raw) video clips taken on the event day, a link will be sent to Collaborator(s) to download the files.
- Collaborator(s) may use the photos and (raw) video clips for social media, publications and promotional purposes. Collaterals used must be credited as 'Image / Footage Courtesy of WAK Festival'.
- For scheduled coverage, Collaborators are advised to update the WAK Management team three (3) days ahead if there are changes to venue, time or date of the event.
- About Kuching Sdn. Bhd. has the right to photograph and record your event and use them in connection with the production and/or post-production of any advertising or promotional material in any film audio tape, video tape, audio-visual work, photograph, illustration, animation, or broadcast, in any media or embodiment, now known or unknown, including, without limitation, all formats of computer readable media produced by or for the benefit of About Kuching Sdn. Bhd.

4. **Public Relations** support which covers these areas:-

- Application of Professional Visit Pass / Social Visa (Non-Malaysian / Non-Sarawakian) (if applicable).
- Letter of Support from WAK Festival i.e for Sponsorship, marketing support, etc.
- Suggested list of invitees i.e Honoured Guest(s) / VIP / Guest list for press conference, launching ceremony, event, etc.

WHAT HAPPENS NEXT?

Once you have submitted your **Call-For-Proposal** form, the WAK Management team will send you an email response regarding the status of your application.

WHEN IS A PROPOSAL NOT ACCEPTED?

There are a number of possible reasons why the WAK Management team would not accept a submitted proposal. Here are a few examples why.

- Event(s) expressing views that deliberately offend cultural, religious or political sensitivities.
- Event(s) that contain controversial subject matters (i.e sex, drugs, and etc.) with a potentially/overtly offensive manner of delivery.
- Overwhelming response of a particular event category/genre.
- The information you submitted in your proposal form was unclear or did not tally.

Thank you. We are looking forward to receiving your proposal!

Sincerely

The WAK Management Team

For further enquiries, please email us at
info@aboutkuching.com



THANK YOU

@aboutkuching.com



WHAT
ABOUT
KUCHING
ALL
OCT
CELEBRATING ARTS,
CULTURE x LIFESTYLE

