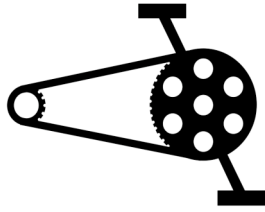


27/5/09



2009 Melbourne Bicycle Film Festival 12 - 29 November 2009

Satellite Event & Programmed Activity Application Form

Most of us have learned to ride a bicycle but for some people, riding a bike means so much more. The Bicycle Film Festival is all about bikes and the people that ride them, and those that don't - yet! Through art, film, music and parties, we aim to bring the cyclists of Melbourne together and give us all something to celebrate. Join us.

In 2009, Melbourne event producer Ambiguous Horse is offering individuals, collectives and organisations the opportunity to host their own event or participate in one of the programmed activities of the Melbourne Bicycle Film Festival.

Festival Information

Key dates:

Art Show and Festival Launch: Thursday 12th November 2009

Screenings: Thursday 26th – Saturday 26th November 2009

Street Party and Bikes Rock: Sunday 29th November 2009

Satellite Events

Produced and managed externally, Satellite Events can take place at any time between the **12 – 29th November 2009**. They are events that bring together a community of bike lovers and expand the audience and profile of the BFF.

Examples include: Bike Polo Tournament, Swap Meet, Social Gathering, or Organised Ride.

Benefits of staging a Satellite Event:

- Event listing on Melbourne page of International Bicycle Film Festival website
- Event listing in Bicycle Film Festival Program
- Linked logo on BFF website
- Provision of support and wide audience for your event
- Complimentary ticket allocation to Festival screenings for participants
- Access to BFF Publicity Campaign
- The opportunity to align your activity with a larger community of bike lovers

What you need to do to stage a Satellite Event:

- Come up with an idea for a bicycle related event that will bring together your community of bike lovers, fill out the Application form below and send it in.
- Independently fund and produce the event. Keep in mind any profit made will be yours to keep.
- Secure relevant Public Liability and Permits to stage the event if necessary
- Market your event and the broader Bicycle Film Festival Program any way you know how. Produce collateral and talk about it with everyone you know
- Include the BFF logo and URL on all materials produced for the event
- Display BFF signage at event if appropriate
- Attend the BFF Event Briefing in October

Programmed Activity

The BFF has four major events in this year's program; Film Screenings; an Art Show; A Street Party and Bikes Rock closing party. Refer to the previous page for dates.

Programmed Activities will take place during these events and enrich the experience of people attending, also bringing a new audience to your activity.

Examples include: Bicycle Performance/Demonstration, Customised Bicycle, Bicycle Game or Installation

Benefits of staging a Programmed Activity

- Inclusion in the BFF media campaign
- Increased audience for your activity
- Public Liability provided by the Festival (dependent on nature of activity)
- Listing on BFF website
- Linked Logo on BFF website
- Complimentary Ticket allocation to Festival screenings

What you need to do to stage a BFF Programmed Activity

- Be able to attend one of the BFF Events (Art Show/Launch, Film Screenings Street Party or Bikes Rock)
- Independently fund your presence at the event
- Agree to be photographed and participate in media opportunities for the Festival (either at event or in lead up to event)
- Promote your involvement in the BFF to your networks
- Attend the BFF Event Briefing in October

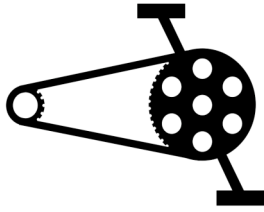
Selection

The BFF Committee will assess all applications in July and successful applicants will be notified directly.

If you have any questions about the BFF or this application form please contact:

Pip Carroll
Ambiguous Horse
PO Box 708
Northcote VIC 3070
pip@bicyclefilmfestival.com

Applications close Friday 10th July 2009



**2009 Melbourne
Bicycle Film Festival
12 - 29 November 2009**

**Satellite Events & Programmed Activity
Expression of Interest Form**

The Event...

Name of Event/Activity: _____

Description of Event/Activity (100 words): _____

Target Audience: _____

Estimated Attendance (if applicable): _____

Ticket Price (if applicable): _____

Proposed Date: (must be between 12- 29th November, 2009): _____

Proposed Start and Finish Time: _____

Proposed Venue (if applicable): _____

Presented by

Name of Applicant: _____

Name of Organisation (if applicable): _____

Email: _____

Phone: _____

Postal Address: _____

Management

Will you have any sponsors or partners involved in this event/activity? If so please provide details. _____

Has the event/activity ever been staged before? If so, please list where and when.

Imagery

Please send any imagery in support of your application as JPG files to the details below. If emailing please ensure files are sized no larger than 1MG.

Deadline

Please fill out and return this form before **close of business on Friday 10th July.**

Via email:

pip@bicyclefilmfestival.com

Via mail:

PO Box 708 Northcote VIC 3070.