

Festival TREK BRIGHTON 2020





Festival TREK Brighton

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General information

Data

Event name	Festival TREK - Brighton
Name organization	Four Entertainment BV
Chamber of Commerce	62682288
VAT number	8549.15.862
Address	Wittevrouwensingel 101
Postal code	3514 AM
Place	Utrecht
Phone number	+31-30-231 29 79
Contact person	Harrison Hall
Phone number	07702668489
E-mail address	harrison@four-entertainment.nl

Festival TREK – the Brighton edition

Proposed location	Hove Park -at the height of the soccer fields	
Proposed dates	14 – 16 August 2020	
Park Cost	£6,000.00	
Site setup	12 August 2020:	08.00 – 20.00h
	13 August 2020:	08.00 – 20.00h
Event	14 August 2020:	16:00 – 22.30h
	15 August 2020:	14:00 – 22.30h
	16 August 2020:	14.00 – 21.30h
Site clean up	17 august 2020:	08.00 – 17.00h

No. of visitors anticipated per day:	4-5000
No. of visitors at the event at same time:	max. 3500

As much as possible use of local/regional parties concerning communication, security, first aid and other facilities.



Organization

The concept and organization of Festival TREK is in the hands of FOUR Entertainment. FOUR Entertainment is an event agency with years of experience in the industry. The organization is responsible for, among a lot of productions in Amsterdam, the production of the International Fireworks Festival Scheveningen and various events of RTL Netherlands. As a producer of large-scale public events, FOUR Entertainment aims to guarantee quality in the areas of production, safety, traffic, public space and marketing.

FOUR Entertainment is a private company and the organization aims to create both production and conceptual high-profile events; possibly with support from media parties.

The organisation of TREK consists of Harrison Hall, Brecht van Breukelen, Michiel Marcelis, Emile Faulborn and Raymon van Sprang.

www.four-entertainment.nl



Project plan Festival TREK

Concept

Festival TREK is kind of village that settles down in the nicest city parks. During this event we transform a city park into a large and cozy open air restaurant with dozens of mobile kitchens, live music, theatre and acts.



Enjoyment and conviviality are central.

TREK is focused on food & culture and functions as a meeting place for young and old. The combination of gastronomy and culture ensures the optimal visitor experience. Tasting at the various food trucks and enjoying theatre, cabaret, art and music, in which we offer local artists a stage to present themselves.

Festival TREK is the largest traveling festival in the Netherlands, almost consecutively along the larger cities of the Netherlands from the beginning of May; the go-ahead will take place in Rotterdam with a large national media campaign.

TREK is constantly changing, current and surprising; interesting theatre programming, opportunities for local and regional talent, acts on the ground (all in cooperation with cultural institutions) and settings, such as the life-sized town hall of our Mayor, the mega-letters 'TREK' and a church where visitors can go to confession.



Target Audience

TREK appears to appeal to a very broad target group, partly due to its accessible nature, and can be seen as a family event, with a lot of children's entertainment. The average age of the adults is between 25 and 45 years.

Environment

The festival works with environmentally friendly hard plastic TREK glassware.

Regarding the power requirement, we use the technique to cluster the generators; they are connected to each other and store according to the power requirements.

We also use the GTL fuel for the aggregates; the liquid fuel, made from natural gas. That burns many times cleaner, emits less (not even the black smoke) and is virtually odourless compared to the offending diesel.

We collect our waste separately and use a (press) container.

All in all, the edition of Festival TREK-Brighton will be a surprising and interesting addition to your event calendar and the promotion of your city.

On behalf of FOUR Entertainment

Harrison Hall