



**Partner Publicity: Crediting & Strapline**

*The following information should be used in all partner marketing materials and press releases with the AV Festival 10 logo.*

*Please use the following, (note: each line needs to start separately, the below should not appear as continuous text):*

Part of AV Festival 10: Energy  
International festival of electronic arts featuring visual art, music and moving image  
5 - 14 March 2010  
NewcastleGateshead, Middlesbrough, Sunderland  
[www.avfestival.co.uk](http://www.avfestival.co.uk)

*Where you have been involved in commissioning, curating or producing a Project please add the appropriate credit line, some examples are given below. If you are unsure of the correct credit please contact [rebecca@avfestival.co.uk](mailto:rebecca@avfestival.co.uk):*

Co-commissioned by AV Festival 10 & [your organisation]  
Exhibition curated by AV Festival 10 & [your organisation]  
Produced by AV Festival 10 & [you/your organisation]

*The commissioning/exhibiting or producing credit above should be used in conjunction with:*

Part of AV Festival 10: Energy  
International festival of electronic arts featuring visual art, music and moving image  
5 - 14 March 2010  
NewcastleGateshead, Middlesbrough, Sunderland  
[www.avfestival.co.uk](http://www.avfestival.co.uk)

*Contact [fran@avfestival.co.uk](mailto:fran@avfestival.co.uk) for copies of festival logo and funders' logos that should be used in marketing and publicity materials.*

## **Press Releases**

*Please use the following information in press releases:*

AV Festival 10: Energy plus relevant credit and festival dates (5-14 March 2010) should be referenced in the first page of the press release.

*Quotes on behalf of Rebecca Shatwell, Director of AV Festival 10 are available on request and she is available as a media spokesperson.*

## **In Editors Notes:**

*Use of relevant partnership or commissioning credit plus:*

AV Festival 10: Energy is a biennial international festival of electronic arts, featuring visual art, music and moving image. The festival takes place from 5-14 March 2010 across NewcastleGateshead, Middlesbrough, Sunderland. [www.avfestival.co.uk](http://www.avfestival.co.uk)

AV Festival 10 is organised by Audio Visual Arts North East, an independent charitable company, it forms part of NewcastleGateshead's world-class festivals and events programme managed by culture<sup>10</sup>, based at NewcastleGateshead Initiative.

AV Festival 10 is supported by: Arts Council England North East, One North East, Middlesbrough Council, Sunderland City Council, Tyneside Cinema, Northern Film & Media, UK Film Council, PRS Foundation, and Big Lottery Fund.

*For press enquiries about AV Festival 10 please contact:  
Nicky Harrison, White Hot Communications  
T: 0191 280 8020 / 07824 390826  
E: [nicky@whitehotcomms.co.uk](mailto:nicky@whitehotcomms.co.uk)*

**Please supply draft press releases for approval to:**  
*Fran Graham, Marketing Manager, AV Festival  
T: 07815 790189  
E: [fran@avfestival.co.uk](mailto:fran@avfestival.co.uk)*



## **Use of AV Festival 10 Logos**

*Logos should be used on publicity materials and in press releases related to AV Festival 10 events and exhibitions. Where possible project funding logos should also be displayed. Get in touch directly for details.*

**The festival logo is available in the following formats:**

**Full colour (high resolution for print)**

**Full colour (medium resolution for on screen)**

**Black and white (high resolution & medium resolution for on screen)**

The logo should not be displayed or printed at less than 80px high.

AV Festival 10 logos are available on request by contacting [fran@avfestival.co.uk](mailto:fran@avfestival.co.uk)

Please supply artwork for prior-approval to [fran@avfestival.co.uk](mailto:fran@avfestival.co.uk)