

# Manx Amateur Drama Federation



# Who we are



- The Manx Amateur Drama Federation (MADF) is an island-based charity whose objective is to promote amateur drama on the Isle of Man
- One of the main ways MADF does this is through its Easter Festival of Plays
- The festival has been running since 1950 and has been staged over 65 times
- In the 1970s, MADF was instrumental in saving the Gaiety Theatre from being demolished and has retained close ties with the theatre with the Easter Festival being held there ever since
- Performances range from Beckett to Bennett, from well-known authors to plays written by local amateur authors



# The 2024 Festival



For 2024 the Festival will be made of 3 separate competitions:

- One Act Play Festival - 8 performances run over 3 nights
- Full Length Play Festival - 4 performances run over 4 nights
- Young Actor of Mann - run on Easter Saturday afternoon
- The play competitions are open to groups both on and off island
- Off island teams are offered a travel subsidy to enable them to participate in the festival. Many stay additional nights to enjoy all the island has to offer, meaning the subsidy is invested back into the island economy



# One Act Play Festival



- For this competition, groups have a performance time between 20-50 minutes with no interval
- Teams have 10 minutes to set the stage and 5 minutes to strike it
- There is a 2 hour window to rehearse on the performance day
- Awards given include for Best Play, Best Director, Best Actor and Best Actress, Best Supporting Actor and Best Supporting Actress, Best Youth Play & Best Set
- Winners are eligible to compete in the All England Theatre Festival Regional finals and the British All Winners Festival - Service Players, Legion Players, Rushen Players and Hog the Limelight have enjoyed success in both of these events in recent years



# Full Length Play Festival



- For this competition, groups perform a full length play with one interval
- There is no time limit on setting or striking the set but it has to be completed during the day of the performance
- Teams must use this time to rehearse their production in readiness for their evening performance
- Awards given include for Best Play, Best Director, Best Actor & Actress, Best Supporting Actor & Actress, Best Actor over 60, and Best Actor under 21
- Winners are eligible to compete in the British All Winners Festival - the winner of the 2023 MADF Easter Festival went on to win the British All Winners Festival



# Young Actor Of Mann (YAOM)



- This is open to any young person between 13-19 years
- They have to perform 2 pieces of drama based on a theme set by the adjudicator
- The performances are watched by a paying audience
- The winner is provided with a £500 bursary to enable them to participate in an off island drama course of their choice.
- Previous winners include Lisa Kriesky, Jonathan Eio, Tony Eccles & Leah Carter all of whom have gone on to have professional acting careers
- Listen to Tony & Leah talking about how YAOM was a spring board for their success:

<https://www.manxradio.com/podcasts/the-green-room/episode/the-green-room-chats-with-old-hands-and-new-faces-from-manx-amateur-dramatics3/>



# Audience Reach



- During the 2023 festival over 1,000 tickets were sold - an increase of 50% on 2022
- Audiences had the option to buy a festival ticket for £77 - with 11 performances that's just £7 per play
- MADF is only 1 of 2 amateur groups offering non-musical theatre plays to the Manx public at the Gaiety Theatre
- With both youth and adult groups performing it meant there was support in the audience from a large age range



# Sponsorship Opportunities



For 2024, there are 3 different options for you to be involved as a sponsor:

- Young Actor of Mann Sponsor
- Supporter (sponsoring an individual night of the Festival)
- Principal Sponsor





# Young Actor of Mann Sponsor



- Logo on all marketing materials relating to YAOM - posters and flyers
- Logo on all social media ads
- Mentions on all our social media posts relating to YAOM - across a 8 week period. Reach 16,000 local people
- 'Meet our sponsor' post
- Acknowledgement in all interviews
- Full-page advertisement in the Festival programme
- 6 complimentary tickets for YAOM competition
- Present winner and runner up awards
- Opportunity to meet competitors
- Work with sponsor to meet own PR goals during sponsorship year



**Cost: £1,000**

# Supporter



- Logo on all marketing materials relating to the sponsored night - posters and flyers
- Logo on all social media ads relating to the sponsored night
- Mentions on our social media posts relating to the sponsored night - across a 8 week period. Reach 16,000 local people
- 'Meet our sponsor' post
- Full-page advertisement in the programme
- 6 complimentary tickets for sponsored night
- VIP backstage visit to meet the sponsored teams



**Cost: £500 per night**

# Principal Sponsor



- Sponsor of total festival - One Act and Full Length Play and YAOM competitions
- Logo on all marketing materials - billboards, posters, banners and flyers
- Logo on all social media ads
- Mentions on all our social media posts - across a 8 week period. Reach 16,000 local people
- 'Meet our sponsor' post
- Acknowledgement in all interviews and in radio ads
- Full page advertisement in the Festival programme
- 6 complimentary tickets for each night
- Present trophies to all award winners
- VIP backstage visits to meet the sponsored teams
- Work with sponsor to meet own PR goals during sponsorship year



**Cost: £3,000**

# Contact us!



For more information or to discuss in more detail please contact our Chair  
(Sharon Walker) at [chairman@madf.im](mailto:chairman@madf.im)