

In De Diamantfabriek (IDD)

A partnership with a cultural festival

Since 1999 the *Amsterdam Student Festival* has been organised, by students, for students with creative ambitions. Three years ago the festival changed its name to “*In De Diamantfabriek*”. Since then the festival is organised in the CREA building, the cultural department of the University of Amsterdam (UvA) and the University of Applied Sciences (HvA). This year the festival will take place on Friday the 6th and Saturday the 7th of April. Our aim is, and has always been, to create a unique space where young artists, performers and musicians can show their work. Students can apply in different categories and this leads to a very diverse line-up, including dance and theatre performances, spoken word, short films and a lot of different kinds of music. The committee’s create the different categories based on the applications, and will choose “Luminaries” at the end of the festival. *In De Diamantfabriek* will try and help these “Luminaries” by providing them with studio time, materials or other benefits. Next to the student acts, we also invite a couple of professional “guest-artists”. With the festival we try to create a cultural centre, where young artists get a starting ground, and visitors get the cultural experience they’ve always wanted.

This year’s focus will lay on “Inclusivity”. We will try and broaden our diversity by selecting and contacting acts from all different walks of life. The first part of this campaign is to attract the LGBT+-student and artist. Led by our three “queer” board members, we aim to create a safe space for all people where we can talk and learn about our differences and similarities. Another part will be the focus on the international student and acts, therefore, the whole campaign and festival will be both in Dutch and English. And third, we want to provide facilities for visitors with a sensory impairment, and also include activities where visitors can learn about sign language, braille and so forth.

Organisation

In De Diamantfabriek 2018 is organised by a board, consisting of five members. A Chairwoman, a Treasurer, a Promotions coordinator and two Performance/Festival coordinators.

During the year the board members are assisted by committee members and volunteers.

In De Diamantfabriek receives structural support from the UvA, the HvA and CREA.

Scope and reach of *In De Diamantfabriek*

In De Diamantfabriek wants to attract all different kinds of students from Amsterdam.

- ◆ Based on last year’s numbers we expect a total amount of 800 visitors (circa 400 per day).
- ◆ There will be large online and offline campaigns. Promotion channels will include a lot of local and national media (NRC next, Het Parool, At5, Babel and Folia), social media (Facebook, Instagram and Snapchat), our own website and a newsletter.

- ◆ Our offline campaign will be enlarged by spreading posters and flyers through Amsterdam. In collaboration with Flyerman these will be distributed at a lot of UvA and HvA locations and study associations. Through Flyerman we will also be able to reach a lot of bar's and café's were we wouldn't normally be allowed to promote.
- ◆ With a total of more than 3100 likes on Facebook already, and an ever-growing online presence, our online reach is getting larger and larger. The festival regularly sponsors posts, which leads to a range of 3000 people per post.

Guest Artists and “Luminaries”

Beside the promotion of young talent, *In De Diamantfabriek* also invites several well-known artists, called Guest Artists. They are an example for the young artists and give them the inspiration to continue their work. The Guest Artists also provide us with necessary promotional value and presence. Examples of previous year's Guest Artists are *Willie Wartaal*, *Gerson Main*, *Echo Movis en Mozes* and *The Firstborn*. At the same time many of the Luminaries from previous editions have now grown to be well known artists themselves. Examples of these are *Lucas Hamming*, Rapper *Benjamin Fro* and the band *Blupaint*. Not only musicians have benefitted from participating. For example *Mea Dols de Jong* is now famous name, and was a Luminary from our category “Visual” arts.

This year *In De Diamantfabriek* wants to use a more diverse line-up to attract a more diverse audience. With our choices of Guest Artists we want to include more HvA students too. The Guest-Artists already known for 2018 are:

Yung Nnelg

Rapper from Amsterdam



Linde Schöne
Singer/Songwriter



Koffie
Afropunk band



Sponsoring and Partnerships

There are several ways in which you can sponsor or collab with *In De Diamantfabriek*:

Ofcourse we are open to suggestions!

- ◆ A collaboration on an activity or performance during the festival. Together with our programming committee you would organise the event.
- ◆ Sponsoring with material or services.
- ◆ The possibility of presenting your logo or name on our material during the festival. Think banners, speeches etc.
- ◆ The possibility to present your own promotional material to artists and visitors.
- ◆ Your logo or name on our flyers or posters.
- ◆ Your logo, and a mention of your sponsorship on the website. (www.indediamantfabriek.nl)
- ◆ A banner in your name on our website as advertisement.
- ◆ Your logo on the clothing of our Board, Committee members, and volunteers during the festival.
- ◆ A full-colour advertisement (A7) in our program leaflets.
- ◆ Advertisement material in our promotional bags.
- ◆ Sponsoring in the shape of monetary services.

What does *In De Diamantfabriek* offer you

- ◆ No matter the form of sponsoring your Logo will be presented on:
 1. The back of our program leaflets.
 2. On the sponsor-wall that is in a central location during the festival.
 3. On our website
 4. On a sponsors banner near the entrance.
- ◆ *In De Diamantfabriek* offers you online promotion with a relevant reach on both Instagram and Facebook.
- ◆ The chance to promote yourself on the festival itself.
- ◆ Free tickets to the festival.