

project

**International Theatre Festival
Divadelna Nitra 2010**

24 – 29 September 2010

19th year

November 2009

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1.

mission

vision

characteristics

aims

intentions

mission

- The meaning of existence of Divadelna Nitra (Nitra's Festival of Theatre) is to contribute to the deepening of reference of the citizens and its state representation to arts. The festival and the association of the same name are trying not only to represent the various types of art, but also to mediate the values of art, to teach how to perceive the more complex creative methods, to understand the message within the works of art and the message that art brings. It is also trying to support the idea of the variety of cultures, to develop creativity, the emotional and aesthetic values.
- The aim of Divadelna Nitra is to mediate the knowledge that art can serve as an important impulse of thinking about a human being, about the society where we discover values in ourselves and beyond, as the opportunity to cleanse and enrich the spirit.

vision

- *The rich home made and foreign reflection of a high quality*
- *The inspiration for the current production*
- *The highest quality*
- *The prestigious place in Europe*
- *The satisfied and well informed spectator*
- *Professional development*
- *International cooperation*
- *The platform for the exchange of experiences and opinions*
- *Divadelna Nitra outside Nitra*

characteristics

- The international festival Divadelna Nitra is the largest Theatre festival in Slovakia. It is also one of the most important international activities in the cultural area in Slovakia. Divadelna Nitra is a recognised activity in the European context.
- It is organised every year towards the end of September since 1992.

- It is a selective, but non-competitive parade of the top European production focused on mainly the drama/play, susceptible to dance, music, puppet theatre and also the visual theatre.
- It selects the non-traditional, innovative and inspirational scenic theatre, it informs about the new tendencies and about the new names of the artists. It consists of the rich accompanying and working programme, it offers space to other types of art and to the representation of regional cultural activities. It is dedicated to the non-formal way of educating and working with the spectator.
- Conceptually and in terms of organisation, Divadelna Nitra is covered with the non-government subject Association Divadelna Nitra, The preparation and realisation of the festival during the year involves the cooperation of 5 main organisations and over 100 other institutions and companies.

key terms

- creativity, innovation
- up to date themes, attractive forms, new tendencies
- non-traditional expressive means of communication, provocative statements
- rising stars but also famous people
- variety of forms, genres, tactics, opinions, poetics, mentalities.
- variety of choice of programme
- presence of various types of art, multi-art environment
- international cultural exchange
- service to the professionals and to the public
- informal way of educating by art and for art
- new elements of programme and organization
- development of volunteering, work with young people
- support of the participation of the citizens and the artists at the cultural and social processes
- transformation of the traditional thinking regarding the form of drama presentation
- clear group targets
- friendly atmosphere
- knowledge, instruction, pleasure

aims

In agreement with its fundamental mission, the International Theatre Festival Divadelna Nitra 2010 has the following aims:

- present a high quality of European theatre – non-traditional, searching and inspirational theatre
- to inform about the work, the personage and the tendencies of the contemporary Slovak theatre
- to search for and present the new names of artists – ‘rising stars’
- to bring up to date themes, attractive forms, new tendencies
- to aim beyond the usual borders of genres, to join different types of art (film, literature, music, visual arts, radio)
- to offer the opportunity to represent the regional culture – production for adults and children
- to continue in realization of the ongoing programme in the informal education for young people and motivating to volunteering

intentions

In agreement with its fundamental mission, the International festival Divadelna Nitra 2010 has the following intentions:

- to develop the cultural exchange in European context

- to motivate in the Slovak theatre and cultural environment, to add to the possibilities of representation of the Slovak theatres and culture as a whole
- to inspire and provoke the creators, the cultural operators and also the spectators of the festival
- to support the variety of arts, methods of artistic expression and the perceiving of it
- to cultivate taste, fantasy, empathy, love for the beautiful, tolerance to the differences
- to permanently create the answer to the consumerism, to strengthen the name of the festival as an important platform for a polemic to traditional and commercial art
- to add to the personal development of an individual and to improve the quality of life

2.

the structure of the programme

the main programme
 the accompanying programme
 OFF programme
 the working programme
 the educational programme

Parts	Elements
Main programme	<ul style="list-style-type: none"> • divadlo.eu – presentation of productions from European countries (9 – 11 countries) • divadlo.sk / Forum of Slovak theatre professionals – presentation of productions from Slovakia
Accompanying programme	<p><u>programme sections:</u></p> <ul style="list-style-type: none"> • Festival for Children • Theatre Fair • White Night • film.eu – an exhibition of contemporary European film <p><u>types of performances:</u> theatre, film, poetry, concerts, exhibitions, workshops, attractions</p>
OFF programme	Drama play reading of contemporary plays, co-production of the festival (up to date themes, innovative forms, co production of Slovak and foreign theatre groups)

Working programme	<ul style="list-style-type: none"> • Breakfast with... – discussions with the makers of productions, with foreign guests, with the representatives of partner's festivals and institutions, presentation of projects • The co-operation with the project of Slovak centre AICT, Theatre Institute and Theatre faculty of the Academy of Performing Arts named IS.Theatre.sk – with the aim to support the critical writing and discussions about tendencies of contemporary theatre in Slovakia and in Europe. • Process and digitalise archive of Association Divadelná Nitra – preparations for the 20th anniversary of festival Divadelná Nitra 2011 • projections of productions' records, presentations of projects from the culture and art environment • networking – meetings • Forum of Slovak theatre groups– platform for the exchange of experiences, reflections, inspiration and networking of the Slovak theatre production
Educational programme	<ul style="list-style-type: none"> • How to Understand Theatre – is a way of informal educating in the area of perception of the theatre stage plays (part students, part public) • A Tulip for You – is a multiyear project of an integration of disabled children • Other events of the accompanying programme, which are a part of the informal education • Working with volunteers

main programme

Presents the very top, valuable and representative outcomes of the European theatre production. It informs participants and visitors of the festival about new tendencies and names of the performing art; it presents interesting outcomes of production, tendencies, it presents the contemporary personalities of the Slovak theatre at the international forum and it expands forms of presentation of the Slovak theatres and possibilities of communication of Slovak artists with abroad. It expands the cultural exchange, mobility and co-operation in Europe.

presentation of productions from abroad: 9 – 11 European countries

- around 10 productions from European countries: Hungary, Poland, Czech Republic, Belgium, Switzerland, Germany, Russia, Holland, Slovenia, France, Spain, Great Britain, Lithuania, Latvia, Finland and others.
- presentation in Nitra, but also a satellite presentation to Bratislava and Trnava
- Selection of productions will take place in co-operation with a team of selectors and with the help of the group of consultants

presentation of productions from Slovakia

- presentation of selected theatre productions from the last season in Slovakia; 3 – 5 companies
- to present the work in the spirit of the festival theme and with a healthy confrontation with the international part of programme
- present the work that is suitable for export and representation in an international context

Divadelna Nitra 2011 creates new platforms and supports the active participation of the Slovak theatre professionals on the festival:

- changes in the way of selecting the productions from Slovakia (creating a net of consultants and following a curatorial selection in the frame of joint board for the foreign and Slovak theatre);

- declaration of a challenge: work on the original project for OFF programme festival;
- creating a new platform for an active participation of Slovak theatre professionals at the festival – so called Forum of Slovak Theatre Professionals

■ accompanying programme

Activates the culture sphere in the city and the region; it offers the opportunity to present its outcomes during the festival; it cultures the variety of art forms and ways of expression; it offers the inland and foreign audience the information about the cultural happenings in the regions; it attracts attention of the wide public to the festival; it gives the opportunity for contact with art to all parts of society including children; it cultivates the relationship between the citizens of the city and the region and of the arts and improves the quality of life

■ Film.eu – exhibition of European film

- a contact with the progressive contemporary European film – Slovak and foreign

■ Theatre Fair

- the connecting bridge between culture, contemporary art and community activities with tradition and fun
- street events focused mainly on the forms of the contemporary interactive art – exhibitions and visual art activities, theatres, concerts, but also the contemporary young design and fashion design

■ White Night (6th year, Saturday 25 September 2010)

- night visit of exhibitions and exhibition spaces of The Nitra Gallery, The Nitra Museum and the Synagogue enriched with interesting and attractive happenings in these institutions and in the central streets of Nitra

■ Festival for Children

Extensive programme of activities for children – theatre and film performances, presentation of children theatre groups, listening to the radio play, educational concert, poetry for children, visual art and drama workshops, but also competitions, games, creative activities, attractions and street performances. The aim of Festival for Children is to annually organize events, particularly events for children. The particularity is to effectively involve children into to preparations of the activities.

■ other

- theatre productions present the regional work
- presentations of laureates 'Podebrady days of poetry'
- non-traditional forms of presentation of prose and poetry from young authors

■ OFF – Open Festival Forum

Presents new authors and production; it gives space to the young Slovak and foreign creators to try new forms and methods, to look for non traditional forms of artistic expression; it searches and brings interesting and up to date themes; it highlights the importance of the work process and presents the outcome in public, during the festival.

■ challenge theatre project for the OFF programme

aims:

- initiation and support of the creative co-operation of Slovak theatre professionals with the theatre professionals from Middle European countries,
- co-production and active participation of Divadelna Nitra Association on the preparation, realisation and presentation of project following the programme Divadelna Nitra 2010,
- to join other Middle European festivals into the realisation of the project

■ working programme

Develops communication, exchange of information, reflection and educating; mediates knowledge and experiences from abroad in the area of communication, reflection, fundraising.

■ Forum of the Slovak theatre professionals

the special working programme for exceptional personalities of Slovak theatre, theatre critique and theory, academic environment, students and teachers of high schools and theatre academies.

■ Breakfast with...

the supplement activity of the main programme – discussions with the invited personalities (directors and other creators of productions of the main programme, personalities of culture environment)

- dialogues lead by exceptional European critics

■ co-operation with Slovak centre AICT, Theatre Institute and Theatre Faculty of the Academy of Performing Arts in connection with the project is.theatre.sk

- support of the activation of the Slovak theatre critics
- motivation of the expansion of professional skills, it adds to the innovation of methods of modern theatre art
- initiating of rendering a space for the opinion exchange and its publication

■ process and digitalisation of archive of the Association Divadelna Nitra

- preparation for the 20th year of festival Divadelna Nitra in 2011
- with digitalization, the materials in archives collected over the years – often very valuable materials from foreign creators – become accessible to the public

■ networking – meetings

- series of informal meetings of foreign participants and the guests of festival with Slovak theatre professionals

■ projections, presentations

- . presentation of activities of the Theatre Institute in Bratislava and more cultural institutions
- . projections of theatre productions from the previous years of Divadelna Nitra, according to the demand of the participants DN

■ educational programme

Contains the project activities of informal educating of children, young people and the wide public.

■ How to Understand Theatre

how to think about theatre, how to understand theatre, how to create theatre, how to go to the theatre

- the first part of project How to understand the theatre is focused on informal education of young people, students of high schools and universities of art and drama
- the second part of project will focus on joining the wide public in 2010, aiming to prepare them for more exacting works presented at the festival
- the mission of the project is to develop the traditional knowledge and experience (through informal educating) of young people and the wider public with theatre; to enrich their knowledge about the contemporary Slovak and European theatre, theatre production and theatre plays.

■ A Tulip for You

creativity – integration – solidarity

- project of Divadelna Nitra Association in co-operation with the United Halls of Residence for the visually impaired and blind in Bratislava, The Primary School of Count Pribina and The Catholic Primary School of St. Frantisek from Assisi
- in the year 2010, there is a plan for the whole year round systematic activity that will join in the activities the visually impaired children together with seeing children.

3.

target groups

young people – the main group
 public – Nitra and the satellites
 the professional public

■ young people – the main target group

structure of the target group

audience of age 16 to 30 years; young informed people, that are not afraid to risk, who are attracted by the new, non traditional experiences

benefits for this target group

- various generous discounts on admission tickets on various performances of the main programme
- simplification of accreditation, which will make it easy to access the festival
- the offer to book an inexpensive accommodation
- all year round expert practice for students of social sciences and art in the Association Divadelna Nitra, recommendations for gaining credits
- consulting co-operation at projects or theoretical works of students regarding the organisation and preparation of cultural events, mainly the theatre festival
- educational and entertaining events free of charge for the volunteers
- free entry to the performances for the volunteers

■ public – Nitra and the region + satellites of the festival (Bratislava, Trnava)

structure of the target group

- citizens of Nitra and the surroundings – laic public from Nitra and the Nitra region with the interest in culture, mainly theatre
- expanding the productions of the main programme into other towns and cities, including the laic public from Bratislava and Trnava, the satellite towns of the festival Divadelna Nitra

benefits for this target group

- the possibility of enjoyment through culture and an expansion in art education
- recognizing of various poetics, non traditional performing solutions, interesting themes and personalities of European theatre, top production from Slovakia and cultural activities in Nitra and its region
- deepening of the relationship with art, to the non commercial culture, improving the quality of life

■ the professional public

structure of the target group

- theatre producers from Slovakia and abroad
- theatre critics, publicists, theoreticians, historians from Slovakia and abroad
- managers and art directors and dramaturges involved in other festivals and theatre or other houses of culture

benefits for this target group

- to become familiar with trends, methods of work, with the development of European theatre, with the new names of producers, mainly from Middle Europe and from the Eastern Europe
- to find enough inspiration at the festival for own production and enough impulses for the development of thinking about theatre
- to find impulses for international exchange of productions
- to confront the resented theatre work in the international context, Slovak and foreign work included

4.

information
 medialisatation
 promotion
 documentation

The Festival brings information and propagation regarding its events in two lines – on own banners and flyers including own website and also through the accessible printed and electronic media including internet portals. The element that unites the two is the VISUAL, which is created for every festival each year anew. Divadelna Nitra is aiming to keep up its standard and its appeal of the graphic processing of the advertising material in the year 2010 as well.

■ information and promotion via own products

In 2010 it is necessary to up date the used and old-fashioned banners for the ones that are in regulation with the European trends of advertising. This applies mainly for the banners that serve for the advertising of the international emphasis. It is also necessary to return to the format of city lights with the adverts of the festival and to expand its amount. We are also considering to expand when it comes to new space and for the digital banners and propagation.

other propagation

- t-shirts with the design of the festival – 300
- bags with the logo of the festival – 300
- merchandising expanded on other products and products connected with special projects of the festival

website www.nitrafest.sk

It is not only one of the most important media tools, but also the essential means of communication with the public. In January and October 2009 the website visited 118 496 people, out of which used it already in September – which means 22 116 people during the festival. This is the average of 737 people daily, which is 1/3 more in comparison with the previous year 2008.

printed material

In the year 2010, Divadelna Nitra Association plans to publish the same type of prints as in the previous four years. The amount of prints is yearly adjusted according to the relevant needs: the planning of the amount is made according to the research of the used amount in the last year of the festival. (See the graph below to view the amounts used in previous years):

Prints	realization 2006	realization 2007	realization 2008	realization 2009	plan 2010
headed paper	electronic	electronic	electronic	electronic	electronic
New Year cards	–	elect. + 400	elect. + 400	elect. + 400	–
advice	8 000	–	–	electronic	electronic
2 % campaign	2 000	4 000	4 000	–	4 000
programme brochure	12 000	13 000	12 000	10 000	10 000
idea poster	750	850	850	450	600
programme poster-general	750	850	850	450	600
poster for the accompanying programme	–	–	–	–	500
city lights	100	120	120	–	120
ticket	6 000	6 500	8 000	6 500	7 000
catalogue	1 500	2 500	2 500	2 300	2 300
the newspaper Nitra's public ("Nitrianska verejnost") in the frame of Nitra '89 – memory of the region	–	–	–	1 000	–
Nitra '89 – memory of the region (flyer)	–	–	–	3 200	–
newsletter – Slovak version (monthly to around 2 300 addresses)	–	electronic	electronic	electronic	electronic
newsletter – English version (1000 addresses in 3months)	–	–	–	–	electronic

■ information and propagation through the media

In 2009, there were 115 feedbacks through the Slovak media as a reaction to the festival.

(10 television, 20 radio, 85prints and web media)

other feedback from the media campaign:

- the amount of published advertisements: 15
- the amount of broadcasted 30 sec. spots, TV and Radio: 531
- the amount of displayed banners: approx 600 000

We are going to continue to inform the public through the wide spectrum of media in 2010 too. Public relation, medIALIZATION and advertising of the International Festival Divadelna Nitra 2010 is going to follow the experience gained in the year 2009 and it is going to reflect the interest of the organizers to aim directly for the target group.

Specific problem of the Slovak theatre environment and therefore of the festival Divadelna Nitra too is the absence of relevant specialist thinking and of such feedback in the theatre environment. This applies for the Slovak publicists as well as the foreign. The festival is trying to solve this problem in several methods, including the additional ones for the year 2010. They are following:

- deliberate co-operation with the specialist newsletters abroad
- newsletter in English language (every three months)
- co-operation with the national sections AICT, Academy of Performing Arts and with the Theatre Institute in the project scheme IS Theatre
- deliberate co-operation on reflections of the festival with the journalists and critics from Slovakia

■ intentions for the year 2010

- co-operation with proved media
- to expand the co-operation with the public law media aiming to improve the quality of documentation and reflection;
- to present the festival DN through all new media and to open the festival to wider the public;
- to gain a better quality and quantity of expert reflection of the festival
- to hold on to the high amount of foreign feedbacks to the festival, to improve the co-operation with the special foreign newsletters;
- to keep up with the regularity and contents of the festival newsletter, to gain the amount of addresses from the 2000 to 2300 and to expand on the addresses that we have abroad
- to create a new web page nitrafest.sk and the supporting online software, which will improve the function and capacity of the systems for its users; and it will improve its general attractiveness for the visitors
- to expand and use more effectively the communication through the social networks (facebook, youtube, metoo and so on), also the use the web television online of the Slovak print media

5.

organisation realisation

■ preparation and realisation

In the year 2010, we are predicting the same or almost the same structure of the organisation, institutions and partners that are involved in various ways on the preparing and organizing of the festival.

- the main organisers – Association Divadelna Nitra
- other main organisers –
 - Theatre Institute, Bratislava
 - Adrej Bagar Theatre, Nitra
 - The Old Theatre of Karol Spisak in Nitra
 - The self-government of Nitra
 - The city of Nitra
- Co-organisers - 37 subjects
- donors and sponsors - 48 subjects
- media partners - 20 subjects
- advise bodies – dramaturgy boards, the consultants – approx. 47 people
- staff – 22 people
- volunteers – approx. 138 people
- individual guests and participants of the festival – approx. 50 people from abroad and 100 from Slovakia (around 30 of these are journalists)

■ art producers and participants of the project

- main programme – members of the companies – approx 250 people
 - productions from abroad: approx. 12 productions from: Hungary, Poland, Czech Republic, Belgium, Switzerland, Germany, Russia, Holland, Slovenia, France, Spain, Great Britain, Lithuania, Latvia, Finland and more.
 - From Slovakia – 5 companies)
- OFF programme – authors, directors and stage plays creators, together approx. 20 people
- accompanying programme – theatre groups, music bands, visual artists, writers, photographers, craftsmen and makers, staff from cultural institutions, members of the civic associations with common interests, members of art schools, members of primary and other schools – approx. 500 people
- working programme – young theatre critics from European countries, young Slovak critics, moderators of discussion programmes, managers of Slovak theatres, theatre professionals from Slovakia and abroad, representatives of specialist theatre institutions in Slovakia and abroad, specialists from various parts of Slovakia, lecturers of conferences and workshops from abroad, representatives of the festivals – approx. 100 people
- educational programme – students from the art and social sciences departments from the Constantine the Philosopher University in Nitra, students from the high schools in Nitra, the teachers from the co-operating departments and high schools, the people interested in non formal educating from wide public, pupils of primary schools and art primary schools – approx. 150 people

6.

financing

principles

resources

expenses

The International Festival Divadelna Nitra is going to enter its 19th year of existence in 2010. It has a reputation as a quality event, it has diverse resources and it can bring an exceptionally good quality of European performing arts for relatively small amount of expense in comparison with other top European festivals.

Several degrees of professionalization and Europeanization and changes in the economic sphere heightened the expenses in general (entry into the EU, the growing of prices of inputs, expenses for energies, expenses for the materials and services, but also the expenses of fees of theatres in the middle and eastern Europe), but the incomes did not grow according to the these changes. Quite the opposite, in comparison with the year 2008, the incomes in 2009 dropped down in about 20 %. In the 2010, we should expect the expenses to grow. On the other side – due to the financial crises, it is possible that some of the incomes will drop down, mainly in the business sphere (2 %), but also in the income from the performances. The positive news is that the main strategy partners, as Nitra Self-governing Region and The City of Nitra will continue to manage the subsidy to the Divadelna Nitra Festival at budgets.

principles

- the festival is made possible and financed by the independent non government subjects – The Association Divadelna Nitra.
- from the beginning of its existence in 1992, the festival was asserting its rights of multi source funding. It gains funding from various sources – long term – it applies for grants in various grant schemes in Slovakia and abroad.
- the proportion of the sources participating in financing at respective development phases of the festival varied. It depends on the grounds of the festival in the homeland and its meaning for the foreign partners, it also depends on the overall economic and political situation as it also depends on the accessibility of various sources. The Association Divadelna Nitra uses the financial possibilities from the state reasonably and in a transparent manner. The proof of this is the outcome of the regular checks which controlled the previous financial funding from the ministry of culture in Slovakia.
- the proof of viability of the festival is its capability to gain part of the merchandise, services and materials in a non financial way. The non-financial entries based on business or agreements about co-operation can create a large part of the planned budget. They act to save the public financing and they are the proof of the maturity of the organisers. The non-financial entries are approx. 25 %.

- the festival as a richly structured event does not 'spend' money, but it invests. Part of the finance returns to the culture area, it partially funds the mobility of artists and of culture operators, it brings new experiences, keeps up and expands minority genre and specific professions, it confirms the development of techniques and new technologies, activates the spheres of service, adds to the spreading of educating and to the quality of life, it creates temporary and permanent work opportunities.
- the number of subjects is a proof of the importance of the festival. The larger the circle of the subjects that wish to participate, (companies and groups, organizers, co-organizers, foreign institutions, ministries, sponsors, media, guests) the larger the value of the festival. In the year 2009, there were 26 subjects participating in the direct and non-direct financial support. Many subjects also offered support in a non-financial way.

resources

Review of the proportion and development of the resources of the international festival Divadelna Nitra in the years 2006 – 2009 is shown in the graph below. In absolute figures, the income in 2008 was 7 % higher than in 2007. The income in 2009 was 19 % lower than in 2008. The proportion of various sources changed according to this.

Review of the proportions and development of the resources of The International Festival Divadelna Nitra

resource	SR	SR	abroad	SR	SR	own
resource	public resources	non-state funds	direct and non-direct	sponsors	2 % from the tax	income from performances
2006	76,37 %	–	17,64 %	2,41 %		3,58 %
2007	51,89 %	25,06 %	12,23 %	4,86 %	2,49 %	3,47 %
2008	59,61 %	17,54 %	14,85 %	4,50 %		3,50 %
2009	68,2 %	9,15 %	13,37 %	4,12 %		5,16 %

- the most important funding of the festival comes from the public resources. The biggest of them is the grant system from the Ministry of Culture of The Slovak Republic. It is the most important funding not only for Divadelna Nitra, the state budget is the most important funding and it is one of the few relevant resources.
- the important fact when comparing the proportions of the resources is:
 - the year 2006 was exceptional with the high funding from the Ministry of Culture of SR, because of the 15th anniversary of the festival;
 - in the year 2007, % of the deposit from the public resources of SR went slightly down, because of the entry of the non-state subject (Middle European Foundation)
 - the contribution of the foundation went down slightly in the year 2008, but it went up again when considering the investment from abroad
 - in the year 2009 the investment from the private strategy partner went down gently (15 % of the sum from the year 2008 – The Middle European Foundation, without the help of Slovnaft). This was due to the financial crises, but also because of the unfulfilled intentions of the project in 2008 – ADN as the cause. The overall loss equals 8 %.
 - the investment of the foreign funding went down as well (30 %)

- the funding from the Ministry of Culture went down by 14 % in the comparison with year 2008, but in the absolute figures, the loss is even greater when considering the strategy meaning of this source. The overall proportion actually topped up, in paradox, according to the marked decrease from the private sources and foundations.
- the takings from the performances went up (not only relatively, but absolutely – 17 % more, in the overall proportion 1.7 %)
- despite the decrease in year 2009, the stability of the granted funding from The Ministry of Culture SR allows to fulfil the majority of the intentions. This shows in the overall standard of the event and in its own and international assessment.
- from the perspective of the public sources of SR, the system change is a positive signal that happened in year 2008: the entry of the Nitra Self-governing Region with the funding allowed directly from the budget (therefore not from grants). This funding was kept at the same amount during the year 2009 too.
- the Self governing Region also invests in the festival in a non direct way – in a non-financial way, by organising. Through the co-operation with cultural organizations for which the Self-governing Region is the founder. This is regarding the free or discounted use of staff, services, technical arrangements, materials and corridors. The overall value is approx. 30 thousand euros.
- on the basis of the long term agreement about co-operation from the year 2004, the City of Nitra includes the funding for the festival Divadelna Nitra into the city budget that is approved by the city representatives, which is reassuring.
- apart from the financial support, the City of Nitra invests in the festival other commodities too. Such as service from organizations. The value of this help is over 3 thousand euros.
- important sources of finance are the national funds, that are participating generously on various projects of Divadelna Nitra festival (How to Understand Theatre, Nitra '89 – Memory of the Region, A Tulip for You).
- the direct and non-direct financing from abroad comes to about 15 % of the overall income. This support normally consists of two parts:
 - registered financial entries of partners – entries of countries that are participating in the festival by performing in the main programme. The co-operation with embassies and institutes is important all year round as is the co-operation with other important bodies of the particular co-operating countries. (The Ministries of Culture, Ministries of Foreign Affairs etc.)
 - direct incomes into the ADN accounts – grants from the funds from abroad based on application. The ADN applied for a support from the most important funds for the year 2010 (IVF – International Visegrad Fund)
- Important part of the fundraising campaign is to gain 2 % from the tax allowance of the physical and law persons.
- Own income has an exceptional importance, this means the tickets for the performances. This source serves the direct way of funding tool. (It helps to fund activities and expenses, which are nor possible to fund from the purpose funding – for example the overhead expenses). They also serve as an indication of the public interest that motivates the internal management of the festival.
- The non-financial input of all the subjects creates an important factor for the realisation of this event – it helps with the main costs and it is the proof of interest in the festival of the co-operating subjects
- Apart from charter media space, voluntary work or the rent of the rooms, the important factors are also the input materials of technical nature, the support of institutions and organizations and so on.
- In the interest of the realisation of the project in all its length, diversity and quality, we are also trying to gain non-direct financing (own financing by our partners) or the non financial ways of using the budgets.

■ expenses

- The budget in detail of project DN 2010 presents all the expenses planned for the preparation and realisation of the project.
- The budget is balanced: the outgoing part balances the ingoing part.
- Divadelna Nitra Association ensures own investment (co-financing).
- The aim for 2010 continues to be to keep up with the high standard and the following prestige of DN. This is linked to the need of appropriate funding. The key dramaturgic intention of the festival is to include several top European productions to the programme. The expenses include all the amounts for hosting. The price is always negotiable, therefore it is normally lower then the amount suggested at the start.
- ADN is going to continue to in production or co-production of the formats included in the programme section: Open Festival Forum.
- Part of the expenses for the hosting of the theatres is also the borrowing of technical equipment (lighting, sound) from specialised firms. This applies not only to site-specific values, but also to the regular theatre space in Nitra theatre, because the technical equipment is no longer suitable for such high end event.
- The updating of the satellite performances in Trnava and Bratislava or in other cities is going to require the expenses for the rooms, but the expense for the pays will heighten as well. (This is because of the additional cities that are going to participate in the festival programme)
- There is a budget made for the expense for the translating of all the performances into two languages (Slovak, English). This will allow presented productions of the foreign audience to increase interest in Slovak theatre.
- The developing parts are also the educational events (How to understand theatre, A tulip for you and more)
- The festival is going to cultivate and expand its contacts abroad and with schools, informational and communicational value of the website www.nitrafest.sk
- Important part of the expense is the promotion of the events, the good access to information and documentation. In 2010, there is therefore going to be the expense for the digitalisation of ADN archives – as the preparation for the 20th anniversary of the festival.
- The travelling expenses are calculated according to expected height. The funding will come from funds abroad (items of indirect financial incomes). Other expenses are for the travelling of the boards that selects the performances for the programme.
- Every organisational activity involved in the project International Theatre Festival Divadelna Nitra needs to be provided with top personal security means. The expense for security is a particular expense that is not dealt with separately, because it does not belong to the standard expenses that go with the existence of the organisation. It is essential to provide this for the professional security of activities that take place during the year or during several months.
- The end of the budget belongs to the expenses that are connected with overhead expenses. They are normally funded from the ADN own income (grants for the operation of subjects, organizing of cultural activities, it means, for their overhead expenses, practically does not exist in Slovakia). This includes the expense for the purchase of the technical equipment (pc's, software, printers) that ADN has to completely update, together with the expense for the festivals web page.
- The budget is going to be updated during the year and it is going to be adjusted according to the possibilities, meaning the acquired funds. The many years of experience of the festival shows a good perspective for carrying on with the original plan.

7.

timetable

■ **November 2009 – January 2010**

Balancing of the festival DN 2009, settling of the claims of the year 2009, collecting of the documentation and reflection of the year 2009, concept and budget of DN 2010, selecting of participating countries, approaching of the consultants to join the group of consultants, applications for the home and abroad funding, trips to the Slovak theatres, trips to festivals abroad, the beginning of the selection of stage plays for the year 2010

■ **February 2010**

continue to apply for home and abroad funds, fundraising, meetings with universities and high schools about educational programmes, the beginning of the approaching of Slovak volunteers, approaching of the co-operators of the festival for 2010, developing contacts abroad, trips to theatres in SR and abroad, concept of the co-operation on the project IS. Theatre.sk, concept of the OFF programme, regular creative workshops in the club 'A Tulip for you'

■ **March 2010**

continue to select the stage plays for the main programme, planning and preparation of the OFF programme, concept of the discussions of the accompanying activities of the festival, meetings with the satellite cities (Bratislava, Trnava), realisation and processing of the digitalisation of the archive of The Association DN, trips to Slovak theatres, meetings about media co-operation, approaching of the high schools and universities to plan the project 'How to understand theatre', regular realisation of the activities and workshops of the projects: 'A Tulip for you', organising of the weekend project 'A Tulip for you'

■ **April – June 2010**

the closing of selection for the main programme, concept a structure of the accompanying programme, selection and beginning of realisation of projects in the OFF programme, securing the base plans and its translation for the work of media material for the festival, trips to Slovak theatres, selection of films for the accompanying programme, continue with the realisation and processing of the digital archiving of The Association DN, activities of the first part of the project 'How to understand theatre', regular realisation of creative activities and workshops, for the children involved in the project 'A Tulip for you', preparation of the workshop 'A Tulip for you' during the festival in Nitra

■ **July – August 2010**

securing of the technical conditions for the performing of the theatres, for the OFF programme and the accompanying activities, press and distribution of the advertising material (festival brochure, posters, entry tickets), preparations of the titles, the making of the large banners, trips to festivals abroad, continue to digitalise the archive of TADN, preparation of educational activities for the project 'How to understand theatre', preparation of the creative workshop for the project 'A Tulip for you' during the festival

■ September 2010

The last organisational and technical works to secure the main working and accompanying programme of the festival, press conferences – Nitra, Bratislava, large advertising of the festival for the public, trials of the OFF programme, structure of the first performances of the festival, continue with the project 'How to understand theatre' in the next phases of the festival, preparation of the creative activities and workshops for the project 'A Tulip for you'

■ 24 – 29 Sept 2010

International Theatre Festival Divadelna Nitra – 19th year

the main festival programme, Off programme and the accompanying programme, working and educational events, satellite performances in Trnava and Bratislava, discussions, conferences, other creative activities, workshops, social activities, the receiving of the festival guests;

■ October – December 2010

The delivering of the materials and technical equipment, thanking to co-organisers, donors, media partners and important guests, collecting of the documenting material and building of the archive, sending out the advertising and documenting material, paying off the financial expenses, the preparation for the end of year 2010 settlement, judging of the international festival Divadelna Nitra 2010 and its projects, preparation of the strategic plan for the Association Divadelna Nitra 2011, contacts and closing of agreements with partners, building a budget for the year 2011, preparation of the application for the home and abroad funding, fundraising, concept of the usage of the digitalisation of the archive of the Association Divadelna Nitra during the year 2011 – in the line with the reminding of the 20th anniversary of the festival Divadelna Nitra, assessing of the projects 'How to understand theatre' and 'A Tulip for you', acquiring a feedback from all the participants and co-operating subjects, the opening of the exhibition of project 'A Tulip for you' in Bratislava, regular workshops in the club 'A Tulip for you'

8.

effectiveness

There is no doubt that the judging of effectiveness of the project is its important part. Particularly if it is a project that has a large impact in the context of not only the city, but the whole country and Europe. This applies to the amount of used funding too – it leads the organisers of the festival to the precise analysis of the past projects, to the judging of the management, events and to the analysis of the effectiveness of the usage of the acquired financial funding. The qualified assessment of the project affecting most of the aspects of the events requires a sophisticated determination of the quality and the quantity of the criteria.

■ qualitative parameters

The fulfilling of aims and intentions of the projects is monitored via quality parameters of the effectiveness of the festival and creates the basic assessment of all the staff and the advising staff. The specific reports are actually expressing their opinion whilst following the quality parameters of each year of the festival, keeping in mind the evolving tendencies (comparing with previous years and so on):

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In co-operation with the staff and advising bodies

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