

# Slingsby's *The Young King*



## Marketing Guide

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### Slingsby's *The Young King* – Marketing Guide




This Marketing Guide is provided to assist presenters in marketing and promoting the show. If you have any queries regarding the requirements set out in this Guide, please contact us.

The show promo image, production and PR photographs, reviews (in full), music and videos are available.

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Please supply final proofs of all print and electronic marketing and promotional material by email to [jodi@slingsby.net.au](mailto:jodi@slingsby.net.au) for our approval at least three (3) days prior to publication or release. Thank you.

Event Name	<p><b>The Young King by Oscar Wilde</b></p> <p><i>Note: the show "The Young King" can be larger text size and on a separate line to "by Oscar Wilde".</i></p>
Show credit:	<p>Whenever the show title appears the writer must be acknowledged as follows: <b>Adapted for the stage by Nicki Bloom</b></p>
Company/artist	Slingsby
Origin	Australia
Show description (60 words)	<p>What kind of King would you be? A naïve boy raised by goatherds is discovered to be heir to the kingdom. Treasures and privileges are laid at his feet, but at what cost to others? The achingly beautiful and tender language of Oscar Wilde joins the intimate and magical world of internationally acclaimed Adelaide theatre company, Slingsby. Journey in wonder, to a land of challenging choices and rich rewards.</p>
Show Poster Image (by Andy Ellis)	
Image credit	<b>Image by Andy Ellis</b>
Age suitability	Adults and children aged 8 years and up.
Duration (Performance)	Performance duration is 50 minutes <i>from the advertised performance start time.</i>
Duration (Pre-Show)	<p>Ticket holders are invited to arrive up to 30 minutes before the advertised performance start time for the pre-show experience.</p> <p><i>Note: pre-show commences 30 minutes before the advertised performance start time. The performance begins at the advertised start time.</i></p>
Pre-Show Ticketing Information:	<p>Please include the following note in ticketing information and any pre-performance communications to ticket holders:</p> <p>"You are cordially invited to participate in the coronation celebrations for The Young King. Please arrive up to 30 minutes prior to the advertised performance start time for the pre-show coronation celebrations."</p>
Company/artistic credits	<p>Starring: Tim Overton and Jacqy Phillips with Quincy Grant            Director: Andy Packer            Playwright: Nicki Bloom            Composer: Quincy Grant            Designer: Wendy Todd            Lighting Designer: Geoff Cobham            Production Manager: Roland Partis            Technical Operator: Mark Oakley            Education Consultant: Hannah McCarthy-Oliver            Executive Producer: Jodi Glass</p>

	<p>Technical Operator: Mark Oakley  Education Consultant: Hannah McCarthy-Oliver  Executive Producer: Jodi Glass</p>
<p>Audience Capacity</p>	<p>Capacity depends on the venue and must be agreed in writing with Slingsby prior to tickets going on sale. See <i>The Young King</i> technical specifications.</p> <p><b>Standard Studio set-up capacity</b> must be set at a <b>maximum of 130 seats</b>.</p> <p><b>Small Proscenium Arch Theatre set-up capacity</b> is <b>250 seats max</b>.</p>
<p>Production photos (by Andy Rasheed)</p>	<p>Production photos of <i>The Young King</i> include:</p>  <p>Credit - photographer must be acknowledged as follows whenever production photos are used:  <b>Photo by Andy Rasheed, eyefood</b></p> <p>Download production photos from Dropbox <a href="#">here</a></p>
<p>PR photos (by Andy Ellis)</p>	<p>PR photos of the cast (Tim Overton and Jacqy Phillips) were taken in July 2015 and include:</p>  <p>Credit - photographer must be acknowledged as follows whenever the PR photos are used:  <b>Photo by Andy Ellis</b></p> <p>Download PR photos from Dropbox <a href="#">here</a></p>
<p>Photos in rehearsals (by Andy Ellis)</p>	<p>Andy Ellis took photos of rehearsals in January 2016. These include:</p> 



Credit - photographer must be acknowledged as follows whenever photos from rehearsals are used:

**Photo by Andy Ellis**

Download photos from rehearsals from Dropbox [here](#)

Show icon



Show logo



Company logo



Funding acknowledgements

Slingsby is obliged to acknowledge its funding partners and sponsors:

**Arts South Australia/Government of South Australia  
Brand SA  
Hughes Public Relations & Communications Counsel  
PepinNini Minerals**

Where room permits in print marketing and promotional material please include their logos (see below examples, logos available in electronic format on request):



Where there is insufficient room, please include this acknowledge line on all print marketing and promotional material:

**“Slingsby is supported by the Government of South Australia through Arts South Australia, Hughes Public Relations & Communications Counsel and PepinNini Minerals.”**

Logo Guidelines

Arts South Australia has guidelines for the use of their logos. Please refer to the ASA website: [Arts South Australia](#)

Show warnings / instructions

Lighting effects, haze and smoke effects.

Access

Slingsby is committed to providing access to audiences from the visually impaired and deaf communities and their carers. Please discuss audio-described (with pre-show ‘touch tour’) and Auslan (signed) performances with Slingsby.

Talks/Q&A

*The Young King* artists are available for post-show Q&A talks. Please discuss with Slingsby.

Workshops & Masterclasses

Subject to the performance schedule, Slingsby artists may be available for workshops and masterclasses with students and teachers. Please discuss with Slingsby.

Review excerpts

Full media reviews available on request.

Review excerpts	<p>Full media reviews available on request.</p> <p>“The attention to detail is phenomenal.... <i>The Young King</i> is charming, majestic and utterly delightful and a beautiful jewel in the Festival crown.” Gordon Forester, <i>Limelight</i> (27 February 2016) <a href="http://www.limelightmagazine.com.au/live-reviews/review-young-king-slingsby">www.limelightmagazine.com.au/live-reviews/review-young-king-slingsby</a></p> <p>“Anyone who has been to a show by local theatre company Slingsby knows that they create magical, intelligent and whimsical theatre for audiences young and old. So it’s with high expectations that I head into their latest show, for the Adelaide Festival, Oscar Wilde’s <i>The Young King</i>.... From the get-go, the experience is intimate and immersive.... Overton shines as the young king, exuding innocence and warmth, and his more powerful scenes near the end are tear-inducing. He is joined by veteran actor Jacqy Phillips, who is mesmerising in her various roles.... My expectations were not only met but exceeded by this beautiful show. I was left feeling that not only had I experienced something truly special, but that the world is a better place for having a company like Slingsby in it.” Sky Harrison, <i>Aspire Magazine</i> (11 March 2016)</p> <p>“Beyond the immaculate work of each and every performer, everything from the music, to the props, to the artwork was, in and of itself, a work of immense beauty.... It is moving, affecting storytelling that has to be experienced to be understood. A beautiful experience for all ages, <i>The Young King</i> offers twists and turns to a raw and beautiful end. A must-see piece of immersive theatre.” Sarah Jean, <i>Trev</i> (2 March 2016) <a href="http://www.trev.org.au/review-the-young-king">www.trev.org.au/review-the-young-king</a></p> <p>“There is every chance that this production, like others before it, will tour Australia and the world, and it deserves to. It is a Slingsby production, and that means it is suitable for the entire family, so head in for a magical tale, beautifully told.” Barry Lenny, <i>Broadway World</i> (29 February 2016) <a href="http://www.broadwayworld.com/review-adelaide-festival-the-young-king">www.broadwayworld.com/review-adelaide-festival-the-young-king</a></p> <p>“Every element of this delightful production excites the eye, stirs the mind and touches the heart.” Peter Wilkins, <i>Canberra Critics Circle</i> (5 March 2016) <a href="http://www.canberracriticcircle.com/review-the-young-king-adelaide-festival">www.canberracriticcircle.com/review-the-young-king-adelaide-festival</a></p>
Artists’ headshots (by Andy Ellis)	<p>Artist headshots taken by Andy Ellis can be downloaded from Dropbox <a href="#">here</a>.</p> <p>Credit - photographer must be acknowledged as follows whenever an artist headshot photo is used: <b>Photos by Andy Ellis</b></p>
Artist bios	Available on request.
Education Materials and Resources	<p>Comprehensive educational support materials and resources for students in Years 3 to 12 are available for teachers to use in their classrooms. These can be downloaded from Dropbox <a href="#">here</a> or accessed on the Slingsby website <a href="http://www.slingsby.net.au/tyk_education/">http://www.slingsby.net.au/tyk_education/</a></p> <p><i>The Young King</i> Educational Materials consist of:</p> <ul style="list-style-type: none"> <li>• Audio Synopsis</li> <li>• Activity Book</li> <li>• Study Guide</li> <li>• Australian Curriculum Links for Years 3-12</li> <li>• Additional online resources</li> </ul> <p>The Activity Book is primarily aimed at younger audience members and the Study Guide is crafted for older students.</p>
Quotes from the	“In his tale ‘The Young King’, Oscar Wilde employs his trademark

	The Activity Book is primarily aimed at younger audience members and the Study Guide is crafted for older students.
Quotes from the director / key performers / creators	“In his tale ‘The Young King’, Oscar Wilde employs his trademark alluringly ornate language to draw us into a story that forces us to confront our notions of beauty, leadership and compassion. First published in Oscar Wilde’s <i>A House of Pomegranates</i> alongside the much loved ‘The Selfish Giant’ and ‘The Happy Prince’, Slingsby is thrilled to bring the lesser know ‘The Young King’ to new audiences.” Andy Packer, Artistic Director, Slingsby
Company biography	Founded in Adelaide in 2007 by Artistic Director Andy Packer and Executive Producer Jodi Glass, Slingsby produces and tours original theatre that captivates, challenges and inspires international audiences of adults and young people. The company crafts other-worldly stories of wonder, loss and hope. Slingsby premiered its debut production <i>The Tragical Life of Cheeseboy</i> in January 2008 at the Adelaide Festival Centre and has subsequently toured the world, including a two-week sold-out season presented by the New Victory Theater on 42nd Street, New York. In the eight years since it was founded, Slingsby has premiered six original productions, won 13 arts industry awards and performed in 69 venues in 43 cities across Australia, Canada, Ireland, New Zealand, Norway, Scotland, Singapore, Spain, UK and USA. Now well established as a leading international company, Slingsby is acclaimed for its sophisticated aesthetic and complex emotional storytelling. <i>The Young King</i> was nominated for a prestigious Helpmann Award for 2016 “Best Presentation For Children”. In 2016 Slingsby won the “Best Venue” award for its conversion of the former Dazzeland family entertainment site on Level 5 Myer Centre Adelaide into a ‘pop-up’ theatre purpose built for <i>The Young King</i> .
Promo Video: (2mins 40secs)	A short promo video of <i>The Young King</i> is available on Vimeo: <a href="https://vimeo.com/slingsby/tykpromo">https://vimeo.com/slingsby/tykpromo</a>
Video: Full Performance	A full-length video of <i>The Young King</i> is available on Vimeo: <a href="https://vimeo.com/slingsby/theyoungking">https://vimeo.com/slingsby/theyoungking</a>
Video: Pre-Show	A short video of the pre-show activities is available on Vimeo: <a href="https://vimeo.com/slingsby/tyk_preshow">https://vimeo.com/slingsby/tyk_preshow</a>
Audio files: Synopsis	A recording of the synopsis read by actor Jacqy Phillips is on Soundcloud: <a href="https://soundcloud.com/slingsbytheatre/the-young-king-synopsis">https://soundcloud.com/slingsbytheatre/the-young-king-synopsis</a> .
Audio files: Music	Excerpts of music composed by Quincy Grant for <i>The Young King</i> are available for promotional purposes on request.
Website	<a href="http://www.slingsby.net.au">http://www.slingsby.net.au</a>
Facebook	<a href="https://www.facebook.com/SlingsbyTheatre">https://www.facebook.com/SlingsbyTheatre</a>
Instagram	<a href="https://instagram.com/slingsby_theatre/">https://instagram.com/slingsby_theatre/</a>
Twitter	<a href="https://twitter.com/SlingsbyTheatre">https://twitter.com/SlingsbyTheatre</a>
Hashtags	#journeyinwonder #TheYoungKing #OscarWilde #Slingsby #InsideSouthAustralia #saarts #Helpmanns #HelpmannAwards #TimOverton
Followers   Tags	@brandsouthaust (Brand South Australia) @overtron3 (Tim Overton) @nicobloomo (Nicki Bloom) @kodacolorframes (Roland Partis) @markoakley15 (Mark Oakley) @hannahmccarthyoliver (Hannah McCarthy-Oliver) @hughespr (Hughes Public Relations) @adelaidefestival (Adelaide Festival of Arts) @auscouncilarts (Australia Council for the Arts) @helpmann_awards (Helpmann Awards)
Examples	Examples of past marketing materials including: <ul style="list-style-type: none"> <li>• Poster for Adelaide Festival of Arts 2016 season</li> <li>• 2-page spread in the Adelaide Festival Program Guide</li> </ul>

**Examples**

Examples of past marketing materials including:

- Poster for Adelaide Festival of Arts 2016 season
- 2-page spread in the Adelaide Festival Program Guide
- Season program

are available from Dropbox [here](#) or on request.