



Slingsby



Emil and the Detectives Marketing Guide

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Slingsby's Emil and the Detectives 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.

Please supply final proofs of all print and electronic marketing and promotional material by email to stacey@slingsby.net.au for our approval at least seven (7) days prior to publication or release. Thank you.

Event Name / Show Title	<p>Emil and the Detectives By Erich Kästner, adapted for the stage by Nicki Bloom</p> <p>Note:</p> <p>The show title “Emil and the Detectives” can be larger text size and on a separate line to “by Erich Kästner”.</p> <p>The writer credit “Adapted for the stage by Nicki Bloom” can be smaller text size and on a separate line.</p>
Writer credit:	<p>Whenever the show title first appears the writer must be acknowledged as follows:</p> <p>Adapted for the stage by Nicki Bloom</p>
Company/Artist	Slingsby
Origin	Australia
Show description (60 words)	<p>Never underestimate the determination of a child! Young Emil catches a train to visit family in the big city. Something valuable is stolen. But the thief soon discovers Emil was not such an easy target. A group of quick-thinking and resourceful children rallies around. Can a bunch of kids work together to uncover and outsmart the true criminal?</p>
Show Image by Andy Ellis	 <p>Credit: Image by Andy Ellis Download via Dropbox</p>

Age suitability	Adults and children aged 8 years and up.
Duration Performance & Pre-Show	The performance runs for approximately 55 minutes from the advertised performance start time. Please note this does not include the pre-show immersive elements.
Audience Capacity	Capacity depends on the venue and must be agreed in writing with Slingsby prior to tickets going on sale. See Emil and the Detectives Technical Specifications. Standard Studio maximum of 250 - 300 seats. Small Proscenium Arch Theatre maximum of 500 seats.
Show warnings / instructions	Lighting effects, haze and smoke effects.
Company/artistic credits	Starring: Elizabeth Hay and Tim Overton* Director: Andy Packer Playwright: Nicki Bloom Composer and Sound Design: Quincy Grant Designer: Wendy Todd Costume Designer: Ailsa Paterson Lighting Designer: Geoff Cobham Technical Design: Chris Petridis Animation Director: Luku Trembath Producer: Stacey Baldwin *Please note depending on the season, the cast may change. Please discuss with the Producer
Synopsis 245 words, present tense	I'm Emil. Emil Tischbein. I live in Newtown With my mum, Who works hard as a hairdresser to earn enough money for us both. My dad is dead. I don't have a brother or a sister. Friends? It's not that I don't like the other kids at school But Some of them can be mean, and I'd just rather be on my own, ok? It's the school holidays, which are my mum's busiest times And she trusts me with an important job. She has saved up her money to give to my grandmother Who lives in the city. So much money One hundred and fifty. And I'm in charge of delivering it. This will be my first time away from home by myself. Mum gives me a badge that used to belong to my dad

	<p>And I use it to pin the money safely to the inside of my jacket pocket. Mum takes me to the train station where I board the train to the city. I wave to her as the train pulls away. In the carriage there's a man wearing a bowler hat Who seems friendly But he's also kind of strange. He says his name is Mr Grundeis. He offers me a cup of tea And I drink it But then I start to feel sick and before I know it – Everything starts to look weird and I can't stay awake anymore. When I wake up The train is at the big city station. The man in the bowler hat has left the carriage. My badge is still in place But when I check my jacket pocket There's nothing there. The money has gone. That man has taken it. I have to follow him. It's not easy keeping track of someone in a big city And I nearly lose him dozens of times. I think about going to the police, but – I can't. Because of something I did at home I don't want to talk about it. I don't know what to do I'm all alone in a city I don't know And I have no money But then A horn sounds in my ear And that's how I meet Gustav. I tell him what has happened and he offers to help. Gustav honks his horn again And all the kids in town come running We hatch a plan. We will all work together To track down the thief And get my mum's money back. It's not easy. There's a lot we have to learn together along the way. And in the end I learn the most important thing of all...</p> <p>Synopsis written by Nicki Bloom Listen to Emil's Synopsis by going to https://soundcloud.com/slingsbytheatre/emil</p>
Production photos (by Andy Rasheed)	Production photos of <i>Emil and the Detectives</i> taken by Andy Rasheed include:



Credit for production photos: **Photo by Andy Rasheed, eyefood**

Download the production photos from the Dropbox folder:
[Emil Production Images](#)

PR photos (by
Andy Ellis)

PR photos of the cast Tim Overton and Elizabeth Hay were taken in
December 2016 and include:



Credit for PR photos: **Photo by Andy Ellis**

Download the PR photos from the Dropbox folder:
[Emil Promotional Images](#)

<p>Photos in rehearsals (by Andy Ellis)</p>	<p>Photos taken by Andy Ellis during rehearsals in June 2017 include:</p>  <p>Credit for rehearsal photos: Photo by Andy Ellis</p> <p>Download the photos from rehearsals from the Dropbox folder: Emil Rehearsal Photos</p>
<p>Artists' Profile Photos (by Andy Ellis)</p>	<p>Artist profile (headshot) photos taken by Andy Ellis can be downloaded from the Dropbox folder: Emil headshots</p> <p>Credit for artist headshot/profile photos: Photos by Andy Ellis</p>
<p>Show icon</p>	
<p>Show logo</p>	
<p>Company/artist logo</p>	<p>SLINGSBY</p> <p>- Journey In Wonder -</p>
<p>Funding acknowledgements</p>	<p>Slingsby is obliged to acknowledge its funding partners and sponsors:</p> <p>Government of South Australia / Arts South Australia Australia Council for the Arts</p> <p>Whenever room permits please include their logos in your marketing and promotional material.</p> <p>If there is insufficient room for logos, please include the acknowledgement line: “Slingsby is supported by the Government of South Australia through Arts</p>

	South Australia, and by the Australian Government through the Australia Council, its arts funding and advisory body
Logo Guidelines	Arts South Australia and Australia Council for the Arts have guidelines for the use of their logos. Arts South Australia logo: http://arts.sa.gov.au/arts-sa-logos-branding/ Australia Council for the Arts logo: http://www.australiacouncil.gov.au/funding/logo-downloads/
Access	We are 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	Emil and the Detectives artists are available for post-show Q&A and artist talks, subject to performance schedule. Please discuss with the Producer.
Workshops & Masterclasses	Subject to the performance schedule, Slingsby artists may be available for workshops and masterclasses with students, teachers and artists. Please discuss with the Producer
Review excerpts/ quotes (Full media reviews available on request)	<p>“The company’s theatre productions always have a sense of wonder and magic, and Emil and the Detectives delights, intrigues and astonishes its audience...Emil and the Detectives is an outstanding piece of children’s theatre which makes it an outstanding piece of theatre and an experience to be savoured by all.” <i>InDaily – Greg Elliott (July 24, 2017)</i></p> <p>“For 10 years, Slingsby, under the meticulous direction of its founder Andy Packer, has been making captivating theatre for young audiences. Packer specialises in coming-of-age or getting-of-wisdom” stories and Emil and the Detectives is no exception...The performances are pitch perfect: Elizabeth Hay is understated and unfazed as Emil, and Tim Overton is a blaze of versatility as the Narrator, Grundeis and everybody else. Watching these detectives is a theatrical delight.” <i>The Australian – Murray Bramwell (July 25, 2017)</i></p> <p>“...Emil and the Detectives adds to Slingsby’s already substantial record of presenting entertainment for families that actually deal with important issues.” <i>The Advertiser – Peter Burdon (24 July, 2017)</i></p> <p>“...if you know what’s good for you, get along... It made my soul happy.” <i>Sophie, Audience Member – Twitter</i></p>
Artist bios	Available on request.

<p>Education Materials and Resources</p>	<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 the Slingsby website: https://www.slingsby.net.au/production/emil-and-the-detectives/</p> <p><i>Emil and the Detectives</i> Educational Materials consist of:</p> <ul style="list-style-type: none"> • Audio Synopsis • Activity Book • Study Guide • Australian Curriculum Links for Years 3-12 • Premiere Season Audience Program • Additional online resources <p>The Activity Book is primarily aimed at younger audience members and the Study Guide is crafted for older students.</p>
<p>Quotes from the director / key performers / creators</p>	<p>“From Nicki Bloom’s script I love the provocation “What makes a town a town? What makes it home?” This is such a simple but powerful question for us to consider in a world that seems to want to divide and separate us. This line also speaks to the collective experience that I want our theatre to provide. To remind us that we’re in this together. We just need more opportunities to recognise the potential in people around us.”</p> <p>Andy Packer, Artistic Director, Slingsby</p>
<p>Company biography</p>	<p>Co-founded in 2007 by Artistic Director Andy Packer, Slingsby is an Adelaide based company that produces and tours original theatre that captivates, challenges and inspires international audiences of adults and young people. In ten years Slingsby has produced and premiered seven original productions and won 14 industry awards. We have an outstanding international reputation as artistic leaders, with performances in 70 venues in 44 cities across ten countries and growing.</p> <p>Slingsby is acclaimed for its sophisticated aesthetic and complex emotional storytelling. We focus on sharing timeless, other-worldly stories of loss, hope and wonder, helping audience members find empathy for those around them and resilience in their own situations. Audiences are emotionally challenged, yet ultimately reminded of the wonders of life and infinite possibility of the universe.</p>
<p>Promo Video 2mins 23secs</p>	<p>A short promo video of <i>Emil and the Detectives</i> is available on Vimeo: https://vimeo.com/230676383</p>

Video Full Performance	A full-length video of <i>Emil and the Detectives</i> is available on Vimeo: https://vimeo.com/241989790
Audio files Synopsis	A recording of the synopsis read by actor Elizabeth Hay is on Soundcloud: https://soundcloud.com/slingsbytheatre/emil
Audio files Music	Excerpts of music composed by Quincy Grant for <i>Emil and the Detectives</i> are available for promotional purposes on request.
Website	http://www.slingsby.net.au
Facebook	https://www.facebook.com/SlingsbyTheatre
Instagram	https://instagram.com/slingsbytheatre
Twitter	https://twitter.com/SlingsbyTheatre
Hashtags	#passwordemil #EmilandtheDetectives #Slingsby #saarts #madeinadelade #journeyinwonder #TimOverton #ElizabethHay
Followers Tags	@brandsouthaust (Brand South Australia) @overtron3 (Tim Overton) @elizabeth_hay (Elizabeth Hay) @nicobloomo (Nicki Bloom) @markoakley15 (Mark Oakley) @auscouncilarts (Australia Council for the Arts)
Examples	Examples of past marketing materials including: <ul style="list-style-type: none"> • Season program are available on request.