



RADIANT CIRCUS

REVIVE THE
DARK SEASON 1

APRIL 2021

**“STAY LOOPED ON
LONDON'S CINEMA
AND SCREEN
CULTURE WITH
@RADIANTCIRCUS, A
FREQUENTLY
UPDATED GUIDE TO
INDEPENDENT FILM
NIGHTS, CINEMA
EVENTS AND GALLERY
SCREENINGS THAT IS
STARTING TO SERVE
THIS CITY AS
@SCREENSLATE DOES
FOR NYC.”**

OPEN CITY DOCS

REVIVE THE DARK Season 1

DO YOU EXHIBIT?

RADIANT CIRCUS started as a personal film blog in 2017 and has become the most complete guide to what's on London's alternative cinema scene. Running at full speed, the site promotes several hundred screen events a week.

We aim to treat every exhibitor equally, listing big-venue attractions alongside first-time festivals and small-scale pop-ups. And, we're deeply promiscuous, loving all kinds of cinema...

After more than four years of blogging at the fringes of film, and a total shutdown of the shared cinema experience, our mission is clearer than ever: ***to promote and preserve alternative screen culture in London.***

RADIANT CIRCUS is backed exclusively by our monthly subscribers at Patreon. With their support, we're coming out of shutdown fighting hard for the thing we all love.

We've started by relaunching our monthly subscription service as a rolling crowd funder campaign called **Revive The Dark.**

This publication explains what we will do with an increase in subscriber support and invites collaboration from London's DIY exhibitors in our first showcase season.

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RADIANT CIRCUS .COM

We want radiantcircus.com to provide Londoners with the most comprehensive listings for DIY, indie and alternative cinema events. Our approach is simple: we help people find what's on and see what's good.

We broadly align with BFI's definition of "specialised films", covering everything from silent cinema to short film, documentary, animation, restorations and re-releases, world cinema, cult classics, and experimental video.

We write for a general audience rather than the industry or academia. Increasingly, our editorial focus is on DIY exhibition as this is where we've had the most fun and think we can be of most value.

Everything we post is free online or – for a small monthly fee via Patreon – subscribers get our listings emailed direct (plus other great rewards!).



RADIANTCIRCUS.COM

SCREEN LISTINGS ▼

Our business is built on one core obsession: helping Londoners find great things to do in the dark. No matter what changes, this will continue to be our top priority.

RADIANT CIRCUS started as a result of audience activism, filling in a void created by the death of commercial screen listings. This explains why we have adopted a subscriber model to become sustainable: *we need the backing of more people who love indie cinema to help others find their way to it.*

We believe this core function is even more important given the ongoing impact of the pandemic on the cinema industry.

This is how it all gets put together.

THE BALLY – Our free weekly newsletter goes to several hundred recipients each week. It includes daily film recommends and other highlights to help readers find the good stuff. *Publishes every Friday.*

THIS WEEK – Full fat listings for the week ahead focused on one-off film events and new releases. *Publishes every Thursday.*

THIS MONTH – An epic roundup of rep seasons, film festivals and outdoor lineups. *Publishes on the last day of every month.*

NOW BOOKING – Posts where we take a more in-depth look at individual events, seasons and festivals. We often suggest some alternative highlights away from the headliners. *Email us your programme announcements so we can get blogging.*

COMING ATTRACTIONS – An exclusive calendar/scrapbook for our subscribers about what's on our blogging horizon.

SUBMISSION DEADLINES ▼

Submit single events using the online form at radiantcircus.com by Thursday each week (*find the link in the footer menu of our site*).

RADIANTCIRCUS.COM

REGULAR CONTENT ▼

Our editorial content aims to help Londoners learn more about the amazing film events projecting on their doorsteps. Increasing our monthly subscribers will mean we can expand our reporting about London's indie cinema scene, focusing on more diverse events, venues and curatorial voices.

This is how it all breaks down.

SCREEN NEWS – Whilst we aren't a news outlet as such, we do want to get as much audience-relevant information out there as possible. That could be about your new crowdfunding campaigns, recent award wins, or a programme drop. *Please email us your press releases with any news of note.*

SCREEN DIARY – This is where we blog about the amazing sights we've seen. We don't write formal film reviews but blog about the bit that often gets left behind: the event. *Invite us along to report what happens.*

INTERVIEWS & GUEST POSTS – Our new Revive The Dark campaign will increase the volume of features we post about alternative screen culture. *We're also open for guest posts: get in touch if you've got a great idea.*

SCENE GUIDES – Expanding the tradition of our annual *Halloween Scream Guide*, we produce occasional content to help Londoners explore more of the scene. *Get in touch if you'd like to create a scene guide with us linked to your work.*

THE VIEW FROM ROW E – This is where we publish occasional blog posts from our favourite seat in the auditorium. Whilst we see ourselves as a collaborative rather than critical presence, we do have a perspective (on ticketing, programming, access and other audience-sided issues) and don't mind sharing it.

A-Z DIRECTORY – We posted the first complete A-Z of ways to support London's indie venues when shutdown hit and have kept this going throughout the pandemic. We're now offering all our friends and collaborators a free profile page to help audiences find their way around the scene.

SUBMIT YOUR PROFILE ▼

Submit your profile using the online form at radiantcircus.com (*find the link in the footer menu of our site*).

RADIANTCIRCUS.COM

REVIVE THE DARK ▼

Our crowd funding campaign aims to help DIY exhibitors return to the darkness following the pandemic.

With more support from more monthly subscribers we will be able to give DIY / alternative indie cinema a serious boost.

Here are our campaign ambitions.

SPONSORING DIY SCREEN EVENTS

Our skin is already in this game, so it makes sense to go the extra mile by directly sponsoring and supporting adventurous cinema events. Above all, we want to help take some of the risk away from DIY exhibitors who will be promoting their events in a challenging economic environment.

We're releasing the first round of sponsorship now using unspent funds from the year of shutdown. But we want to raise more money to do much more.

Read on to pitch for sponsorship as part of our Revive The Dark Season 1.

CELEBRATING ACHIEVEMENT

We hope to start celebrating outstanding acts of exhibition with the launch of new Audience Awards later in 2021/2. Voted for by the indie cinema-going public (with some exclusive categories for our subscribers), the awards will help raise the profile of all aspects of London's alternative screen culture from expert curation and showmanship to podcasts and merch.

COMMISSIONING NEW WRITING

So far, nearly all of the writing at radiantcircus.com has come from our founder. Later in 2021/2 we want to start recruiting new paid content creators to help diversify our voice and expand our scene coverage. WUNDERKAMMER will be our first go at this (if we can raise the funds...).

BUILDING OUR COMMUNITY

Our subscriber community is the beating heart of RADIANT CIRCUS. We have designed our sponsorship scheme and audience awards to get them more involved. We will continue to create new content with our community, developing our role as audience activists committed to spreading the gospel of alternative cinema.

RADIANTCIRCUS.COM

CAMPAIGN TARGETS ▼

We have set some ambitious targets for our crowdfunding campaign, Revive The Dark.

The targets give an indication of what we will be able to do when we reach a certain number of subscribers at General Admission (our basic level of membership of £4pcm) for a full 12 months.

This is how we see it working.

100 SUBSCRIBERS

Our first target simply sustains RADIANT CIRCUS as a weekly blogging business meaning we can keep on creating core content such as our SCREEN GUIDES.

200 SUBSCRIBERS

Reaching this target means we can make a real impact, continuing to sponsor a stand-alone screening every month through our #ReviveTheDark Fund.

400 SUBSCRIBERS

Reaching this target means we can go much further, sponsoring whole seasons or festivals as well as commissioning significant new content.

800 SUBSCRIBERS

Reaching this target will transition RADIANT CIRCUS into a fully sustainable social enterprise, re-investing 40% of our subscriber income to make a significant contribution to London's alternative cinema scene.

HELP US REVIVE THE DARK

Join our subscriber community to give indie cinema a serious boost.

3 benefits of starting a subscription:

1. **Save (a lot of...) time** – we browse several hundred sites, socials and email submissions every week to compile our listings. We then email you the results!
2. **Discover more film** – we help you access the best of what's on, from the early origins of cinema to its far frontiers, from historic venues to shiny pop-ups.
3. **Support indie cinema** – as a subscriber, you'll join a community of film fans dedicated to preserving the rituals of cinema, and you'll help RADIANT CIRCUS continue to build and grow.

JOIN US at patreon.com/radiantcircus



SCREEN DIARIES vol:1

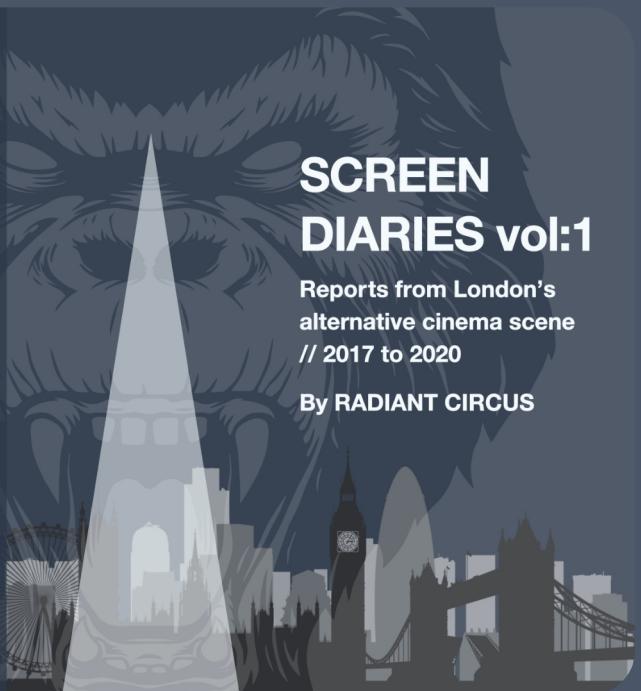
This is our first published collection of SCREEN DIARIES from radiantcircus.com, “London’s home of alternative screen culture” (Film London). Each diary entry is a report from one of the many diverse & intelligent film events we have seen projected with passion by London’s indie exhibitors since we started blogging in 2017. Rather than formal reviews, they celebrate the many things we love about the shared rituals of cinema, shining a spotlight on alternative / DIY screen culture in the hope that it will thrive again after shutdown.

RADIANT CIRCUS

> £10 // All proceeds from the sale of this ebook go to the RADIANT CIRCUS Revive The Dark Exhibition & Awards Fund to help promote & preserve alternative screen culture in London.

#ReviveTheDark
@radiantcircus

FOR 18+ // ADULT THEMES
© RADIANT CIRCUS 2021



SCREEN DIARIES vol:1

**Reports from London’s
alternative cinema scene
// 2017 to 2020**

By RADIANT CIRCUS

BUY OUR SCREEN DIARIES TO SUPPORT INDIE CINEMA

We’re proud to have published our first edited collection of screen diaries from the first four years of radiantcircus.com.

Download a copy for £10.00 from:
radiantcircus.com/shop

100% of proceeds go directly to our Revive The Dark Fund (that's £9.41 after card payment fees).

COMING IN 2021/2?

Our Revive The Dark campaign is focused on creating some ambitious new exhibits at RADIANT CIRCUS. With the backing of enough subscribers, we will be able to add the following attractions to our backlot:

1. **WUNDERKAMMER** – a new content collab (definitely a series of web posts, maybe a zine!?) about alternative screen culture where we'll be commissioning new writing, photography and illustration.
2. **AUDIENCE AWARDS** – where we'll be celebrating outstanding acts of exhibition across Greater London with an annual awards ceremony voted for by the public.

If you can help us grow either of these ambitions as a partner, sponsor or contributor, please do get in touch.

Stay tuned for updates...



**“FILM IS NOT
ANALYSIS, IT IS
THE AGITATION
OF MIND;
CINEMA COMES
FROM THE
COUNTRY FAIR
AND THE
CIRCUS, NOT
FROM ART AND
ACADEMICISM.”**

**WERNER
HERZOG**

REVIVE THE DARK SEASON #1

This is the bit where we explain how you can pitch for sponsorship as part of our Revive The Dark Season 1 Showcase.

We'll be honest, this is a gamble... If it pays off, we'll be glad we didn't splurge the money advertising on social media platforms who don't care if we live or die... If it doesn't work, Season 2 gets axed prematurely...

Read on to help prove we were right...



REVIVE THE DARK Season 1

SPONSORSHIP SHOWCASE ▼

Revive The Dark Season 1 is a new sponsorship and showcase scheme for DIY film exhibitors working independently across screen venues, festivals and film clubs in Greater London.

Unlike other exhibitor funding schemes, we're really interested in your choice of film and the event you want to wrap around it. Because that's the thing we love.

Your screening can take place in any venue in Greater London for any (general) audience by 31 March 2022.

Here's how it all works.

HOW IT WORKS

RADIANT CIRCUS is looking for up to 10 collaborators to bring Season 1 to life. This launch season will feature:

- A series of sponsored screening events across Greater London;
- A companion content series at radiantcircus.com;
- Whatever additional opportunities we can collaborate on together!

This isn't a funding programme where we just send you some money, ask to see our logo at the bottom of your flyers and then don't bother turning up... We're calling it 'sponsorship' because we're looking for allies we really want to work with, now and far into the future.

THE PACKAGE

If your pitch is successful, RADIANT CIRCUS will pay you a sponsorship fee of £200 (inclusive of all fees and taxes) to support a one-off screen event in your programme. Think of it as a 'minimum guarantee guarantee' to help maximise your box office in these worrying times.

We will also profile your work in an interview posted on our website and promoted widely across our social media channels. We'll shout about your event until we're an embarrassment (sorry!), and come along so that we can write about it afterwards.

All of these outpourings will go into a new edited collection of our SCREEN DIARIES at the end of the year, so that we all have a lovely record of what happened.

YOUR PITCH

We've tried to make this easy... All you need to do is submit a short video pitch about a great film event you're planning to stage.

Simply hold your phone in front of your face, and start filming (making sure we can see and hear you!). Tell us about your film/event, something about your experience of staging similar events, and something about how you can help us raise awareness about our crowdfunding campaign. For 3 mins (max!).

After you've shot your pitch:

- Complete an exhibitor profile at radiantcircus.com, if you don't have one already (this is required...).
- Submit your video pitch by email (just make sure you give us enough notice – 6 weeks turnaround should be fine).

There isn't a deadline as we will consider pitches on a rolling basis until we have committed all our available resources (we'll let everyone know when that happens). If we can increase our number of monthly subscribers, more opportunities will follow in Season 2 and so on.

Remember, we're interested in supporting ambitious film choices that stretch the envelop of what's on London's alternative cinema scene. But that doesn't mean we want to disappear up our collective canal of introspective cinephilia... If you have a transgressive genre itch, tell us about it.

WHAT WE'RE (NOT) LOOKING FOR

We'd like your sponsored screening to be a feature-length film, because that's what we've missed most during shutdown. It must be marketed for general admission at any venue in London and should take place before 31 March 2022. And you must meet our eligibility criteria (see below).

Here are some things we're not interested in:

- online only events
- VIP/industry/membership 'exclusives'
- events with audience restrictions (e.g. events only for certain ages or families)
- filmmakers screening their own work.

Finally, this is not a start-up scheme for programming students or other newbies... You will need to have had some prior experience of doing this that you can tell us about when you pitch.

EVERYTHING ELSE

We're not interested in asking you to complete event reports, audience surveys and other stuff we'll never read. We'll know your sponsored event has happened because we'll be sat there in the audience, grinning right back at you from the darkness (row E, most likely...). Read on for some draft T&Cs so you can see if this is for you.

KEEP IT LEGAL / KEEP IT SAFE

We expect you to know all about the film rights, costs, sources and licensing requirements for your pitch title. We also ask you to have a venue and date agreed when you pitch so we know you can go ahead.

Of course, we ask you to ensure all of your event management protocols adhere to whatever legal or good practice guidelines govern COVID-safe cinema exhibition at the time of your show.

HOW WE'LL MAKE A DECISION

We mostly just want to love your event idea.

Ideally, we're looking for a range of programme partners to showcase the breadth, depth and non-stop diversity of London's alternative cinema scene. And it would be neat to have one showcase event a month so we can really put you in the spotlight (but that's just our fancy thinking).

This is business for us, so we will need to consider the possible return on our subscribers' investment in partnering with you (that means thinking about how we can get both our names out there to the max...).

IF YOU'RE SUCCESSFUL...

We'll work up a formal sponsorship agreement over a brew (in person or virtually).

We'll then give you the marketing material you need as part of the sponsorship agreement so you can join us in promoting our Revive The Dark campaign.

After we've got all that underway, we will interview you for our website and, if you want, invite you to post a guest article.

We promise to promote the arse off everything we do together. Obviously, we'll also want you to be excited about our partnership, mouthing-off enthusiastically about RADIANT CIRCUS to all your fans.

IF YOU'RE UNSUCCESSFUL...

We will be incredibly grateful for your energy and hope you'll pitch for Season 2 if/when the time comes. We still want to cover your screen events and always welcome proposals for guest content on our site. If you want feedback, we're happy to talk: we might find something else fun to do together.

ELIGIBILITY

This scheme is intended to help established / small-scale DIY indie exhibitors return to the darkness. You could be freelance, or a volunteer, working on your own or with a venue, festival, collective or film club. You must have exhibited regularly anywhere in Greater London before the shutdown.

The programme is not open to salaried film programmers if you're applying as part of your main gig (e.g. on behalf of a cinema, film festival or cultural centre). However, we're totally onboard with the idea of anyone applying as part of a non-salaried side hustle... because that's our life too...

GET IN TOUCH / SUBMIT ▼

If you have any questions or to submit, please email: barker@radiantcircus.com.

REVIVE THE DARK Season 1

ROUGH T&Cs...

- 1. Confidentiality** – We will respect each other's business interests and develop a marketing plan to agree what information can be released where and when. We know licensing and programming matters can be commercially sensitive so won't share your pitch titles etc with anyone, not even our mothers. We promise.
- 2. Sponsored screening** – Your sponsored feature-length screening must be offered on a commercial/ticketed basis to general audiences (in full or in part) in Greater London within a twelve month period after your pitch has been accepted and we have agreed our sponsorship fee (see 3). You must screen officially licensed content approved by the distributor or filmmaker. We are not committed to making sponsorship payments for any events that fall outside of these requirements (but we can and will be flexible because shit happens – let's talk!).
- 3. Sponsorship fee** – We will pay a single sponsorship fee of £200 inc all fees and taxes for your sponsored screen event. We accept no onward or additional financial obligations for your event. The sponsorship fee will be paid no later than 10 days before the event upon receipt of your invoice. Completion of Revive The Dark Season 1 concludes all obligations contained in our agreement.
- 4. Sponsorship rights** – All we ask is you help us to promote the Revive The Dark campaign in accordance with our agreed marketing plan and include our logo and other essential copy in all your publicity material for your sponsored screening. We want you to take part in an interview for our site and generally be shouting out your involvement on your social media, helping your audiences discover other promoters and the work we do at RADIANT CIRCUS. Please also reserve a maximum of two comps for RADIANT CIRCUS to attend your sponsored event (so we can be there and blog about it!). We don't want any event reports, audience figures or surveys (ever).
- 5. Your obligations** – You will do everything you reasonably can to deliver our sponsorship rights. You will let us know in advance if you're encountering any problems so we can work together to fix them. You will market and deliver your sponsored event to a high professional standard and in accordance with all relevant laws, safety requirements and licenses.

- 6. Our obligations** – We will provide you with versions of our campaign logos, any essential copy and an agreed marketing plan. We will notify you of any concerns and ask for corrections in writing if there are problems. We shall only be responsible for an amount equal to the agreed sponsorship fee for your event. We shall have no liability for any further costs/losses/liabilities associated with the sponsored screening.
- 7. Termination of this agreement** – Both parties can terminate this agreement in writing and without prejudice at any time. Let's hope we don't have to do that...
- 8. Event cancellation** – There are always circumstances beyond our control. If events get cancelled for unforeseeable reasons beyond anyone's reasonable control (including new COVID-19 public health measures) and can't be rearranged, we'll all just walk away and have a stiff drink together when the dust settles.
- 9. Decision-making** – All decisions regarding participation in the Revive The Dark scheme are made by RADIANT CIRCUS and are not open to challenge or appeal. Sorry about that.
- 10. Keep it legal** – All parties are responsible for adhering to all relevant legislation including venue and film licensing, health and safety, data protection, equal opportunities, public and employer liabilities and insurances.
- 11. Keep it safe** – All parties are responsible for following the government's latest guidelines for ensuring COVID-19 safety in the cinema or relevant venue/event space.
- 12. Keep it nice** – All parties will do our best to avoid "screwing up anybody else's game" as members of London's alternative cinema scene: "it's us against the world, and it'll always be that way" (The Carny Code).

AND THAT'S THE MEAT OF IT...

BEHIND THE CURTAIN

ABOUT US ▼ OUR CORE

As our gin-swigging Nans would say, “If a job’s worth doing...”.

RADIANT CIRCUS started as a result of audience activism, filling in a void created by the death of commercial screen listings.

Our independence remains vital to us as we continue to build our own three-ringed circus and attempt to stand on our own clown-sized feet.

This is our DNA. And it explains (some) of our behaviour...

SCREENS SHOULD ALWAYS BE SOCIAL

We enjoy the shared big screen experience of in-venue events and remain addicted to the arcane ritual of seeing stories projected on the wall in a room/boat/inflatable/circus tent/shipping container full of strangers. As a result, we'll never stop shouting about cinema as a unifying force for good.

CINEMA IS MORE THAN THE FILM

It's what happens between the projector bulb and the screen that really fascinates us. Which is why we love DIY showmanship and the audience communities it creates. That means exploring how films are seen, shared and celebrated (and the stories of the people seeing, sharing and celebrating them). We also want to help push the boundaries of what gets seen, and commit to illuminating our darkness with stories very different to our own.

EVERYTHING STARTS WITH THE PRICE OF A TICKET

Audiences are our obsession and it's important to always remember how our bread is buttered. We commit to the highest quality of showmanship across all we do.

WE ARE THE AUDIENCE

We head to the cinema as often as we can, wherever we are in the world. And we avoid going to press screenings, preferring to see our films with the general public. As Doris Wishman *might* have said: “After we die, we will be watching movies in hell!”*

*Not a direct quote...

BEHIND THE CURTAIN

ABOUT US ▼ OUR VALUES

As our roughies prepare for even bigger attractions at RADIANT CIRCUS, it's important that our friends and collaborators understand where we're coming from. This is how we work...

CULTURE... We work damn hard to be independent, innovative and inclusive. That means we don't wait for permission nor will we stop breaking down boundaries where we see them. We pour our love and passion for cinema into the quality of our products and every experience we create.

PEOPLE... As a queer-owned business, we're proud to offer a home in the darkness to all the freaks and the misfits. We can't change the entire world on our own, but we can give outcasts a (second...) chance. Nobody earns anything from our work right now, but we commit to start paying our contributors at the level of the London Living Wage as soon we can.

BUSINESS... We want to be around forever, so it's vital that we are focused on making our business profitable, sustainable and responsible. That means walking away from rigged deals, using precious resources wisely, and, where possible, "not screwing up anyone else's game"*.

COMMUNITY... Our business is illuminated by our amazing subscribers and our extended family of readers and collaborators who are helping turn a simple blog into an enduring franchise. We will continue to nurture our subscriber community, involving them in our decision-making and doing our level-best to support their own adventures in cinema. And we're proud members of London's alternative cinema community because: "it's us against the world, and it'll always be that way".*

**From The Carny Code at Good Magic.*

GET IN TOUCH ▼

The simplest way to get in touch is to email:

» barker@radiantcircus.com

You can also reach out on the following platforms:

» [Patreon.com/radiantcircus](https://www.patreon.com/radiantcircus)

» [@radiantcircus](https://twitter.com/radiantcircus)

» [@radiantcircus](https://www.instagram.com/radiantcircus)

THE END.

Before we go, a huge thank you to all the subscribers, contributors and exhibitors who have made this exciting work possible. I look forward to seeing you in darkness soon,

Richard
Barker-In-Chief // RADIANT CIRCUS





RADIANT CIRCUS

RADIANTCIRCUS.COM

TW & IG @RADIANTCIRCUS

PATREON.COM/RADIANTCIRCUS