



THE CUBBY

BUILT BY KIDS'
IMAGINATIONS!

MARKETING KIT



Flipside Circus is assisted by the Australian Government through Creative Australia, its principal arts investment and advisory body, and the Queensland Government through Arts Queensland.

MARKETING CONTACT

For any marketing related enquiries or requests please contact:

Name: Matt McNally

Org: Flipside Circus

Title: Marketing Coordinator

Email: matt@flipsidecircus.org.au

APPROVALS

Please note all marketing materials including print (posters, flyers, press advertising), broadcast (TV and radio ads) and digital (website, emails) require approval before being published or sent to print. Approvals should be sent to the marketing contact as listed below. Please allow a 24-hour turn around on all approvals.



Brisbane Circus Centre - Home of Flipside Circus

ABOUT FLIPSIDE CIRCUS

Flipside Circus is Queensland's largest youth arts company – an award-winning company with a reputation for excellence in training and performance as well as for supporting Queensland's world-leading circus sector.

Flipside is a not-for-profit company that provides:

- Regular classes and training at our circus centre and right across Queensland;
- An artistic program of performances by, for, and with young people;
- Community and social circus programs;
- Support for Queensland's circus artists and independent companies.

Our artistic programs are all about empowering children and young people to tell their own stories and shape their vision for the future. Flipside do this by creating critically acclaimed performances by, for, and with children and young people as well as residency and engagement programs.

ACKNOWLEDGEMENTS

See the matrix below for where acknowledgements must be included.

LOGO LOCKUP

Logo lockup variations can be found in the asset pack.

[Download Asset Pack](#)



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WRITTEN ACKNOWLEDGEMENT

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	Logos	Written
Media release		x
Speech		x
Promotional video	x	
Advertisement	x Negotiable where space is limited	
Promotional email	x	x
Printed promotional material	x	x
Signage	x	
Website	x	x
Invitation	x	
Social Media	x	x If not in art then include in text caption

DETAILS

Genre: Circus, Children's/Family

Show Duration: 45 min

Age Suitability: Recommended for ages 5+

Audiences: Suitable for all ages, families, children, young people, and school groups. The Cubby has been created with and for regional audiences.

COPY

Title: The Cubby

Presentation line:

[your venue name] presents

The Cubby

Created by Flipside Circus, developed with regional and remote Queensland communities.

Short description:

Peek into a child's imagination and see what's possible in this thrilling circus adventure for the whole family.

Long description:

Peek into a child's imagination and see what's possible in this thrilling circus adventure for the whole family.

The Cubby celebrates the limitless imagination, ingenuity, and resilience of bush kids and communities. It brings stories from regional and remote communities to life with fantastic circus skills and Flipside's renowned circus aesthetic. The show explores themes of risk, play, place, and identity.

The Cubby is created by award-winning Flipside Circus with regional and remote Queensland communities. It builds on their highly popular residency and workshop programs and has been created with regional and remote Queensland communities.

REVIEW QUOTES

Quotes about *The Cubby*:

"A funny, skillful, and creative exploration of the importance of play and imagination. The Cubby will fire up the imagination." – Creative Futures

"So much fun. Bright. Upbeat. Silly. Funny. Clever!" – Audience

"It was full of joy and childlike wonder, I can hear the giggles from kids just ringing through the whole show." – Audience

Quotes about *Flipside Circus*:

"A little slice of home-grown circus magic." - Australian Stage

"The audience spent the night holding their breath, in complete awe of the talent of these young performers." – The Creative Issue

MARKETING MATERIALS

Download Asset Pack

The asset pack contains:

- A selection of high-resolution images available to download. Please ensure images are credited as 'Photography supplied by Flipside Circus.'
- Artwork templates for posters, flyers, and social media are available to download. Venues can edit these to include their performance information, seek approval, and print locally.
- Logo lockups
- Promotional videos

PRODUCER TEMPLATES

Canva templates are available via the links below. Here you can add your show dates and venue name to collateral. If you require something altered or are unable to use the Canva templates, please send a request to the marketing contact.

[Flyer \(A5\) - Canva Template](#)

[Poster \(A3\) - Canva Template](#)

[Social Tile \(1080x1080\) - Canva Template](#)



USEFUL LINKS

- [Flipside Circus website](#)
- [The Cubby website](#)
- Flipside socials (please tag Flipside Circus in all posts):
 - [Instagram](#) - @flipsidecircus
 - [Facebook](#) - @flipsidecircus
 - [YouTube](#)
 - [LinkedIn](#)

TOUR EVALUATION

This tour is supported by the Queensland Government and Flipside Circus is required to evaluate the tour as part of the Touring Queensland Fund outcomes.

Flipside has created a print survey. Please assist by distributing to your audiences after the show. The touring company will also collect the surveys after the show.

If you are planning to survey your audience online, we need to compare questions and identify if any additional questions can be added to your existing survey to meet the outcome requirements.

COMMUNITY ENGAGEMENT OPPORTUNITIES

To add even more fun to your circus show we offer opportunities for the community to enjoy. Book in a pre or post show discussion with the artists or a workshop for a fun and hands-on experience.

Reach out to Gabi with any enquiries - gabi@flipsidecircus.org.au

WORKSHOPS

Circus Skills

45 minutes | Up to 25 participants

A fun and challenging workshop that introduces the basics of circus. The workshops are fun and challenging, and introduce a range of basic circus and teamwork skills.

Suitable a wide range of ages starting with 4-6 year olds with parents/caregivers through to primary or secondary school students and even adult groups.

Storytelling and Circus

45 minutes | Up to 25 participants

This workshop explores methods of combining narrative and dramatic structures with circus and physical theatre. Great for secondary school English or Drama students.

