

MiNT

MINT FESTIVAL 2023 DECK

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MiNT FESTIVAL PROPOSAL DECK

✕ NEWSAM GREEN FARM | LEEDS ✕
SAT 23RD & SUN 24TH SEP

MINTFESTIVAL.CO.UK



Newsam Green Farm,
Leeds, LS15 9AD

10 Years
of Mint

INTRO



Spanning over **20 years** of events the mint brand has played a vital role in the popular culture of Leeds and beyond.

We have created worldwide known brands and had millions of attendees at our events throughout our tenure. We at Mint have developed a production team, network of artists and digital platforms to deliver large scale live events.



THE EVENT

Its time for change at Mint Festival 2023, our vision is to turn Mint Festival into a smaller, intimate boutique festival, concentrating on arts, culture and bringing everyone together. The cost of living is rising, and we want to provide an event that is inclusive and accessible for all.

2 DAYS:

SAT 23RD & SUN 24TH SEP

Saturday Capacity

 **7,500**

3 Arenas Hosted By:



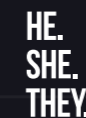
SUSTAINABILITY

To offset carbon emmisions across our events, reducing production costs & impact, emissions, reduced plastic use, reduced noise pollution all heading towards zero carbon.

Sunday Capacity

 **7,500**

3 Arenas Hosted By:



NEW BRAND FOR THIS YEAR

HE.SHE.THEY. is an international event series, record and fashion label for EVERYONE inclusive of Women, Non-binary, Trans, Queer and beyond. where they hosted at the likes of Glastonberry, Secret garden party & Ibiza

We have been approached to host the brand in the north which is an opportunity we don't feel we should turn down.

This is a party for everyone, all races, all genders, all sexualities. All love, no hate, just great DJ's and dancers all night long, they way it's supposed to be <3 "



HE. SHE. THEY.



HARM REDUCTION

We will be working closely with Public Health, Leeds City Council and Forward Leeds (Drugs and Alcohol Service) to run campaigns around harm reduction (Alcohol & Drugs) to make the festival safer and more enjoyable for all. Onsite presence and staff training will be used to help further awareness.

OUR COMMITMENT

We understand the importance of ensuring the safety and wellbeing of those attendees coming to Mint Festival.

- ✕ Onsite presence with scheme such as Look out for each other
- ✕ Workforce development: Staff training on all harm reduction schemes
- ✕ Ask for Angela
- ✕ No Regrets campaign



BENEFITS TO THE AREA

- ✕ Providing an Art & Culture event for the community
- ✕ A more inclusive event for all, support the LGBT community
- ✕ Promote harm reduction to our 18+ audience on the lead up to the festival and on event day
- ✕ Looking into offset of carbon emmisions across our events
- ✕ Reduced production costs & impact, trucks, emissions
- ✕ Reduced plastic use
- ✕ Reduced Noise pollution
- ✕ Heading towards zero carbon
- ✕ Reduced capacities footfall across the area
- ✕ Less stress on traffic management with reduced capacity
- ✕ Open to working with local parish councils.

