

THE BASICS

MANUAL STRUCTURE

As you've probably already noticed, we have provided the manual both in its entirety on the website and in sections. As certain deadlines approach, you may only need to reference specific sections of the manual so please be sure to focus on those sections. This BASICS section is just to give you an overview of some things to keep in mind – please reference specific sections for the details on marketing, box office, insurance, etc.

HISTORY OF THE FRINGE

The Philly Fringe was originally founded in 1997 as one programming segment of the larger Philadelphia Fringe Festival. The Philly Fringe provides opportunities for anyone, independent of a selection process, to produce their work. It represents the true international Fringe movement.

As with other Fringe Festivals worldwide, the roots of the Philly Fringe trace back to the Edinburgh Fringe Festival in Scotland which began over 60 years ago when eight groups, not invited to perform in the larger Edinburgh International Festival, staged their own performances. Undaunted and determined, these companies created makeshift theatres on the outskirts - or "fringe" - of the established festival. Soon the Fringe Festival gained a large and loyal following.

The Philly Fringe has demonstrated that the Philadelphia area has a large and growing market for new and alternative arts and entertainment experiences. The enthusiastic endorsement of the media, the creative energy of the performers and the electric and exciting atmosphere of the Festivals continue to attract larger audiences. 2009 saw over 180 Philly Fringe productions by 170 different artist groups in over 100 venues, to upwards of 40,000 people.

RESPONSIBILITIES OF BEING A FRINGE SELF-PRODUCER

As a Fringe producer, you are responsible for the creation, staging, and marketing of your show. You have full artistic license to create exactly what you want with the actors and venue that you want. It is your responsibility to find a venue, be covered by general liability insurance that also covers the Philly Fringe as an additional insured, and keep up with our production deadlines. Fringe staff will be available to answer your questions all year round; from the time you complete your participation form through the venue selection process, marketing your show and throughout the Festival Time. But it is really up to you, as a self-producer, to make everything happen. The Festival will provide marketing support by including your show in our Festival Guide for a minimal fee (see Fees below). We will print 40,000 guides which will be distributed in key market areas across Philadelphia, and mailed to past audience members. We will also post your show description on our website (with links to your website) as well as your press release and press photos, all of which are helpful to media looking to download information on your show.

John Emory, Philly Fringe Coordinator
john@livearts-fringe.org • (215) 413 9006 x18 • Hours: Mon & Tues 11am – 6pm Fri 12pm–6pm
919 N 5th Street • Philadelphia PA 19123

FEES

We have three categories of mandatory fees: participation, marketing, and box office. You may also choose to obtain your insurance and sandwich board through us. The descriptions of fees are listed below:

The **participation fee** of \$80 was due with your Participation Form.

The **marketing fee** is for your space in the Festival Guide. The fee is \$100 for a 50-word description of your show or \$200 for a 50-word description and a photo (recommended). This fee is due **June 11**.

The **box office fee** is only for ticketed events. All tickets to your show sold at our Box Office or from our website will be subject to a 10% fee deducted from your sales to cover a portion of our administrative costs. If your show is a ticketed event, we require that you have the tickets that we sell at our Box Office printed through us so tickets are uniform for all shows in the Fringe. We will not supply tickets for sale at our door. Instead, we will provide you with an up-to-date ticket count so that you are aware of how many tickets you should make available at your venue.

You will have the option of obtaining and paying for your mandatory **General Liability Insurance** through the company that insures the Fringe. New to this year: our broker will only accept credit card payments on online or money orders. If you wish to pay with a money order, you will need to provide a form, available on our website at <http://www.livearts-fringe.org/artist-resources.cfm>, along with your money-order. Rates for 2010 are \$105-\$194, depending on the number of shows you plan to perform. **Please note that our broker no longer accepts checks. Credit card or money order only.**

We highly suggest that you have signage to help patrons find you revenue. You may rent a sandwich board from the Fringe for \$40 or design and place your own. If your venue falls outside of city limits, we will require you to rent a sandwich board through us. Further details will be sent to you with the Artist Agreement in May.

You might also want to talk to your venue if you choose to do a sandwich board, as some venues only allow one at their property at a time. If you are at a venue with multiple shows, this might be an issue. You may want to create one sign for all of the artists at your venue and share the costs.

THE BOX OFFICE

If you have a ticketed event, you must sell at least a portion (25%) of your tickets at the Fringe Box Office. This is for the audiences' convenience. We also believe this service will help you sell tickets as most attendees prefer purchase and pick up all their tickets for shows at one easy location. We had great success with our "The more you see, the more you save!" discount system which allows patrons to receive a discount when they purchase tickets for multiple shows, Fringe or Live Arts, through a single transaction. You may also check out some tickets from our Box Office to sell yourself. You keep 100% of the revenue from tickets that you sell on your own, either as presale or at your venue. We will deduct 10% of any revenue from tickets sold through our Box Office to cover our Box Office administrative costs.

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THE NEED FOR GENERAL LIABILITY INSURANCE

As a Fringe producer, you are required to provide proof of general liability insurance that also lists the Philly Fringe as an additional insured. This is to cover you as well as the Festival in case of any accidents at your venue. You may either provide this through your own insurance company, or you may purchase it through the Fringe's insurance agency. This is a very simple procedure, particularly if you go through our insurance company which has been providing insurance to Fringe artists for years. Your rate will be based on the number of performances of your show during the Fringe. 1-5 shows: \$105, 6-10 shows: \$151, 10-16 shows: \$194.

VENUE SETTLEMENT FORM

For each of your performances, you will receive an easy-to-use Venue Settlement Form to track your ticket sales at the door. These forms must be returned to the Box Office by close of the Festival, or sent to the Administrative office by **September 24**. These help us keep track of attendance at the Festival. We will not mail your box office check until these forms are received.

COMMUNICATION IS KEY

We can almost guarantee that somewhere along the way while you're working on your production, you will hit a glitch or a little bump in the road. Or, you may have a major dilemma. Based on past experiences, in this type of situation there is a tendency for some artists to just disappear and become non-communicative. Please don't do this! Stay in touch, particularly with changes or problems. It's better to let us know what you're going through so perhaps we can help, or at least know what's going on and help walk you through some of your options.

CHECK EVERYTHING BEFORE YOU SEND IT TO US

We need to work with one contact person for each company so we know who speaks for your organization. That's the only way, with so many artists, that we can function. We realize, of course, that you may have several people in your company who may need to approve things (schedules, blurbs, press releases, etc.) so please, before you send it to us, make sure it goes through your approval process first. Changes happen, but we want to minimize them as much as possible. Every time a change is made once the Festival Guide is in production, it's not just a matter of changing your description in the Guide but changing the schedule, grid, website, and more. Mistakes most often happen when we have lots of last minute changes. In keeping us up to date, you will help us minimize those occurrences.

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THE FESTIVAL • SEPTEMBER 3rd – SEPTEMBER 18th • www.livearts-fringe.org/how-to-participate.cfm