

MARKETING TIPS

WRITE A CATCHY DESCRIPTION

You must keep your Festival guide description to 50 words. Your Guide listing is formatted to include title, times, locations, and cost, so don't use up your 50 words covering these basics. Focus instead on the main elements that will accurately represent your work.

GET A GREAT PHOTO

A great promotional image is probably the single most important investment you can make to promote yourself and your work. Work with your photographer to come up with eye-catching images. Please do not send headshots. Also, it is not helpful to have all of your cast members in the shot. Use a show program for that type of acknowledgement. Do not include text in your photo as it will be difficult to read when printed in the guide. Digital images are popular with the press and are easy to distribute. Upload a full color high resolution images (300 dpi) and saved in jpeg format.

PRESS PHOTOS: LABELING WITH PHOTO CREDIT AND ARTISTS PICTURED

Some publications (for example the *Philadelphia Inquirer*) will not print photos without a photo credit and the names of those pictured in the photo. Please make sure you provide us with this information when you submit your photos.

BEYOND THE GUIDE: YOUR MARKETING PLAN

While the Guide and the staff's overall Festival marketing and publicity efforts will reach tens of thousands of potential audiences, we highly recommend that you craft an individual marketing campaign specifically for your show in order to meet your audience goals.

PRESS

We encourage all Festival artists to write a press release for their show. You can upload your press release to your MyFringeArts.com dashboard. We will use it if any member of the press expresses a particular interest in your show or is writing about a theme that would include your show.

Please include in your Press Release the following Festival statement:

FringeArts (formerly Philadelphia Live Arts Festival & Philly Fringe) exists to commission, develop and present a range of high-quality contemporary performing and visual arts. Every September the Fringe Festival features boundary-breaking work created by some of the most renowned contemporary artists from our region and around the world, and serves as a collective home for artists to bring their artistic visions to audiences without any curatorial barriers. Our community is enriched as art takes over our neighborhoods,

animating the spaces of our city from traditional theaters to corner bars and vacant storefronts.

We will provide you with a **Press List**. This is a list of reporters interested in hearing directly from Festival artists. We suggest you email your press release to the provided list or to your own refined press list. If there are reporters who you think might be particularly interested in writing about your show, follow up with a specific “pitch” or idea for a story. Be sure to know something about the reporter’s interests before you pitch them (you can find this out by reading their columns).

CREATING PROMOTIONAL MATERIALS

We strongly suggest that you create a printed promotional piece for your show. When you create posters, postcards, and/or flyers, we require that the official Festival logo be part of the design. This will identify your show as being part of the Festival. An electronic version of the logo is available for download online at <http://www.fringearts.com/festival/fringe-artists.cfm>. If you have a website for your show, the Festival logo must also appear with your show information online.

POSTER AND FLYER DISTRIBUTION

Hanging posters and flyers on public property is illegal. You and/or the venue where your show performed may receive a violation notice and you will be fined. If you plan to leave postcards/posters in coffee shops, etc. please ask the owner’s permission.

HAND-TO-HAND FLYERING

One of the best ways to make your show stand out in a crowd is to pass out flyers in person. The Box Office and Festival Bar are both good places to hand out flyers. You might also try Market Street, Love Park (17th & JFK Blvd.) and Rittenhouse Square (between 18th and 20th and Walnut and Locust).

PLEASE NOTE: you are required to obtain a Handbill License from the City's Department of Licenses and Inspections to distribute flyers advertising your show in public areas and door to door (these flyers are considered commercial handbills and are regulated by the city). The fee for the license is \$30. The application is called “License Application Miscellaneous.” It is form #81-901.

E-MAIL

Philadelphia is home to two special email lists to which artists can post. We suggest you sign up for these listservs and send information about your performance. Please note these lists are not moderated by the Festival.

www.theatrealiance.org/listserv.html

http://philadelphiadance.org/mailman/listinfo/listserv_philadelphiadance.org