

ARTIST MANUAL

2017 Fringe Festival
September 7-23



FRINGEARTS

Updated Feb 22nd 2017

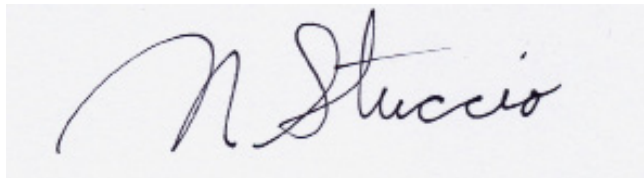
Welcome to the Fringe Festival!

Let me be clear: you are the Fringe Festival. For three weeks in September, artists own this city — and that's 100% because of your creativity, ingenuity, and courage. From the bottom of my heart, thank you for being a part of it.

Producing a show is hard work, and the team at FringeArts is here to make it easier. Our staff is committed to making your Fringe experience the best one possible, so don't hesitate to reach out should you need some advice, clarity, or just a shoulder to lean on. After all, we're all in this together.

We hope that you'll take advantage of our new arts center on the waterfront. We want it to be a home for artists, so please visit us for a drink and a bite after your long Festival day. There will always be someone here excited to talk to you about the show you're working on and the shows you've seen.

I wish you the best of luck as you embark on your artistic journey. I look forward to seeing you at the 2016 Fringe Festival!

A handwritten signature in black ink on a light grey background. The signature reads "Nick Stuccio" in a cursive, flowing script.

Nick Stuccio, FringeArts President & Producing Artistic Director



TABLE OF CONTENTS

WHAT IS FRINGE FESTIVAL	3
	4 WHAT DO PARTICIPATING ARTISTS RECEIVE?
FEEES	5
	6 BOX OFFICE PROCEDURES
GENERAL LIABILITY INSURANCE	7
	8 COMMUNICATION IS KEY
PARTICIPATING IN THE FESTIVAL	11
	13 CONNECTING WITH YOUR NEIGHBORHOOD
SELECTING DATES & TIMES FOR YOUR PERFORMANCE	16
	25 BUILDING YOUR AUDIENCE: MARKETING TIPS
FUNDRAISING LINKS	26
	27 ARTIST AGREEMENT
CONTACT LIST	28



WHAT IS FRINGE FESTIVAL?

The Fringe Festival is Philadelphia's 17-day city-wide celebration of innovation and creativity, with over 1,000 performances and more than 25,000 tickets sold in 2016. The Festival is produced by FringeArts, Philadelphia's home for contemporary performance.

WHO CAN PARTICIPATE?

Fringe Festival is open to all; everyone is welcome to register. FringeArts does not decide who or what is presented in the festival.

HOW DOES IT WORK?

Artists are responsible for the creation, staging, and marketing of your production. Be prepared to find a venue and insurance, as well as keep up with the Festival production deadlines. But we're here to help! This manual is full of tips and guidelines to help make your Festival show a success.





WHAT'S IN IT FOR YOU?

-ACCESS TO AUDIENCES OF MORE THAN 25,000

-FRINGE ARTIST RUSH

\$5 ticket, 5 minutes before the show

(for each person in your company, good for all festival shows, depending on availability)

-SHOW LISTING & IMAGE IN THE FESTIVAL GUIDE & ONLINE

The #1 tool used by audiences to plan their Festival experience

8"x10" full color, 120 page stitched booklet

10k directly mailed the first week of August 20k distributed by Philadelphia-area hot-spots.

Online at FringeArts.com - September 2015 had 366,117 page views by 60,814 users

-ONE (TWO-TICKET) FRINGEARTS MEMBERSHIP

30% off all tickets year-round

-CUSTOMIZED SANDWICH BOARD

Includes your show information to put outside your venue

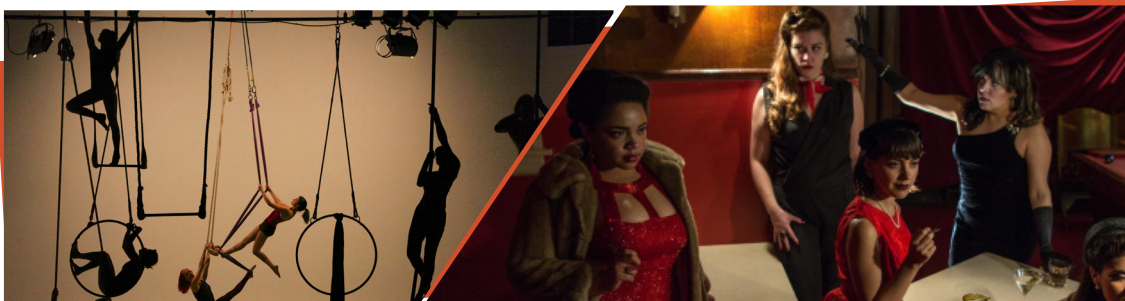
-SOCIAL MEDIA PROMOTION

FringeArts makes a commitment during the festival to re-tweet and re-gram posts from self-producing artists to share with our online audience

-PR SUPPORT

Coaching on self-producing, content updates, and press comp coordination with Communications Director and Fringe Festival Coordinator-coaching on self-producing, finding collaborators, marketing, PR, and more!

-FREE YEAR ROUND ARTISTS WORKSHOPS & NETWORKING EVENTS



FEES

REGISTRATION FEE:

The \$350 registration fee includes:

- Administrative and box office support
- Customized sandwich board to use at your venue
- Show listing in the Festival Guide both in print (20,000 copies distributed city-wide) and online
- PR information for your show distributed and made accessible to the press throughout the Festival
- The opportunity to present a brief preview of your work at Scratch Night
- Access to invite-only networking events and artist development workshops

During the Festival, we bring on extra staff to provide full box office support for Festival artists. This includes phone answering service, automated sales reports sent directly to you, custom ticket discount management, and more

BONUS:

One FringeArts Membership (30% off, 2 Tickets) is included with your registration.

REGISTRATION FEE DISCOUNTS

Contact Fringe coordinator, Jarrod Markman at Jarrod@FringeArts.com

Discounts:

Super Early Registration – \$75 off (before March 18th)

Early Registration – \$50 off (before April 18th)

Visual Art Exhibition – \$75 off (Gallery hours, free admission)

Multiple Show Discount – \$75 off (Designed for producers who are submitting more than one full production)

Student Discount – \$50 (Must be a registered student at a high school or university)

Fringe Virgin – \$50 (For first time Fringe Festival producers)

**Only one discount per show

2017 BOX OFFICE PROCEDURES

Ticketing Policy and Fees:

You are able to set your own ticket prices. At least 50% of your ticket inventory must be sold through the Festival Box Office. There is a 10% Box Office Fee for all tickets sold through Festival Box Office plus a \$1 - \$2 processing fee added for all credit card transactions depending on ticket cost. **FringeArts does not retain the credit card fee.** You are able to keep 100% of revenue from tickets that you sell on your own.

SALES REPORTS

Towards the end of August you will receive daily automated email reports of your Box Office sales.

Two hours before each performance you will receive a final attendee report and how many tickets have been released for at-door sales. We advise checking patrons in by name.

RECONCILIATION

Within forty-eight hours of your shows closing, you will need to log into MyFringeArts.com and enter the aggregate numbers from your nightly settlement report to 'Step 4' or 'Fringe Business' section of MyFringeArts.

When the Festival closes and your information is uploaded we will issue a check for Box Office proceeds to the entity or person reported on your W9. No check will be cut until we have received your W9 and settlement information.

DISCOUNTS

We offer discounts to Festival patrons who purchase online or through the festival box office. We require that you honor these discounts when selling your own tickets. You may provide your own special discounts in addition to those listed below for at-the-door sales only.

Below are the discounts we offer:

- **Student + 25 and younger (w/ ID):** \$5 off any Fringe show
(Subject to availability. Valid only for shows priced \$15 or more)
- **FringeArts Membership:** 30% off 2 tickets for all FringeArts members
(Subject to availability. Must present badge to receive discount)
- **Fringe Artist Rush:** \$5 ticket per fringe artist card. Only valid five minutes before each show (Subject to availability. Must present artist card and photo ID to receive discount)
- **Press Pass:** Two free tickets
(Subject to availability. No reimbursement)
- **Groups of 10 or more are eligible for 25% discount.**
(Must be arranged in advanced through Box Office or Festival Marketing Coordinator)
- **FringeArts administrative staff:** Two \$5 rush tickets per performance
(Subject to availability. Five minutes before show. Must present administrative lanyard)
- **Some artists choose to present their show free of charge or pay what you will,** please contact the FringeArts Coordinator for more information.

COMP POLICY AND PRESS

The Box Office does not offer complimentary tickets to anyone other than press. You must handle comps for artists, funders, and VIP's directly. Select members of the press will receive a Press Pass after submitting his or her credentials. This pass allows select members of the press two free tickets to all festival shows. The Festival Box Office may also issue press comps for your show if requests are made by the press member. No more than two comps will be issued to each accredited member of the press.

SHOW RELATED CHANGES

Contact the Fringe Festival Coordinator, with any and all show changes as soon as possible.

- You are only able to cancel your show if it is affected by inclement weather. You cannot cancel your show due to low attendance.
- If you are canceling your show you must provide six hours' notice.

*These policies are subject to change. All registered artists will be immediately notified of any change.

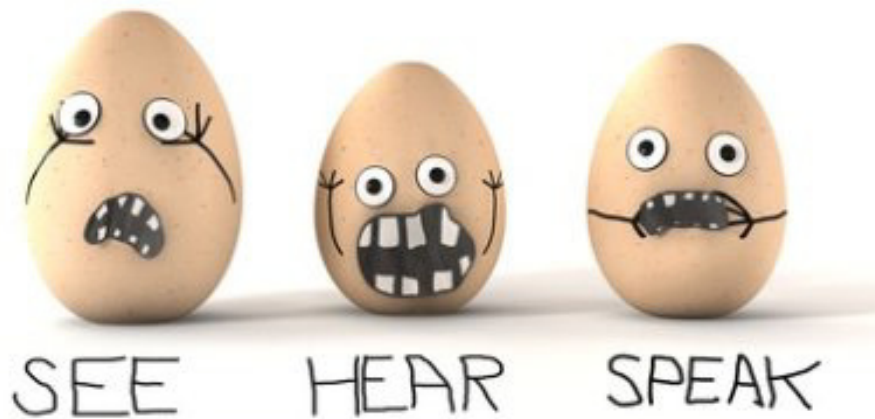
GENERAL LIABILITY INSURANCE



To protect you and the Festival regarding any claims for injury or property damage sustained by an audience member or other “third party,” **we require that all participants in the Festival obtain general liability insurance covering themselves and FringeArts.** You must upload a Certificate of Insurance as proof of coverage on **MyFringeArts.com**. This insurance must name FringeArts as “additional insured” on the policy.

We require minimum coverage of \$1,000,000 per incident and \$2,000,000 in the aggregate. You may either provide this through your own insurance company, or you may purchase it through Domenick & Associates, the Festival’s insurance agency (they have years of experience working with independent artists). Your rate will be based on the number of performances of your show during the Festival (usually ranges from \$120-\$220). Check out MyFringeArts.com for a link to the Domenick & Associates webpage with their rates and a simple online form to sign-up. It may also be possible for you to obtain coverage through the owner of your venue. If your venue owner/operator has the required coverage, they may be willing to add you and FringeArts as “additional insured” on their policy.

COMMUNICATION IS KEY



In order to provide the highest level of service, we need to work with one contact person for each company. We realize that you may have several people in your company who may need to approve things (schedules, blurbs, press releases, etc.) so please, before you submit it to us, make sure it goes through your approval process first.

Stay in touch, especially regarding changes or problems. Producing a show can be very challenging. If you are struggling with something, please communicate with us. Sick? Need to cancel a show? Call us. No matter what the concern, large or small, don't hesitate to contact the Fringe Festival Coordinator, Jarrod Markman (Jarrod@FringeArts.com). The Festival Coordinator during the Festival is available via cell phone, day or night.

PARTICIPATING IN THE FESTIVAL

WHAT DO YOU NEED?

As you search for the perfect venue, your decision should be guided by a few general considerations. It is important to consider every aspect of your production so as to avoid complications later on.

- In which neighborhood do you want to perform?
- How many seats do you want to (or need to) sell at each performance?
- What kind of technical needs do you have?
- What are your staging needs?
- Does it have seating, lighting, a PA system, etc.?
- Is it an old building? Is it wired for large electrical loads like lighting and sound equipment?
- Will the neighbors be able to hear you?
- Does it have electricity, bathrooms, and enough electrical outlets?
- Does it have air conditioning?

SECURING A VENUE

As a self-producer in the Fringe, it is your responsibility to find your own venue. However, we will assist in finding you a space to the best of our ability. For help finding a venue, we recommend www.phillyspacefinder.org or reaching out to the Fringe Festival Coordinator.

Many self-producers like to present art in non-traditional places. Audiences like this too so don't be afraid to seek out-of-the-ordinary spaces.

ARTISTS RESOURCES:

www.fringearts.com/festival/fringe-artists.cfm

There will be several documents posted on this website that you will need through out the Festival process:

- Festival Logos (needed for your print materials)
- Link to our insurance agency Domenick & Associates artist page
- Blank W9
- Press contact list



NEGOTIATING A CONTRACT

Some venues charge a flat rent, some a percentage of your ticket sales, and some may charge both. Have them be clear up front about what your rental costs will be. If the venue wants a percentage of ticket sales, does this mean tickets sold on site or all tickets sold? Make sure that you **get everything in writing** with your venue owner. Be clear about what your venue will be providing you, at what cost and when things will be delivered, rehearsal time, load-ins, and other artists who may be performing there and their needs. If you are performing in a non-traditional space, your venue owner may be inexperienced in writing agreements and you may have to draft the arrangement.

DON'T WAIT UNTIL THE LAST MINUTE

Don't wait until the week your venue information is due to start looking. **If you do not have your venue secured by the deadline, we will print your show without listing a venue.**

TIPS ON VENUE AGREEMENTS

Once you have located a suitable venue for your show, we advise that your agreement with the owner/manager of the property be in writing and signed by you and the owner/manager. Typical information in a venue agreement includes:

- Names, postal addresses, email addresses, and phone numbers of the parties in the agreement.
- Address of property
- Term of the agreement (beginning and end dates of the lease)
- Rental costs including any utility or maintenance fees
- Date rent is due and contact information for whom the rent should be paid
- Description of the area to be used (first floor except office, main stage including dressing rooms, etc)
- Other services/equipment the owner/manager has agreed to provide (chairs, technical equipment, and storage space)

PLEASE NOTE: The above terms and the following sample venue agreement are NOT intended to serve as a comprehensive list or legal advice. They are simply guides to use when creating an agreement with the owner/manager.

SAMPLE VENUE AGREEMENT

Please Note: Remember, each situation is different and this sample is NOT meant to be comprehensive or to provide legal advice. Please use it as a guide as you enter into your individual agreement with your venue owner/manager.

VENUE AGREEMENT

This Agreement for the lease of _____, Philadelphia, PA, is made this _____ day of _____, 200_, between [Artist name, address and telephone number] (hereafter "Lessee") and [owner name, address and telephone number] (hereafter "Lessor"), pursuant to the following terms and conditions:

Leased Property: Lessee shall lease from Lessor [Address and description of the premises to be leased].

Use of Premises: Lessee shall use the leased space for [list uses such as: rehearsal and performances] on the following dates as part of the FringeArts.

Term of Lease: The term of the lease shall be [beginning and end dates of lease].

Rental Fee: The fee for rental of the premises shall be [total rental fee] to be paid in installments of [amount of each installment] on the following dates [list dates] and shall be sent to use the leased space for [list uses such as: rehearsal and performances] on the following dates as part of the Philly Fringe FringeArts.

Security Deposit: The Lessee shall pay a security deposit of [amount of deposit] on [date security deposit is to be paid]. The security deposit shall be returned to the Lessee by the Lessor within five business days of the termination date of the lease.

Utilities: Lessor shall provide [list utilities Lessor will provide such as: air conditioning, storage space, restrooms]. Cost of said utilities shall be the responsibility of [state whether rent is inclusive of utilities or whether Lessee is responsible. If Lessee is responsible for utilities state how and when Lessor will bill Lessee for these costs].

Governing Law: This agreement shall be governed by the laws of the City of Philadelphia and the Commonwealth of Pennsylvania.

Entire Contract: This agreement, including any riders, addenda, schedules and/or attachments represent the entire agreement and state how and when Lessor will bill Lessee for these costs].

Acceptance: The terms and conditions of this agreement are hereby accepted by the Lessor and Lessee or their representatives by their signatures below. The terms of this agreement are binding and supersede any oral or written representations. The persons signing this agreement on behalf of the Lessor and Lessee each has authority to bind their respective principals.

AGREED AND ACCEPTED

[Insert Lessor's Name]:

[Insert Lessee's Name]:

By: _____ Date _____ By: _____ Date _____

Print Name: _____ Print Name: _____

CONNECTING WITH YOUR NEIGHBORHOOD



Philadelphia is a city of lively Neighborhoods, each with its own distinctive characteristics. The Fringe Festival is a great opportunity to engage with each of these unique communities and establish sustainable relationships and partnerships that will create a more vibrant cultural experience for our artists, patrons and community at large.

Please remember what it means to be a good neighbor when you're performing in the Festival. For example, if your performance requires music, pay attention to your show times, as you may have to keep your volume down.

The neighborhood you are performing in could also be your potential audience, so it could be helpful to make new friends! Take every opportunity to build a local support system.

You are the face of the Festival in your neighborhood, so be respectful.

UNDERSTANDING YOUR NEIGHBORHOOD:

There are a number of questions you can ask to find out more about the neighborhood you are performing in:

- What is the overall population demographic of this area?
- What challenges does this neighborhood face? (social, economical, environmental, political, etc.)
- What development or changes are happening in this neighborhood?
- What are the cultures that make up this community?
- What community organizations reside in this area?
- What languages are spoken in this community?
- What other creative people are in this community and how do they connect with each other?
- Who are the leaders in this neighborhood?



ENGAGING WITH YOUR NEIGHBORHOOD:

- Define your vision of the art you are making and see if this vision aligns with what is going on in your specific neighborhood.
- Engage community members and leaders in the development of a shared vision.
- Inspire a sense of community ownership and pride in your project
- Invite the community to be a part of your project when appropriate in order to ensure its success as a local outlet for cultural expression
- Keep your neighborhood up to date on the progress of your show and provide information on possible opportunities community members can participate in.

COMMUNICATING WITH YOUR NEIGHBORHOOD:

Ideally, the neighborhood you are engaging with should be involved from an early stage in your project. This will allow for an organic collaboration and for the community to invest in your work.

There are many ways to begin to engage and communicate with your neighborhood:

- Newsletters/flyers
- Attending community events
- Social Media
- Informational open houses
- Town hall meetings
- Board meetings
- Happy hours
- Volunteering

One of the many terrific things about participating in the Festival is that you have the freedom to **schedule your show** in a way that best suits you, your location, your artists, and your audiences. Ask yourself some questions before you decide how many shows you will perform.

- Is this a finished work or is it a work-in-progress?
- Do you have a marketing budget?
- Is this the first time that you are performing in this area?
- Are there a lot of people involved in your show who can draw an audience?



Photo: Lindsay Browning

While there is a large potential audience from which to draw in the Philadelphia region, there are also many performances happening at Festival time. We find it's best to mix up your schedule a little, doing some weekend and weekday shows, some at night and some matinees.

The venue you choose may determine some decisions about your show times. Work closely with your venue when selecting your show times so that there are no conflicts with the owner or other artists.

TEMPORARY CERTIFICATE OF OCCUPANCY

If your venue is a vacant building or is a property not ordinarily open to the public, you may be required to apply to the City's Department of Licenses and Inspections (L& I) for a Temporary Certificate of Occupancy (Temp. C of O). The form you fill out is called a Building Permit Application. The purpose of this requirement is to ensure that the building is structurally sound and that systems and/or procedures are in place to protect the public's health and safety. Before a permit is issued you will be required to submit an application to L& I. Once your application is reviewed, an L&I Inspector will schedule a site visit to inspect the property. In order to obtain a Temp. C of O, you may be required to make adjustments to the venue and/or institute certain safety procedures, such as installing emergency exit lights.

In the TEMPORARY CERTIFICATE OF OCCUPANCY box insert the following:

You may download an application from the city's website at www.phila.gov. Scroll down to Licenses, Permits, & Certificates in the middle of the homepage and under Licenses click Building & Construction. On the list with check boxes on the left side of the page Uncheck All Businesses and check both Construction and Permit. On the same page click Building Permits in the middle of the page. Then click Building Permit Application (PDF).

You may download an application from the city's website at www.phila.gov. Scroll down to Licenses, Permits and Certificates in the middle of the homepage and click Buildings Construction.

PERMITS

If your show will be performed on public property or if your venue owner does not have the required city permits and approvals that allow for live performances open to the public, you may need to apply to the city for a permit to do your show.

OUR BEST TIPS

- Research and inquire to find out if requirements such as the above apply to you and factor the fees into the cost of your show.
- Plan ahead. Applying for and obtaining the required approvals often takes time.
- We have found that if you meet people in the various city departments half way they will meet you half way. Once they understand what you are trying to do and that you are reasonable and responsible, they usually want to help you succeed.

OUTDOOR SHOWS ON PUBLIC PROPERTY

Some of the most interesting and popular Festival shows have been staged outdoors. If you are planning to perform outdoors on a street or public thoroughfare, you will need to submit a Special Events Permit Application to the City's Managing Director's office. In the OUTDOOR SHOWS ON PUBLIC PROPERTY box at the end of the third line insert the following: Go to www.phila.gov and click on Licenses, Permits, & Certificates in the middle of the page. Under Permits click Special Events Permits. Click Permits and Documents. Then click 2016 Parks & Recreation Special Events Applications (Events & Festivals). The Managing Director's Office approves these applications and they may consult with the Streets Department and the local Police District to ensure that these departments have no objection before granting approval. The form must be submitted at least 90 days before your first performance.



ACTORS EQUITY ISSUES

Actors' Equity Association (AEA) is the labor union representing over 50,000 American actors and stage managers working in the professional theatre. AEA continues to allow a number of ways for Equity actors to participate in FringeArts' Fringe Festival.

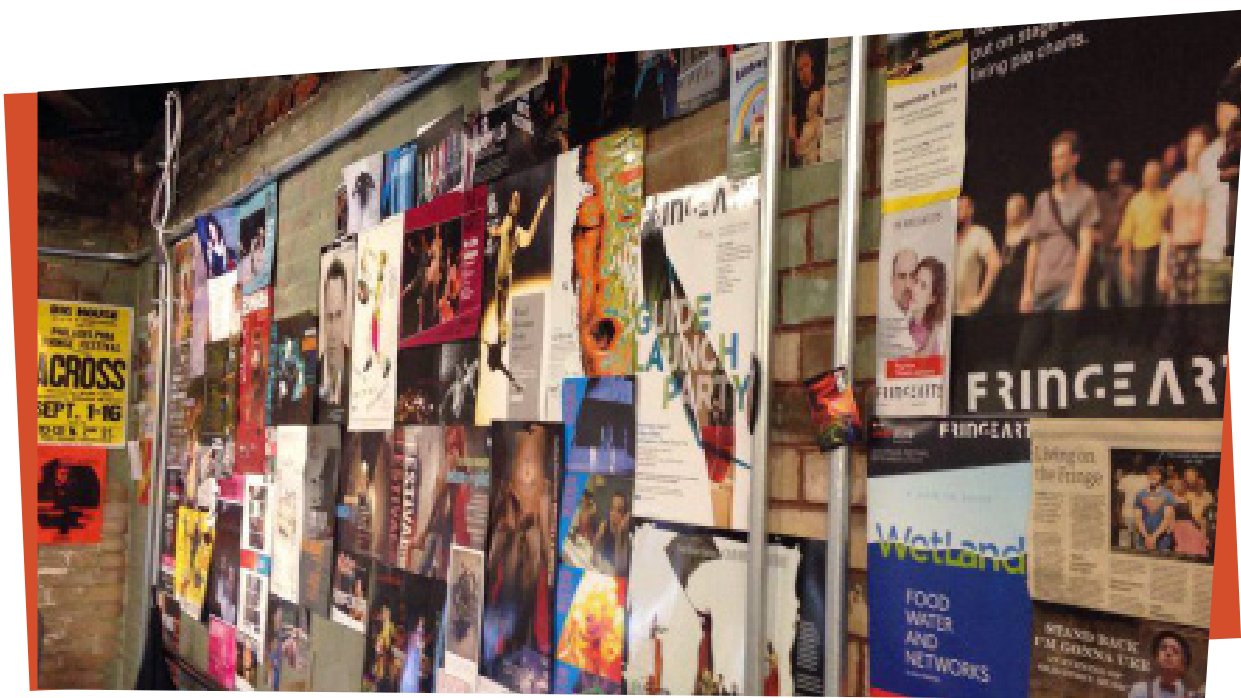
For Producers: Theatres, producing organizations and independent producers who are interested in hiring AEA members must sign those members to an appropriate (LOA, SPT, Guest Artist, Special Appearance, etc.) AEA contract. All Actors Equity concerns should be directed to the appropriate AEA business representative at **(212) 869-8530** to secure AEA contracts.



For AEA members: The AEA Fringe Festival Code was crafted by the national membership of Equity so that AEA members may present projects at various Fringe Festivals throughout the country. The FFC is strictly for the use of the AEA member(s) only. Equity members should directly contact the Philadelphia AEA Liaison Committee about the use of the FFC at this e-mail address: phlliaisoncommittee@yahoo.com

Equity members may also call the Philadelphia AEA Hotline at 1 877 AEA 1913, ext 832 for contact information."

BUILDING YOUR AUDIENCE: MARKETING TIPS



FringeArts provides **marketing and PR support** through listings in the Festival guide and website, providing workshops and one-on-one coaching when requested, fulfilling press requests for images and interviews, and through re-posting on social media. **However, the shows that perform best in the Fringe Festival are shows that create and execute their own strategic marketing and PR plan.** Below are some tips and tools to get started!

Titles

#1 TITLES

Titles are part of the artistic process. Your first allegiance should be to the piece itself. But if you're waffling, know that short, evocative titles tend to work best in the Festival Guide. If your show has more than one section, try to find one title that encompasses the feel of the show instead of listing separate titles.

#2 WRITE A CATCHY DESCRIPTION

Audiences turn to the guide again and again during Festival-time, and the blurb is often the main tool they use to make ticket-buying decisions. So your primary goal in writing a description is to be clear, informative, and interesting.

50 words is not a lot of space. So use it wisely. Your Guide listing will already include the title, times, locations, and cost, (and your website will be online) so don't use up your 50 words covering the basics. Focus instead on the main elements that will accurately represent your work and set it apart from the rest. Are you presenting dance? Video? Is your piece in a non-traditional venue? Is it a famous story retold?

If your piece is largely conceptual, it is helpful to find one concrete idea that an audience can hook onto. The larger themes are what you would hope they would take away, but it's unlikely they will be able to digest them in the midst of 200 other show descriptions. Appeal to their senses: what might they hear, smell, see, taste, touch? It also doesn't hurt to mention any awards, brief press quotes, or notable performances, if applicable.

Below are a few good examples from the 2015 Fringe Festival.

"Bay Bryan comes out. As a ginger. A coming-of-age cabaret for anyone who as ever felt – even a little bit – queer at heart. A fusion of storytelling, improve, song cycle, and just a drop of drag. Last seen at Obie-award winning Horse Trade Theater Group in New York City and the Minnesota Fringe Festival."

"Escape the crush of urban living and be transported to a more bucolic way of life: American Standard mulls JUNK's evocative style with the twangs of bluegrass, the sweet smel of rotting hay and bare flesh atop a shaggy Hereford. Where will a quest for a more tranquil existence lead us? Our roots hold a certain veracity ..."

"One part Legend of Zelda, one part theater, You Are the Hero is your chance to save the world from Evil! Fresh off an international tour, this adventure hands the controls (and Starburst) to you. You'll have to be brave, powerful, and wise to bring the story to a victorious end. But be careful, Game Over does exist."

#4 GET A GREAT IMAGE

A great promotional image is the single most important investment you can make to promote yourself and your work. If it's in your budget, hire a professional photographer whose work you've seen and like. See appendix for a list of photographers that FringeArts works with on a regular basis. If it's not in your budget, find a friend with a nice camera and ask for their help in exchange for billing in the program. Work with your photographer to come up with eye-catching images. These are easier to recognize than to describe, but the elements may include a dynamic composition and unusual angles. Promotional images are staged, in locations that evoke the energy of your performance. There should be costume elements, but do not require full staging. These are great for promoting a piece that may not be fully developed.

#5 FINDING A PHOTOGRAPHER

Hire a professional whose work you've seen and like. Some photographers discount their fees for artists. Others, particularly those starting out, will work for little money in order to build a portfolio. If you need specific recommendations, please reach out to the Fringe Festival Coordinator.

#6 PLEASE DO NOT SEND HEADSHOTS

It is not helpful to have all of your cast members in the shot. Use a show program for that kind of acknowledgement. It is best not to include text in your photo, as the photo will be printed somewhat small in the Festival guide. Color images are preferred. Below are some good examples of promotional images from the 2015 Fringe Festival.



Photo: Bara Nova

Photo: Jacques-Jean Tiziou



We encourage you to upload full color high-resolution images (at least 300 dpi).

All publications will require an accurate photo credit to run with your photo. A photo credit should include the names of those pictured, the name of your show, and the preferred photographer credit. Ask your photographer for how to best accurately credit the photo. For example, the photos above would be credited as:

- 1) Pictured: David Johnson, It's So Learning, Plate 3 Photography
- 2) Pictured: Michael Pusey, Unarmed, Maxwell van Hook
- 3) Pictured: Emily Krause, 901 Nowhere Street, Plate 3 Photography

#7 BEYOND THE GUIDE: YOUR MARKETING PLAN

While the Guide and website, as well as 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 designed to meet your audience and revenue goals. The Festival staff will market and promote the Festival as a whole, which means that every one of the hundreds of other shows in the Festival are getting the exact same treatment. In order to have your show stand out, you will have to do the leg work. Here are some elements that you might consider.

Print Materials

You'll want some kind of printed, physical promotion for your show. What this is depends on your budget. Professionally printed postcards and posters are ideal, but a hand printed flier is a cheaper option.

Distribution

Hanging posters and flyers on public property is illegal. You and/or the venue where your show is performed may receive a violation notice and you will be fined. Best to post in businesses (bars, coffee shops, grocery stores), but be sure to ask permission first. You are welcome to post at the Festival Box Office.



Email

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

www.theatrealliance.org/listserv.html (you will need a Yahoo email account to post here)

www.philadelphiadance.org/mailman/listinfo/listserv_philadelphiadance.org

Social Media

Social media is an incredibly powerful tool to bring your show to the attention of audiences for very little money. We recommend posting to Facebook once a day, and to Twitter and Instagram 3+ times a day. FringeArts is committed to re-tweeting, liking, and favoriting any relevant posts in which we are tagged, so be sure to include @FringeArts in your post to reach our 7,000+ followers on Twitter, 9,000+ on Facebook, and 3,000+ on Instagram.



Press

While the FringeArts Communications department will send information about your show to their press list, it will be with the rest of the Festival. So it is helpful for you to contact members of the press directly. We suggest you create a press release and send it to the provided list, or to your own refined list.

See the next page for an example press release and tips for reaching out to press outlets.

TIPS FOR PRESS RELEASES

#1 Provide a headline. The title of the press release should, in just a few words, demonstrate why this show is different than anything else the outlet could choose to write about.

#2 The first paragraph should contain clear information about dates, times, ticketing, and a one-sentence snapshot of the performance. Make sure that if they read nothing else, all salient information is in the first paragraph.

#3 The press release should always contain a quote that press can use in short blurbs. The quote should be from the director, choreographer, lead artist, artistic director, etc. In short, it should be quoting the person that press would be most likely to want to interview.

#4 Like a resume, the narrative of the press release for a single event should fit evenly onto one page. Adjust formatting to make this happen – it makes it easier to read and more easily digestible.

#5 Include an “about” page that contains bios for relevant artists and organizations. Use your discretion as to who should be included. For Fringe Festival shows, it is vital that a bio for the Festival be included. This is for your benefit, to align you with a larger organization and give your project added clout.

#6 It is a good practice to include a fact sheet that fits on a single page and includes dates, times, funder information, artist credits, and a blurb that can be used in calendar listings.



Remember that this is your opportunity to frame a story for press! What's special about this show? What does it mean for you as an artist or a collective? How does it fit in with your long-term story?

TIPS FOR SENDING OUT PRESS RELEASES

#1 Introduce yourself in the email. Include a short message personalized to each writer/outlet. Make it personal and personable. Pretend you are reaching out to a stranger that a friend told you would be interested in your piece.

#2 Copy and paste the press release into the body of the email. Read through it carefully to make sure that formatting errors didn't appear in the process.

#3 Attach the press release as a PDF.

Media Contact: Jane Doe

For Immediate Release
MONTH XXth, YEAR

Images available upon request

jane.doe@fakemail.com
555-555-5555
Web: www.waitstaff.org

Sketch Comedy Troup Takes Audience Backstage during 2015 Fringe Festival
Philadelphia's silliest comedy troupe reveals the madness behind the curtain.

Philadelphia, PA – The Waitstaff, Philadelphia's premiere sketch comedy troupe announces a show unlike anything they have ever attempted before. The Waitstaff: Sketch Comedy, the troupe's entry in the 2015 Philadelphia Fringe Festival, will give the audience a chance to see what really happens backstage during one of their fast paced, anything-goes comedy shows. The show takes place at The Five Spot, 5 S. Bank Street, on Friday September 2nd, Thursday September 8th, Friday September 9th, & Friday September 16th at 9:30PM. Tickets are available online at www.waitstaff.org/tickets and at www.fringearts.com.

The show consists of two primary parts. The first half will be like a regular Waitstaff show, incorporating comedic songs, raunchy scene-work, slapstick dance pieces, and much, much more. The second half takes place behind the curtain, demonstrating how the same pieces from the first half come together - or don't, as the case may be.

"We were inspired by the play *Noises Off*," says Waitstaff core member **John DiFelice**. "So many things can go wrong on stage and actors can cover so that the audience never knows. We want to let our fans see just how chaotic backstage can be when we try to fix an unexpected crisis."

The Waitstaff has been performing together for three years, showcasing new material at their monthly comedy shows at The Five Spot in Old City. They have also performed at The Chicago Sketchfest as well as Stand Up New York and The Common Basis Theater in New York City. Local newspapers have called The Waitstaff "Philadelphia's hottest sketch comedy troupe" (The Philadelphia Inquirer), "One of the funniest groups of people to hit the Philly Stages" (The Philadelphia Daily News), and "It's the sort of comedy that kids love, parents disapprove of, and adults find irresistibly hilarious even while shaking their heads" (The Main Line Times).

ABOUT WAITSTAFF:

Waitstaff is a short form improvisational comedy group formed in 2012. The core group consists of Jane Doe, Barry Fakename, Cassandra Falsehood, and Terry Makeshift. They host a rotating group of guest comedians and performers who contribute to their fast-paced, slapstick, laugh-a-minute shows. Waitstaff prides itself on the immediacy of its performance: they never perform the same bit, ever, and instead rely on interaction with their audience to keep the material fresh. They have performed at FakyFakerson Comedy Studio in New York City, Live-MakeUp Club in Chicago, and a Silly Made Up Name Theatre in Los Angeles, in addition to many local venues in Philadelphia.

ABOUT THE FRINGE FESTIVAL:

The Fringe Festival is a 16-day-long performing arts celebration that takes over Philadelphia every September, boasting hundreds of performances by international, national and Philadelphia-based artists, presented by **FringeArts**. The city's public and private spaces are filled with a curated series of world-class performances and artists independently producing their own work in the true spirit of the international "fringe" movement. The party continues every night with FringeArts' Late Night programming in its beautiful venue on the Delaware waterfront - which houses the La Peg restaurant and bar, as well as an outdoor beer garden with a spectacular view of the Benjamin Franklin Bridge. This signature event offers an unparalleled opportunity to see a cross section of the world's greatest arts experimenters at one time, in one city.

ABOUT FRINGEARTS:

FringeArts is Philadelphia's home for contemporary performing arts, showcasing arts innovators from around the globe and cultivating world-class Philadelphia-based artists. FringeArts plays a vital role in Philadelphia's vibrant artistic community by presenting a year-round programming series of cutting-edge dance, theater, and music performances presented at its striking venue on the Delaware waterfront; the annual Fringe Festival which takes over Philadelphia with hundreds of artistically daring and socially engaging performances; and by providing opportunities for Philadelphia artists to develop and showcase new work. FringeArts believes in art making that tests boundaries—inspiring new ideas, passionate discussion and conceptual thinking, all essential for a healthy and vibrant society.

FACT SHEET FOR WAITSTAFF: *SKETCH COMEDY*

PERFORMANCE SCHEDULE

Friday September 2nd at 9:30PM

Thursday September 8th at 9:30PM

Friday September 9th at 9:30PM

Friday September 16th at 9:30PM

CREDITS

Ensemble Members:

Jane Doe

Barry Fakename

Cassandra Falsehood

Terry Makeshift

Waitstaff: Sketch Comedy is made possible with the generous support of the Awesome Foundation for Arts and Sciences.

TICKET INFORMATION

\$10/FringeArts Members save 30%

Call 555-555-5555 or visit www.waitstaff.org/tickets or www.fringearts.com to purchase tickets.

CALENDAR LISTING (+/- 100 WORDS)

Take a look behind the curtain. Philadelphia's premiere sketch comedy group The Waitstaff presents a show unlike anything in their three-year history. In the first half, audiences experience the hilarity they can expect from any Waitstaff show. But in the second, the stage pivots, revealing the chaos that happens backstage at a comedy show. Called "Philadelphia's hottest sketch comedy group" by the Philadelphia Inquirer, The Waitstaff breaches new territory in this hilarious show inspired by ridiculous backstage nightmares such as Noises Off!

###

To request photos, interviews and more information please contact:

Jane Doe | jane@waitstaff.org

FUNDRAISING AND MORE

We at FringeArts know firsthand that producing a show can get very expensive. We also know that if there's a will, there are many ways to raise money to make great art. So before you decide that you're priced out, we encourage everyone who is interested in producing to explore these fundraising options.

GRANTS FOR INDIVIDUAL ARTISTS

List of Resources for Independent Artists:

www.pacouncilonthearts.org

Independence Foundation Fellowships

www.independencefoundation.org/fellow_art.html

Pew Fellowships in the Arts

www.pcah.us/fellowships/

Leeway Foundation

www.leeway.org

Creative Capital

<http://www.creative-capital.org/>

Resources for individual artists include:

Creative Capital's Artist Toolbox

www.creative-capital.org

Foundation Center Individual Artists Center Online

<http://gtionline.fdncenter.org/>

Foundation Center at the Free Library's Main Branch
(215-686-5423) (<http://libwww.freelibrary.org/rfc/>)

Crowdfunding Platforms:

www.kickstarter.com

www.gofundme.com

www.Indiegogo.com

www.crowdfunder.com

SPONSORSHIPS/ADVERTISING

Another way to raise money for your show is to solicit advertisements for your program. This could be used as an opportunity to connect with local businesses and organizations.

OTHER FUNDRAISING LINKS

Philadelphia Volunteer Lawyers for the Arts: <http://www.artsandbusinessphila.org/pvla/>.

Fractured Atlas (for fiscal sponsorship): www.fracturedatlas.org

Project Stream: <http://www.philaculture.org/programs/grantmaking/projectstream>

Philadelphia Cultural Fund: www.philaculturalfund.org

FRINGE FESTIVAL ARTIST AGREEMENT

1. **DEFINITION:** This Agreement is made between FringeArts and the Artist pursuant to the terms and conditions as follows. The Term "Artist" as used in this Agreement refers to all persons participating in Artist's show and binds each individually and collectively to the terms of this Agreement.
2. **BOX OFFICE PROCEDURES AND TICKET DISCOUNTS:** Artist hereby agrees to comply with Festival Box Office Procedures and honor and abide by the Festival's ticket discount policies. Artist may set their own ticket prices. At least 50% of artist's ticket inventory must be sold through the Festival Box Office. There is a 10% Box Office Fee for all tickets sold through Festival Box Office plus a \$1 processing fee for all credit card transactions. FringeArts does not retain the credit card fee. Artist may keep 100% of revenue from tickets sold by Artist.
3. **INSURANCE:** Artist hereby agrees to obtain general liability insurance in the amount of \$1,000,000 per occurrence and \$2,000,000 in the aggregate for artist's show and name FringeArts as an additional insured. Proof of insurance must be provided no later than July 1, 2016. Artist also hereby acknowledges and agrees that if Artist does not provide proof of insurance in the required amounts by the above date, the Festival will remove Artist's show from the Festival and Artist will forfeit all fees paid with no refund.
4. **TICKET SALE RECONCILIATION:** All at the door ticket sales must be recorded and reported to FringeArts by one week following the close of artists' production. Information must be submitted through the online portal MyFringeArts.com
5. **COMPLIANCE WITH APPLICABLE LAWS:** Artist hereby agrees to comply with all applicable laws, statutes, regulations and ordinances related to the production and presentation of Artist's show.
6. **PROPRIETARY RIGHTS:** Artist shall secure all necessary permissions or licenses and pay all royalties or other fees required to be paid for use or performance of copyrighted or other proprietary material. FringeArts shall have no liability for the payment of such Royalties. Artist represents that its performance at the Festival includes only authorized use of copyrighted material or other applicable proprietary rights. Artist shall indemnify, defend, and hold harmless FringeArts, its directors, officers, employees and agents from and against all claims, demands and expenses that FringeArts may incur by reason of any infringement or violation of any copyright or other artistic proprietary right arising in any way from the Artist's performance.
7. **INDEMNIFICATION:** Artist hereby indemnifies and holds harmless FringeArts, its officers, employees, agents, successors and assigns, from and against any and all claims, damages, losses, and expenses, arising out of or resulting from Artist activities in connection with Artist participation in the Fringe Festival including any and all court costs, reasonable attorney's fees and expenses that may be incurred in defense of any such claim or suit, and from any and all claims arising from Artist failure to comply with applicable laws, statutes, regulations and ordinances related to the production and presentation of Artist's show, including, but not limited to, improper or unlawful posting, publicity and advertising of Artist's appearance at the Fringe Festival.
8. **ARTIST PUBLICITY MATERIAL:** Artist shall comply with all reasonable requests by FringeArts for marketing and promotional materials.
9. **FESTIVAL PUBLICITY, PROMOTION AND ADVERTISING:** FringeArts shall provide publicity, promotion, and advertising for the Festival as determined by the FringeArts' Marketing Director. FringeArts reserves the right to promote any Artist or any individual performance of any Artist. Any additional promotional materials or advertising of the Festival produced by Artist or any appearance by Artist connected with the Festival must contain the FringeArts logo. FringeArts shall have the unqualified right to use and authorize others to use the name, photographs, and photographic likeness of the Artist to publicize, advertise or report about the Artist's engagement in the Festival in all media, except where otherwise agreed to by the parties in writing.
10. **DOCUMENTATION:** FringeArts shall have the right and full authority to make audio, video and/or digital recordings, or use photography, for archival and future promotional purposes, with respect to any portion or all of Artist's performances at the Festival. This authority shall be exercised by FringeArts unless it receives written notification no later than seven (7) days in advance of any performance in the form of a separate letter from the Artist objecting to such coverage.
11. **ACCEPTANCE:** Artist by its representative's electronic acceptance binds the Artist to the terms and conditions of this Agreement. The terms of this Agreement are binding and supersede any oral agreements or representations and any prior written agreements or representations.
12. **AUTHORIZATION:** The person electronically accepting this Agreement on behalf of Artist hereby acknowledges that he/she has the authority to bind Artist to the terms of this Agreement.

Questions? Fringe Festival Coordinator, Jarrod Markman at Jarrod@FringeArts.com / 215-413-9006 x16

STAFF CONTACT LIST

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