

# FRINGEA-THON

## SURVIVAL GUIDE

### HOW TO PREPARE YOURSELF FOR FRINGEA-THON

#### Rules

- There are no rules on dancing and **no limit on how long or how little you dance**. Just join us to celebrate the arts community that makes our city so vibrant.
- The Blue Cross RiverRink is a smoke-free area.

#### Fundraising

- The fundraising doesn't stop with the dancing! Participants can raise money leading up to and at FringeA-Thon. In fact, **participants can continue to fundraise for two weeks after the event** (deadline is June 3).
- Dancer registration will be accepted at the door! Tell your friends and continue to build your team!
- We encourage you to fundraise while dancing! **Add your link to a social media post** and share your dancing with potential donors in real time. Prizes will be awarded to the top fundraisers, so keep the momentum going!

#### Incentives

- All fundraisers receive a t-shirt and a goodie bag.
- Raise \$300+ and you also receive a food voucher and drink ticket.
- Raise \$500+ and snag yourself a FringeArts Annual Membership.

#### What to wear

- Comfortable dancing shoes.
- FringeA-Thon is outdoors by the water so keep the sun and wind in mind. Make sure to wear comfortable (but fun) clothing.
- We highly encourage coming in your finest and most creative costume.
- Prizes for the best costume and team costumes will be awarded.

#### What to bring

- **Your team** – get ready to dance your “art” out together.
- Without sounding like your mom: your **wallet**. There will be food and beverages available for sale. A raffle with great prizes will be in full swing as well! (there is an ATM on-site).
- **Portable phone charger**. There will be an AT&T-powered charging station on site, but access is on a first-come, first-served basis!
- **DON'T bring a big bag!** While we will have coin-operated lockers on site to stash your gear, these are limited and available on a first-come, first-served basis. If you need to bring a bag, we recommend a light backpack that you can wear comfortably while you boogie!
- If you are a **Beneficiary Partner**, **make sure to wear branded attire** or come in costume as a way to promote your organization or project. Let other dancers know who you are.

#### Weather

- It's looking like a sunny day. Sunscreen is probably a good idea!
- All fundraising participants will receive a **FringeA-Thon water bottle**. There will be multiple water stations to fuel up and hydrate.
- Keep the sun out of your eyes with FringeA-Thon sunglasses. The **first 200 fundraisers through the door will receive a pair**.

## Party Crasher Tickets

- Friends and family can crash our dance party. Tickets available [HERE](#) and can also be purchased at the door.

## Dance Battle Royale

Hosted by Dance Battle Master, **Steve Believe**, this is your team's chance to vie for FringeA-Thon's first Dance Battle Royale trophy! Here's the scoop:

- All teams are welcome to join this friendly, bracket-style dance competition.
- No dance experience required – seriously, it's all about having fun.
- There are no limits on your team size, but you need at least two dancers to compete.
- Your team will have 30 seconds to dance your "art" out to a song of the DJ's choosing.
- Audience members will decide which teams move on to the next round.
- Battles will begin after 7pm. We'll draw up brackets prior to the event and notify you of the exact time that you'll need your squad ready to go.

## FringeA-Thon Happy Dance

Learn the official FringeA-Thon Happy Dance routine led by choreographer **Melanie Cotton** ahead of time! Watch the full dance [HERE](#) and the step-by-step instructions [HERE](#).

## **FRINGEA-THON: EVENT DAY**

### Address

[Blue Cross RiverRink](#), 101 S. Christopher Columbus Blvd., Philadelphia, PA 19147

### Entrance/Check-in

- The official entrance to FringeA-Thon will be on the north side of the site, facing the underpass and Columbus Blvd. The entrance is not on the waterfront side.
- All registered dancers will receive a t-shirt and goodie bag.
- Party Crasher tickets are available now and at the gate.
- Make sure to get a wristband, which will allow you to re-enter the event.

### Parking

- Parking is available and adjacent to the RiverRink for \$20 for the day.
- Limited 2-hour metered street parking is also available.
- We highly recommend keeping it simple and using public transportation or Uber, Lyft, or taxi services.

### FringeA-Thon Schedule

**11:30 am:** Doors open

**12:00 pm:** Special performance and warm-up session by MC and host **John Jarboe** – you don't want to miss this!

**12:10 pm:** Full dance demonstration of the coordinated Happy Dance by choreographer **Melanie Cotton**

**12:15 pm:** DJ lil'dave kicks off the dance party

**2:00 pm:** DJ Rahsaan, Presented by WXPB

**4:00 pm:** DJ Rich Medina

**6:00 pm:** DJ Dame Luz

**8:00 pm:** DJ Cosmo Baker

**10:00 pm:** DJ Lee Jones

**11:50 pm:** Dance finale

*\*Exciting pop-up performances with take place throughout the day including surprises from our host John Jarboe.*

### Food/Drink

- A variety of food trucks will be vending throughout the day. Trucks include **El Guaco Loco**, **Chef Donte's Delicious Dishes**, **Chewy's**, **Philly Fry Truck**, **Roasted Liberties** and **Sweet Pea Ice Cream**.
- The bar will serve **beer, wine and water**.
- Samples by **Coca-Cola**, **Insomnia Cookies**, and **La Colombe** will be offered at different times throughout the day.
- Individual fundraisers who raise \$300 will receive a food voucher and one complimentary beer ticket from **St. Benjamin Brewery**.

## Raffles/Prizes

- **Raffle ticket prices:** 3 tickets for \$10 or arms-length for \$20 (\$35 credit card processing minimum)
- Raffle items
  - ❖ **Four (4) Club seat tickets with parking to Bruno Mars** on October 10, 2017
  - ❖ **Sansom Street Shuffle** (Tour all the Cook N Solo hot spots on Sansom Street with James Beard Award-Winning Chef Mike Solomonov)
- Raffle will close at 11:30 pm. Winners don't have to be present to claim their raffle prize.
- Prizes will be awarded throughout the day by host **John Jarboe**.

## Restrooms

Restrooms are adjacent to the RiverRink. You will need to exit the venue to use restrooms so make sure to keep your wristband on.

## Contact Information

Email: [fringeathon@fringearts.com](mailto:fringeathon@fringearts.com)

Phone: 215-669-9663

## **FREQUENTLY ASKED QUESTIONS**

### **Do I have to dance for 12 hours?**

While we encourage all participants to challenge themselves and attempt a full twelve-hour dance marathon, you will not be penalized or sent to jail if you don't dance the entire time at FringeA-Thon. But, you'll be a superstar if you do!

### **Is there a fee to participate in FringeA-Thon?**

Yes, there is a \$25 registration fee to attend and fundraise for FringeA-Thon, which also acts as your first gift to yourself. You will have two weeks after the event (deadline is June 3) to continue to fundraise. Any friends or family members who want to come cheer on you and your team can purchase Party Crasher tickets for \$35 in advance or at the door.

### **Can I register for a team at FringeA-Thon?**

Absolutely! You can start a team or build on your team at FringeA-Thon. All fundraisers must register with \$25, which also acts as your first gift to yourself. You will have two weeks after the event (deadline is June 3) to continue to fundraise.

### **Is there a door price at FringeA-Thon?**

Yes, there is a \$35 door price for folks who do not wish to fundraise but want to support their friends and family. Don't worry, you can dance too. Tickets can be purchased [HERE](#).

### **I'd like to bring my children. Are kids allowed?**

Kids can dance their "art" out too. While kids are welcome, please note, there is no kid-focused programming at FringeA-Thon. All children must be accompanied by an adult at the event. Tickets from ages 5-16 can be purchased [HERE](#).