

DOING THE FRINGE

THE FRINGE WEBSITE

<http://www.livearts-fringe.org/how-to-participate.cfm>

The website is one key area where we can provide great support for your work. It is used to post resources you can download and use, and is also a marketing tool providing information on your show for the media and the public to learn more about you. Over the course of the year, we will be posting several key documents on our website for your use. Among these will be an expanded potential venue list that will be helpful to you in locating a venue for your Fringe show. Remember, this is not an all-inclusive list; it is simply a list of possible venues you may contact. There will be several documents posted that you will need through out the Festival process. They are the Fringe Logos, Press Pitch Worksheet, a General Liability Insurance Form (If you choose to pay with a money-order) & a Blank W9. In Years past we would also post a list of press contacts. This year we will be emailing that list to you. In Addition, there will also be other helpful marketing documents on how to write a press release, how to participate in FunSavers & Philly Fun Guide, and guides on creating a press photo. An updated Artist Resource list will also be posted which will help guide you in finding printers, photographers and other vendors you may need for your show. We will notify you when these resources are available, and how to access them.

One great way that we can help you market your show is to include your Festival Guide blurb on the Fringe website, with your Guide photo. This will also include your show dates and times and venue location, and even a link to your own website, if you wish. In May, we will ask you to provide us with a press release (due June 4) which our publicist will receive and hold for any inquiries the press may make. Your press release is a great tool to get the word out about your show, cast and crew. Although we do not send out your press release to the press, we do provide you with a list of press contacts that you can use to promote your show yourself. We do have a very heavy and tight production schedule with the Festival Guide and other print materials, so deadlines for getting these materials to us is very strict. We just ask that you stick with these deadlines. While the website is a little more fluid than the printed Guide, we cannot guarantee that your materials will get online if you don't get them to us on time. All deadlines are posted on our webpage for easy reference. (<http://www.livearts-fringe.org/deadlines-and-fees.cfm>)

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 Philly Fringe.

www.theatrealliance.org/listserv.html (You will need a Yahoo email account to post here.)
http://philadelphiadance.org/mailman/listinfo/listserv_philadelphiadance.org

Please remember to send email out in enough time for patrons to plan to see your show. One email the night before a performance is not very effective.

VENUE LIST

All Fringe artists must find their own venue. We do not assign space or otherwise find you a venue. It's best to explore different neighborhoods to look at spaces that may be unique and interesting for your audience to experience your show. We also have a list of potential venues that may be helpful to you. Your venue information and full schedule must be sent to us on your Artist Agreement by **June 11** at the very latest. Any venue information received after this date will not be printed in our Festivals Guide and will only be available on Festival's website. As this may affect the strength of the marketing of your show, please do not wait until the last minute to start looking for a venue. We have posted a long list of possible venues here:

<http://www.livearts-fringe.org/artist-resources.cfm>

ARTIST AGREEMENT: SOME INSTRUCTIONS AND HELPFUL HINTS

Once you complete your Participation Form, you have taken the first step towards producing a show for the 2010 Philly Fringe.

In mid May we will send you an Artist Agreement. This is the time to decide whether you are ready to move forward and present a show in 2010 or spend more time developing your show. Once you have returned the filled-out and signed Artist Agreement, it is "official." This is your commitment to us that you will indeed be presenting a show in the 2010 Fringe.

If you make the decision to postpone your show for another year, don't worry. Artists make this decision every year, and it will not impact any future work that we may do with you. We would rather you be fully prepared for your show. Just remember, your participation fee is non-refundable and will not transfer to another year should you perform in the Fringe in the future.

If you decide to go ahead, your Artist Agreement is a vital document for both of us. It will contain all data that you have given us so far. Look over all this information very carefully one more time to make sure it is accurate. **What you send us is what we will print in the Festival Guide. PLEASE CHECK IT TWICE!**

WHAT TO LOOK FOR

On the following pages is a sample artist agreement with a section-by-section guide to help you fill out your Artist Agreement properly. In the left hand column of your Agreement will be the information that you sent us on your Participation Form. In the right hand column there is space for you to make corrections if any of that information has changed.

Philly Fringe Artist Agreement

DUE: June 11, 2010

919 N 5th Street Philadelphia, PA 19123 • Phone: (215) 413-9006 x18 • Fax: (215) 413-9007

john@livearts-fringe.org • www.livearts-fringe.org

We must receive this agreement and all requested information NO LATER than 5pm on June 11, 2010.

If you fail to comply with this deadline, your show information (dates, times, location(s)), appear in the index or the day-to-day schedule in the guide. This may also delay the appearance of your show on our website.

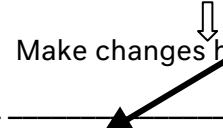
Do NOT wait until the last minute to complete and submit your Artist Agreement. By submitting your Agreement before the deadline, you will be helping us a great deal.

CONTACT INFORMATION: (Please fill in all missing information and indicate any corrections in the space provided.)

CONTACT INFORMATION

It is not uncommon that at some stage of production of your show the contact person for your organization will change. If that happens, or if a phone number or an e-mail address changes, please make those changes in this section on the form. This contact person is your liaison to the Philly Fringe, and is the person to whom we will send all information.

Make changes here



Name: _____

Address: _____

Phone (mobile): _____

Phone (other): _____

E-mail: _____

Fax: _____

Website: _____

SHOW INFORMATION

Please be aware that the way that the information is listed in this section is how things will appear in the Festival Guide. DO NOT, for example, list a participant in your show as the Artist or Company when it is your company name that you want listed in the Guide. The artist name that you provide in this section is the name that will appear in the Guide with the title of your show. Make sure this is the name you want to promote!

Please make sure that your show title is accurate, and most importantly, your running time. Remember, Festival attendees generally like to get to as many shows as possible, so they want accurate information about length of show. If you plan on starting 5 minutes late as a matter of course, include that extra time in your ultimate running time.

Also, remember to tell us your ticket price. Generally, tickets for Fringe shows run from free to \$25 and must be in increments of \$1. If your show runs under an hour, it is advised that you keep your ticket price on the lower end of the spectrum. If you have a full-blown theater production that runs longer, feel free to price accordingly. The average ticket price for Fringe shows in 2009 was \$10-\$15; for Live Arts shows, the average was \$25. **Please note that we now accept ticket prices in increments of \$1. This is a big change from previous years, where you had to keep ticket price in increments of \$5.**

SHOW INFORMATION: (Please fill in all missing information and indicate any corrections in the space provided.)

Artist or Company: _____

Title of Show: _____

Running Time: _____

Seating Capacity: _____ (per performance)

Ticket Price (must be in \$1.00 increments): _____

Note: Please do not list multiple ticket prices. Only one ticket price, valid at our Festival Box Office, will be printed.

PAYMENT INFORMATION: Box Office Reconciliation Check

You must complete and return the W9 included in this mailing. Your box office reconciliation check will be made payable to the company or individual named on the W-9 tax form. **Please read instructions for filling out the W-9 form on Addendum A attached to this agreement and incorporated herein.**

For ticketed shows, a 10% handling fee will be charged on the total amount of tickets sold out of the Festival Box Office. This fee will be deducted from your reconciliation check to be mailed no later than 10/16/10.

PAYMENT INFORMATION

We will mail you a settlement check 30 business days after the Festival closes. The check will be for the percentage of all of your ticket sales that went through our Box Office. With your Artist Agreement we will be sending you a W-9 Form which we will need you to fill out and return with your Agreement. This will give us the information we need to process your payment, as we are required to send a 1099 form to you if your earnings are \$600 and above

VENUE INFORMATION:

Venue Name: _____

Venue Address: _____

My venue is wheelchair accessible: Yes ___ No ___

This venue is indoor _____ outdoor _____

Use this only if you have two venues:

Venue Name: _____

Venue Address: _____

My venue is wheelchair accessible: _____

This venue is indoor _____ outdoor _____

VENUE INFORMATION

This information will appear in the program, so please make sure that you give us accurate information about your venue, particularly the address, and whether or not it is wheelchair accessible.

Please CLEARLY print out the days, dates, and times of each performance or available gallery hours. Attach a typed schedule if necessary for space and clarity. Do not abbreviate! **Please make sure the days of the week listed correspond to the correct calendar dates.**

Day of Week Date Time Venue (if varying)

DAYS, DATES AND TIMES

Please list in this section the day, date and time for each show you will be doing in the Fringe. Make sure that the days of the week and dates you give us correspond (for example, make sure that the 6th is really a Monday and not Tuesday). List each performance separately. Do not use dashes to suggest multiple shows.

If you have shows in multiple venues, please be clear which shows are in which venue. This is perhaps the most crucial information we need from you. Please go over this schedule with your venue, and make sure that there are no conflicts with other events they may have going on there. Before you send it to us, please have everyone on your production team who must see and approve this schedule look it over and approve it. We understand that there are times when you must make some changes, but the fewer the better!

ORDER FORM

Also included with your Artist Agreement is a Fees worksheet where you should determine the fees owed to the Fringe. This is not as confusing as it looks!

ORDER FORM

1

Marketing Please choose one of the options listed below. (A or B)			
A. Description in the guide	\$100.00		
B. Description in the guide with photo	\$200.00		

2

Sandwich Board fee (optional)	\$40.00		
Do not include this in your payment if you will not be renting a sandwich board from the Festival			

Please note, the Festival will require you to rent a sandwich board through us if your venue is outside of city limits*

PART 1 Subtotal		
PART 2 (Optional)		
TOTAL DUE		

PART 1:

The marketing fee is to help cover the cost of being in the Guide. If you want just a description in the guide, the fee is \$100. If you want a photo (recommended) and a description, the fee is \$200. The 50-word blurb is due **May 14**, and the photo is due **June 4**.

PART 2:

This section is for our one optional fee. We highly suggest that you have good signage in front of your venue to announce your show and draw in an audience. If you wish to rent a sandwich board through us, you may indicate it in this section. Please note, this is a RENTAL and not a purchase, and sandwich boards must be returned to us by the close of the Festival. Also note that if your venue is outside city limits, you will be REQUIRED to rent a sandwich board through the Festival.

Once you complete the worksheet and calculate a total amount due, write a check for that amount payable to "Philly Fringe" and send it along with your completed Artist Agreement.

Send or drop off a check made payable to **Philly Fringe** along with the completed Artist Agreement to:

John Emory, Fringe Coordinator | Philly Fringe | 919 N 5th St. | Philadelphia, PA 19123
Festival Business Hours: 10:00am – 6:00pm, Mon. – Fri.

We must receive this agreement, your check, and your W-9 NO LATER than 5pm on June 11, 2010.

SANDWICH BOARDS: I understand that my Sandwich Board must be returned to the Festival Box Office on the day after the close of my show. If and only if my last performance is on the evening of September 18 am I permitted to drop my Sandwich Board off at the Festival administrative office at 919 N. 5th Street on Monday, September 20. If I do not return my Sandwich Board by the due date I will be charged the replacement cost of \$55. This amount will be deducted from my box office proceeds. If box office proceeds due me are insufficient to cover the replacement cost, I will be billed for the balance due.

BOX OFFICE PROCEDURES: By signing this agreement, I hereby acknowledge that I have read the Festival Box Office Procedures set out in the 2010 Philly Fringe Manual and in Addendum A of this agreement, and incorporated herein, and agree to abide by and follow said procedures.

TICKET DISCOUNTS: By signing this agreement, I hereby agree to honor and abide by the Festival's ticket discount policy, including discounts set out in Addendum A of this agreement and incorporated herein.

INSURANCE: By signing this agreement I hereby agree to obtain general liability insurance in the amount of \$1,000,000 per occurrence and \$2,000,000 in the aggregate for my show and name the Philadelphia Fringe Festival d/b/a Philadelphia Live Arts Festival and Philly Fringe as an additional insured. Proof of insurance must be provided no later than July 30, 2010. By signing this agreement I also hereby acknowledge and agree that if I do not provide proof of insurance in the required amounts by the above date, the Festival will remove my show from the Philly Fringe and I will forfeit all fees paid with no refund.

COMPLIANCE WITH APPLICABLE LAWS: By signing this agreement I hereby agree to comply with all applicable laws, statutes, regulations, and ordinances related to the production and presentation of my show.

INDEMNIFICATION: I/we hereby indemnify and hold harmless the Philadelphia Fringe Festival d/b/a/ Philadelphia Live Arts Festival and Philly Fringe, its officers, employees, agents, successors and assigns, from and against any and all claims, damages, losses, and expenses, arising out of or resulting from my/our activities, and from any and all claims arising out of the production and presentation of myself/ourselves or my/our app

INDEMNIFICATION

Don't forget to fill in the last page and sign it. Make a copy for yourself and keep it for your records. Send the entire completed agreement back to us by **June 11**.

Please indicate your acceptance of the Philly Fringe terms and guidelines of the 2010 Festival, including the indemnification, by signing and returning the enclosed copy of this letter.

You must return this agreement no later than June 11, 2010 for inclusion in the 2010 Philly Fringe.

I agree to the above terms of participation in the 2010 Philly Fringe Festival.

The person signing this agreement on behalf of the artist/company acknowledges that he/she has the authority to bind the artist/company.

Signature: _____

Date: _____

Print Name: _____

Phone number(s): _____

Email: _____

BOX OFFICE, DISCOUNTS AND TICKETING INFO

ARTIST RUSH

We encourage artists to see each other's work during the Festivals. To help accommodate this, you and your production associates will have access to artist rush tickets. These offer you a great way to enjoy the Philly Fringe by giving you discounts to shows with available tickets. These tickets are valid five minutes prior to the start of any show and will give you \$5 off the regular ticket price, if seats are available.

For us to be able to extend this benefit to you, we need to know the names of the artists and technicians who are integral to the creation and running of your show. Each of these people will receive a personalized Artist Pass for discounts and artist rush tickets during the Festivals. These passes will be available to you and your crew at the Artist Check-in Table beginning **August 30**. All Fringe artists must honor these artist rush passes.

Please make sure this list only includes individuals who are essential to your show. If you are unsure of everyone who will participate in your show, do not let that hold you from sending of your list, which is due **August 6**. It will be possible to add more names before the Fringe opens. Please note that these Artist Rush Passes are only for your use and are not transferable to others.

Artists Rush Pass names should be sent to us as an excel document or listed in the body of an email to john@livearts-fringe.org If you send us your artist rush pass names by the deadline, your passes will be available at the Artist Check-In table. They will not be mailed to you. Artist rush passes will **NOT** be made up for anyone once the Festival opens

FESTIVAL TIME: As a Fringe participant with a ticketed a show, **it is vital that you or a member of your show comes to the Box Office 2 hours before every performance to pick up will-call tickets and venue settlement forms. This is mandatory for all ticketed shows.** This does not apply to Fringe Artists with free shows. Tickets ordered over the phone or the internet are called 'will-call' tickets or 'lobos'. These tickets are held at the Box Office and must be picked up by the Fringe artist 2 hours before each show. If you fail to pick up your will-call tickets, a patron who ordered over the phone or internet may come to your show expecting their tickets waiting for them at the door only to find that you do not have them and you will be required to let them in based on their word. It reflects poorly on you and the Festival if you do not have these tickets for them. Will-call envelopes will contain tickets to other shows if the patron has ordered tickets to multiple performances. Any unclaimed will-call ticket envelopes **MUST** be returned to the Box Office in a timely manner so tickets for other performances are delivered to our patrons.

The Box Office is at a different location each year but we will let you know as soon as we have a location for 2010. The Box Office will open on **August 23** this year. The Box Office will be the place where you pick up any will-call tickets, settlement sheets, pick up and drop off your sandwich board, or hang posters for your show. Also located in the Box Office is the Artist Information Table, which opens on **August 30**. This check in table will be reachable at (215) 413-2284 and is the best place to call or visit during the Festival for ticket counts, any schedule changes, or issues you might run into during the Festival. We will also provide you with cell phone numbers for John and Pia who will be reachable in emergency situations.

reimburse you for the equivalent of a multiple ticket purchase discount (20% off full price).

2-Person All-Access Pass:

2 free tickets to all Festival shows.

If this pass is used, you will need to honor it, and make note of the name of the pass-holder (will be printed on their pass). Include this information on your settlement sheet and the Festival will reimburse you for the equivalent of a multiple ticket purchase discount (20% off full price).

Press All-Access Pass:

2 free tickets to all Festival shows. No reimbursement

The More You See The More You Save:

*Discounts for purchasing tickets to multiple **shows** (not valid for multiple tickets to an individual show)*

*Buy a ticket or tickets to 1 show: Ticket is full price.
Buy a ticket or tickets to 2 or more shows: Tickets are 20% off*

Valid for all Philadelphia Live Arts and Philly Fringe shows. Discount is only applied when tickets are purchased online or at Box Office in a single transaction. Cannot be applied to previous ticket orders. Discount not valid at the door.

Groups:

Groups of 10 or more who purchased advance tickets for an individual performance are eligible for a 25% discount. Must be arranged through the Box Office or Festival Marketing Coordinator.

If you have any questions or concerns about Philly Fringe discounts during the Festival, call the Artist Info Table at (215) 413-2284.

COMP POLICY

The Box Office does not offer complimentary tickets to anyone other than press without your permission. Any comp requests will be forwarded to you at the phone number that appears on your Artist Agreement. We ask that you handle comps for your artists, funders, and VIPs directly. Do not forward them to the Box Office.

PRESS COMPS

Select members of the press will receive a Press All Access Pass after submitting his or her credentials to the Festival Publicist. This pass allows these members of the press complimentary access to all Philadelphia Live Arts Festival and Philly Fringe shows, and we require you to honor this Pass. The contact information of the Festival Publicist will be provided at a later date.

The Festival Box Office may also issue press comps for your show if in-person requests are made by the press member. No more than two comps will be issued to each accredited member of the press. Press comps will be tracked and best efforts will be made to inform you in advance if there are members of the press coming to your show.

BOX OFFICE INFO

Online sales for Fringe shows begin mid-July.

Box Office Opens **August 23** for phone and walk-up sales.

Phone #: (215) 413-1318
Fax #: (215) 413-1342
Artist info #: (215) 413-2284 (We will provide you with Artist Table hours in August.)
Web: www.livearts-fringe.org

Festival Box Office Hours will be announced in July and will be available for reference online and in the Festival Guide.

COMMUNICATE

If you have a problem, issue or concern during the Festivals, call us. Immediately! Start with the Artist Information Table, which is set up to be your answer desk and problem solver. During the Festival the Fringe Coordinator is available via cell phone, day or night. You will be given that number closer to Festival start time. The point is, COMMUNICATE.

We can't help you if you don't let us know what you need. Sick? Need to cancel a show? Call us. Need to pick up your tickets early at the Box Office? No matter what the concern, large or small, don't hesitate to let us know. Bottom line, we're here to help, and to have your experience with us be a good one. But with so many artists and shows, we can't be everywhere, so please communicate. During the Festival, The Fringe Coordinator will be available by cell-phone so that they may be reached at anytime.

VENUE SALES AND SETTLEMENT PROCESS

Each time you pick up your will-call envelopes two hours prior to a show at the Box Office, we will give you a Venue Settlement Form that is to be used by your ticket seller at each performance. You will get a new sheet for each show. We cannot stress enough the importance of this very easy-to-use form, which has spaces for all the various types of tickets you may sell onsite – a sample form is included on the following page. Fill this out at each performance, and give us a total number of tickets sold onsite and at what price level. We need this information to keep accurate records on the attendance at the Fringe, which in turn helps us with development and future planning.

In the top left box, under Show Info, we will already have filled out your show name, company name, show title, and day/date/time of your show. In the box on the right, Tickets at Start, we will have filled out the number of seats you have left to sell when you pick up your will-call and a settlement sheet at our Box Office.

Please bring your completed Venue Settlement Forms to the Box Office before the Festival closes or to the Live Arts and Fringe administrative office (919 N 5th Street) within one week following the Festivals. We will not mail your check until we receive all of your Settlement Forms and a correctly filled out W9 on file.

If we receive everything on time, we will mail you a check and sales report within 30 days of the end of the Festivals. A 10% Box Office fee will be deducted from your final sales check for each ticket we sell in our Box Office or our website. If you think there is an error in your sales report or in the amount of your payment, do NOT cash the check. Contact John immediately at (215) 413-9006 x18. If for any reason, that is not the fault of the Festival, your check needs to be re-cut (lost in mail, contact provided wrong address, etc.), we will deduct a \$35 stop check fee from your final total due.

Please refer to the settlement sheet on the following page.

Phila Live Arts Festival/Philly Fringe SAMPLE Fringe Venue Settlement Form

SHOW INFO:

Tickets at Start: #

****You must sell tickets starting 30 minutes before your show.**

****Keep track of your ticket sales below. Only include tickets you sell at the door.**

****Do NOT include patrons who are holding tickets on arrival or who are picking up "will-call" tickets held at the door. These are patrons who pre-purchased tickets from the Box Office.**

****We tell patrons that discounts are not valid on \$5.00 or \$10.00 tickets. However, if you would like to give a discount at the door, please do so.**

****Feel free to give any other discounts at the door—just keep track of them below!**

Ticket Type & Discount	Tally Box (put slash marks here)	# of Tix	Price	Total \$\$
Full price	///// /////	1 0	\$1 0	\$100
Student/Young Person \$5 off one ticket for those 25 and younger	///	3	\$8	\$40
Artist Rush \$5 off with Festival artist ID card, 5 minutes before curtain, if available.	//	2	\$5	\$25
1 or 2 Person All Access 2 free tickets per pass. (First and last name of pass holder to be reimbursed for each ticket at a 20% discount.)	Jim Shotkin, Dan Gephart, +1 Annie Wildermuth, Lisa Hassinger, +1	6	\$0	\$0
Comps You give these out. Fest comp vouchers are not redeemable on Fringe shows, unless you choose to honor them.		0	\$0	\$0
Other Ex.: North 3 rd Restaurant employees 2 for 1	//	2	5	\$10
TOTALS		14		\$175

PLEASE CHECK ANY WILL CALL ENVELOPES THAT WERE NOT PICKED UP BY PATRON. IF TICKETS TO OTHER SHOWS ARE INCLUDED, RETURN THE ENVELOPE TO BOX OFFICE ASAP.

Please bring your completed settlement sheets to the Box Office before the last day of the Festival, or to the Live Arts/Fringe administrative office within one week following the Festival. We will not mail your check until we receive all of your settlement sheets. Do **NOT** return cash, ticket stubs, or any remaining tickets.

Ticket Seller's Name (PRINT):

Ticket Seller's Name (SIGNATURE):
