

# DIY fringe festival

Fringe Yourself It's your festival, you do it



A very big hand to...



Sponsored by:

**artrepublic™**

## Why wait?

### Register your event now and you'll get...

1. A welcome pack that includes a step-by-step guide on how to make your event a memorable, smooth-running success
2. Your event in Brighton's essential print guide and dedicated website for what's on in May
3. An exclusive, eye-catching **Fringe** display board for your venue, plus posters and plenty of publicity material
4. A dedicated box office service to maximise ticket sales
5. Access to the **Fringe's** Green Room seven days a week during the festival, offering press and marketing advice and free internet use
6. Two tickets to the **Fringe's** lavish launch night
7. The chance to showcase your event at **Fringe City** – Brighton's newest, largest and most exciting outdoor public event
8. A free extra web page on the **Fringe** website for you to fill with info and images about you and your event
9. Plenty of press coverage, perhaps a rave review, even the chance of winning one of the prestigious awards given away each year
10. Your event in the famous **Brighton Fringe** – enjoy!

## What is the Fringe?

The Fringe is an unprogrammed arts festival, open to all performers and artists, that takes place here in Brighton in May.

As the UK's second-biggest **Fringe** Festival make sure you're a part of it.

## Where will it be and what will it be?

**You** can stage any event you like – there are no restrictions

**You** work out what it is... whether it's drama, comedy, music, visual arts, tours, film, cabaret or live art.

**You** work out where it is... it can go anywhere – past shows have featured in lifts, sewers, taxis, beach huts... oh, and theatres.

## Get in on the act and...

### Get In On the Fringe brochure

In 2007 our beautiful, glossy **Fringe** brochure crammed **570** events into **250** venues and included the essential pull-out map. 150,000 copies were distributed inside and outside Brighton, making it the No.1 guide to what's on in May.

### Get In On the Fringe website

**40,000** users visited the **Fringe** website during April and May 2007, and 30% of all tickets were bought online. It's a one-stop info site for audiences, artists and promoters.

### Get In On the ticket sales

2007 saw audiences of **100,000** and ticket sales of **£750,000**. Our dedicated box office and website make it easy for you to sell your tickets, in person, over the phone and online.



## Get Yourself Noticed

The media are hungry for stories, pictures and characters, and the **Fringe** is a brilliant chance to generate previews and reviews for your event on both a local and a national level. With the spotlight so focused on the **Fringe**, it's a proper media scrum.

## Get Promoted

The 'party of the year' (The **Fringe** launch night) provides a unique chance to show off your talent in front of an arena of VIPs, promoters and performers. **Fringe City** works as a showcase event giving you the opportunity to strut your stuff every weekend of the festival: in 2007 we laid on four stages, presented 50 acts and catered for audiences of more than 5,000...

## What to do?

### Want to be part of the **Fringe**? It takes three easy steps...

1. Find yourself a venue or space and a date to perform
2. Go to [www.brightonfestivalfringe.org.uk](http://www.brightonfestivalfringe.org.uk) and read **How to Fringe**
3. Register your event by **18th February 2008** and you're in!

Register your event by  
**December 31st** and get a discount!

Registration deadline is  
**Monday 18th February 2008** don't miss it!

A big hand to  
our sponsors...



**FATFLYERS.COM**

## Who to contact?

**Jess Huffman**

- Email.** [jessh@brightonfestivalfringe.org.uk](mailto:jessh@brightonfestivalfringe.org.uk)  
**Tel.** 01273 260 832  
**Visit.** 12a Pavilion Buildings,  
Castle Square,  
Brighton BN1 1EE