

# How to Fringe

## Introduction

### Your most commonly asked questions - answered!

#### Before you start...

You'll need to make sure you have the following:

- An event - This can be anything from an art exhibition to a live performance
- A venue - This could be any space or venue: a theatre, a garden, a beach hut...
- A date - Your event must take place between Saturday 1st and Monday 23rd May 2010

Got these details? Then you're ready to register...

#### To Register...

You register your events one by one and pay at the end. You'll need all the details of your event confirmed but you needn't complete the form in one go, your login will allow you to complete it section by section.

#### Deadline...

The deadline for registration is Monday February 8th 2010.

To qualify for the early bird discount you must have registered and paid for your event by 31st December 2009.

The bursary scheme works on a first come first served basis so if you qualify register as early as you can to win the chance for a free registration

See below for registration fees.

#### Do I have to use a Fringe venue...?

No, a Fringe venue is any venue with a registered event. We have a list of venues available for hire but you can use any space you like, once you have registered your event and the venue details it becomes a Fringe venue.

#### Number of events or performances...

You can register as many events as you like, the more you register the less you pay (see payment table for more info). If you wish to run one event but numerous performances you only pay one price. If you are running an event in more than one venue then you will have to register them separately as individual events.

#### Tickets and Box Office...

We run a Box Office so you don't have to, but you may want tickets available at another source i.e. the venue so we make sure this is possible as well. You set the ticket prices and put forward any concessions or ticket offers.

We ask that you allocate 30% of your tickets to the Fringe so that we can sell them through the website, in person and over the phone at the Dome ticket office. This ensures audiences know there's one place to get tickets for all Fringe events.

#### Commission...

We take 7.5% on the value of tickets sold through the Fringe Box Office; the rest is paid back to you in the first week of July.

#### Additional Advertising...

There's plenty of opportunity to take out further advertising and if you have a registered event in the Fringe you get a discount. See prices section below.

Purchase	Description	Cost (VAT will be added to all additional advertising)
Fringe Brochure Advert	Have an advert in the Brighton Festival Fringe brochure to run alongside your listing. With 135,000 brochures printed and distributed in and around Brighton and parts of London for 9 weeks, it's the best deal around!	Prices are dependent on size but start at £199.50
Fringe Web Advert	Have your advert appear on our website with a link to your own site. With more than 150,000 visitors to the site between April and May in 2008, it's one of the most effective ways of promoting your event.	Prices start at £250
Flyer Inserts	Have your flyers inserted into 2,000 Fringe brochures sent out by mail to a list of previous Fringe Festival ticket buyers.	Set price of £250
Fringe Banner	Show off your event with this eye-catching all-weather banner (2ft x 6ft). Designed by us, the banner includes the Fringe logo, yearly theme, Fringe web address and ticket line. Once printed it will have a space for you to add further information about your individual event.	£50 (£64.63 inc VAT)

Payment...

There is a fee to register an event with the Fringe but there are a number of discounts and even a bursary scheme for 2010. See the website for details on how to qualify for this.

Purchase	Description	Cost per listing
Early Bird	Cost of each listing registered before Dec 31st 2009.	£125 (£146.88 inc VAT)
1 Date Listing	Cost of registering a single event that is one date, one time, one venue.	£100 (£117.50 inc VAT)
1 - 7 Listings	Cost of each listing if you are registering more than 1 but up to 7 events, or if you are registering a single event that has multiple dates or show times.	£150 (£176.25 inc VAT)
8 - 20 Listings	Cost of each listing if you are registering 8 or more but no more than 20.	£100 (£117.50 inc VAT)
21+ Listings	Cost of each listing if you are registering 21 or more	£85 (£99.88 inc VAT)
Charity	Cost of each listing if the event is organised by a registered charity. Valid charity number must be provided and VAT paid. NB: VAT is not charged to charities for the following items: Additional Sections, Print and Web Advertising, Fringe Banner	£100 (£117.50 inc VAT)
School	Cost of each listing if the event is registered by an educational establishment or student (if in conjunction with a course that offers an industry or nationally recognised qualification)	£100 (£117.50 inc VAT)
Additional Categories	Cost of registering your event in each additional category eg music <i>and</i> theatre. Note: Charities do not pay VAT on additional sections.	£85 (£99.88 inc VAT)

What do I get for the registration fee...

1. A step-by-step guide to making your event a success
2. Your event listed in Brighton's essential Fringe brochure and dedicated website
3. A free Fringe display board for your venue and 25% off the cost of additional advertising in the brochure and on the website.
4. A dedicated box office service to maximise ticket sales
5. All the help you need with our dedicated Fringe team and info point open every day of the festival
6. Join us for the party of the year and see the festival start with a bang
7. Showcase your event at Fringe City - the biggest outdoor event in Brighton in May
8. The chance to create your own additional web page on the Fringe website
9. Press and publicity - get it previewed, reviewed and awarded
10. Get your event in the largest Fringe Festival in England, and the third largest in the world

Help...

For help completing the online form and for more information on the registration process and about the information we require from you please read our How To Register document.

For further help and information please contact us on:

T: 01273 260 832

E: [info@brightonfestivalfringe.org.uk](mailto:info@brightonfestivalfringe.org.uk)

W: [www.brightonfestivalfringe.org.uk](http://www.brightonfestivalfringe.org.uk)