



ARTIST INFORMATION PACK 2012

Important dates	
5 September 2011	Fringe Grant and Venue applications open
30 September 2011	Creative Communities Dunedin and Dunedin City Council funding applications close
5 October 2011	Artist Registrations open
22 October 2011	Grant and Venue applications close
18 November 2011	Artist Registrations close
15 – 25 March 2012	Festival dates
Festival contacts	
email	info@dunedinfringe.org.nz
website	www.dunedinfringe.org.nz
phone	03 477-3350
postal	Dunedin Fringe Festival PO Box 1331, Dunedin, New Zealand
physical	Carnegie Centre basement 110 Moray Place, Dunedin, New Zealand

Registration Q & A	
Dunedin	<p>Thursday 15 September, 5.30pm</p> <p>Glue Gallery, 26 Stafford Street, Dunedin, NZ</p> <p>Festival Director, Paul Smith, on how to register an event, changes to the Festival, how to apply for Fringe funding and venues, and any other questions you have.</p> <p>Refreshments provided</p>
Online via Skype	<p>Session 1: Northern Hemisphere artists Thursday 6 October, 8.00am NZ time (GMT+12)</p> <p>Session 2: Australasia artists Thursday 6 October, 1.00pm NZ time (GMT+12)</p> <p>Artists must register in advance as there are limited places. Send requests to info@dunedinfringe.org.nz</p>

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Use this to plan your event. This is also the template used for Festival grant and venue applications.

WHAT WE ARE LOOKING FOR

The focus of the Dunedin Fringe Festival is on contemporary art and performance that is experimental, provocative and entertaining. The Dunedin Fringe Festival incorporates both emerging and established artists working in all art forms. We expect a high standard of work – events that are well thought out, well rehearsed and well promoted.

Artist produced events are the backbone of the Festival and include artists from throughout New Zealand as well as overseas guests. If you are committed to your work and keen to engage with a discerning audience then we welcome your registration.

The Dunedin Fringe Festival is an annual festival produced by the Dunedin Fringe Arts Trust, a non-profit organisation. The 2012 Dunedin Fringe, which runs from 15-25 March, will be the 9th festival since it began in 2000.

HOW YOU CAN BE INVOLVED

There are two types of events at the Fringe Festival: Artist-produced and Festival-produced. Artist-produced events make up the majority of the Festival programme (42 in 2011) and are self-produced by the artists. As we are an open-access Festival, any artist can register an event in the 2012 Festival programme but keep in mind that our audiences are most interested in engaging and experimental contemporary art and performance.

Festival-produced events (6 in 2011) are designed to mark significant points of the Festival (the Launch event and Awards Night) or to engage with specific art forms (the Festival Club and Comedy Club). These events are curated by the Festival. Depending on the event, artists may be paid for their involvement in a Festival-run event. You are welcome to apply to be involved or pitch your act to us but the Festival decides the content of Festival-run events.

To be part of the 2012 Dunedin Fringe Festival you can either:

1. Register and produce your own event – go to page 4

OR

2. Take part in a Festival produced event – go to page 6

WHAT'S NEW IN 2012?

- You can now register online! If you have a credit card you can also pay your registration fees when you register through the Festival website.
- The registration types and fees have changed to a more equitable structure. The pricing now reflects whether an event is free or ticketed and how large the venue being used is. See page 4 for more.
- The Comedy Club is now a line up show rather than separate full-length artist shows staged in one venue. The Festival is programming two seasons that run for three nights each. You don't have to register as an event to be in the Comedy Club. Find out more on page 6.
- New e-ticket provider Dash Tickets is available to Festival artists. This means your audience can purchase online and have their ticket emailed to them!
- There will only be two types of ticket pricing – Full and Concession. Group prices for 6 or more people is now encompassed within the standard concession pricing offered by artists.
- We are planning a gallery hop for visual art events in the central city so join up with our gallery hop and we'll help bring an audience to your event.

REGISTERING YOUR EVENT

In the tradition of fringe festivals worldwide the Dunedin Fringe is an open-access festival. This means that anyone who wants to put on an event can do so during the festival dates, as long as they meet the registration criteria.

It is the Fringe Festival's job to promote the whole Festival and to support the work of the artists who register their event. The Fringe Festival will not produce or co-produce your event. Each artist-run event is produced by the artists themselves. Artists must find their own venue, set their show dates, times, and price. Artists take 100% of the box office income (less ticketing and venue expenses) and pay 100% of the bills.

Registration criteria

- The event must be new to Dunedin (i.e. not recently performed or an ongoing event)
- Events are registered per artistic show (i.e. not a programme of different events at one venue)
- The event is not advertising for a venue or product
- All event details must be confirmed by the close of artist registrations
- The event organiser must complete the Registration Form and pay the Registration Fee plus Bond by the close of registrations on Friday 18 November 2011.

Registration types and fees

Registration fees are charged by all fringe festivals and are an acknowledgement of the work the Festival does to promote and support all the events in the programme.

Following feedback from Festival artists involved in the 2011 Festival, we have changed the registration structure and pricing for the 2012 Festival. There are two main types of events – free or ticketed and the registration fees reflect this difference. The aim is to provide a structure that reflects the nature and size of an event – free events attract the lowest fee while ticketed events in large venues attract the highest fee.

The bond is compulsory and is paid when you register. This is returned once artists have submitted their online Artist Report following the Festival.

Free events	\$150
Ticketed events with venue capacity of less than 150 seats	\$250
Ticketed events with venue capacity of 150 or more seats	\$350
Refundable bond for all events	\$50

WHAT'S IN IT FOR ARTISTS?

The Dunedin Fringe Festival is a vital platform for artists to create and present innovative new work. Artists can establish new audiences, gain reviews and media coverage, develop event production and touring skills, make new contacts with other artists, and generally have a good time. Artists who register an event also have the opportunity of winning a Festival Award.

While artists who register an event must take responsibility for the success or failure of their event, the Festival will do everything we can to make the Festival a positive experience for all involved.

Here's what you get for registering an event:

- ♥ Your event description and image in 15,000 full colour printed Festival Guides distributed locally, regionally and nationally. This translates to a readership of approximately 45,000
- ♥ Your event listing and web page on the Festival website with the ability to link to your own website or Facebook page
- ♥ If you have advance ticket sales you will receive a link from your event description on the Festival website to your individual page on your ticketing agency website
- ♥ An Artist Pass that provides free entry to the Programme Launch, Festival Awards Night and Festival Club and a 50% discount to artist events
- ♥ Compilation and distribution of a Media Pack consisting of images and media releases of all artist events
- ♥ A comprehensive publicity and marketing campaign to promote the whole Festival including Festival posters, advertising, banners and promotional events
- ♥ Advice from Festival staff on event production, marketing and publicity
- ♥ A Production Pack with information on media, suppliers, accommodation and more
- ♥ The opportunity to promote your event at special Festival organized events
- ♥ The chance to receive a Festival Award so that your outstanding work is recognised
- ♥ Regular updates on Festival developments and other opportunities for artists

What are you waiting for?

There's no time to lose. Now is the time to sort out your venue, make a budget, apply for funding, and get everyone you need involved on board. From 5 October you will be able to register your event on the Festival website. Go to www.dunedinfringe.org.nz and hit the Register My Event link. If you have a credit card you can pay your registration fees online too. If you can't register online then let us know and we'll send you the forms by email or post. And if you're totally confused or have any questions give us a call right away.

Refunds

Registration fees and bonds are fully refundable if you withdraw from the Festival by 5 December 2011. After this date only your bond is refundable.

FESTIVAL PRODUCED EVENTS – EXPRESSIONS OF INTEREST

WELCOME!

If you want to be in the Festival but you don't have your own event, or don't want to register your own event, then being part of a Festival Produced Event is the next best way to get involved. These events are curated and produced by the Festival so there is no guarantee you will be accepted but we welcome expressions of interest. Some of the Festival Produced Events are ticketed and so artists can expect a modest fee if selected and we'll do everything we can to ensure you have a damn good time!

The Comedy Club

15-17 & 22-24 March 2012

XII Below bar, 12 Moray Place, Dunedin

The Festival has run a high profile Comedy Club for three years. This year the Comedy Club will run as a line-up show rather than separate full-length comedy shows by individual artists. This will allow the Festival to showcase a greater range of local and visiting comedians, as well as supporting both new talent and established names.

The Festival is programming two seasons of stand-up that run for three nights each – Thursday to Saturday. You don't have to register as an event to be in the Comedy Club. We are aiming to showcase a mix of emerging and established comedians and as always we are especially keen to hear from artists who are pushing the boundaries of stand-up comedy.

- ➔ Download the application form by going to www.dunedinfringe.org.nz/get-involved and submit your application by 18 November 2011.

The Festival Club

15-17 & 22-24 March 2012

Bennu Restaurant, 12 Moray Place, Dunedin

The Festival Club is a popular and vibrant late night venue for artists and audiences. Bennu is a stunning venue that is centrally located and well known. The programme follows on from the Comedy Club downstairs and will always have a ready audience of Festival artists in addition to paying customers.

Our aim is to deliver a strong programme of local and visiting bands as well as solo artists and duo acts. We are after original music that is edgy, entertaining and accessible to a broad audience. Original cabaret acts or performance poets are welcome to apply.

- ➔ Download the application form by going to www.dunedinfringe.org.nz/get-involved and submit your application by 18 November 2011.

Fringe Inventions

18-25 March 2012

Community Gallery, 20 Princes Street, Dunedin

Fringe Inventions is a product design exhibition based on the Japanese art of Chindogu – totally impractical inventions! This event is aimed at secondary and tertiary design students but absolutely anyone can take part. Over the last two years the Otago Settlers Museum has hosted the exhibition which they have presented to a very high standard. Last year we had 87 entries from throughout New Zealand with 30 accepted. Thousands attended the exhibition and media coverage was widespread. The Settlers Museum also awarded a prize for the best invention.

- ➔ See www.dunedinfringe.org.nz/get-involved for the application form and criteria.

INTERNATIONAL ARTISTS

We welcome participation from international artists. The dates of the Dunedin Fringe Festival follow the Wellington and Adelaide Fringe festivals and are just prior to the New Zealand International Comedy Festival. This may make coming to New Zealand more viable for some. There are also regional touring possibilities in the lower South Island to centres such as Christchurch, Queenstown, Oamaru and Invercargill.

All overseas artists, except those from Australia, will need to gain visas and comply with New Zealand Immigration rules. It is the responsibility of the artists to complete all necessary immigration related applications prior to the Dunedin Fringe Festival. The Dunedin Fringe Festival can supply a letter of support if required.

Please note that the Fringe Festival cannot produce or pay for your show to come to Dunedin or tour New Zealand. All tours and shows are self-funded by the artist. The Fringe Festival can however provide a letter of support for artists applying for touring funds within their own country.

All international artists must:

1. Have a confirmed venue when you register
2. Complete online registration and pay the registration fee and bond by 18 November 2011
3. Have visas confirmed by 20 January 2012

Checkout www.immigration.govt.nz for more information

APPLYING FOR A FESTIVAL VENUE

The Fringe Festival books several key venues to ensure availability for participating artists and to provide a concentrated and dynamic programme for the public. Festival Venues usually feature two performances per night, and shows share a generic lighting rig and have minimal set requirements.

If you are registering an independent event in the 2012 Dunedin Fringe Festival, we strongly recommend you apply for a Festival Venue as these will be well supported and promoted by the Festival.

Venue decisions will be made by Festival staff and will take into account the suitability of the event to the venue, the mix of local vs touring productions and the mix of emerging vs established artists. Seasons in Festival-run venues will be between 3 & 5 shows.

VENUE NAME	TYPE OF SHOW	CAPACITY AND FACILITIES	HIRE FEE PER PERFORMANCE
Fortune Theatre - Main Stage	Theatre, dance, multimedia	227 seats, black box. Stage: 9.8m wide x 8.5m deep x 550mm high. Comprehensive lighting and sound equipment. Bar. Ticketing and ushers provided.	\$227 + GST (discounted rate)
Fortune Theatre - Studio	Theatre/multimedia	104 seats, black box 400mm raised stage in a corner configuration: 7.2m wide x 4.8m deep. Comprehensive technician facilities.	\$104 + GST (discounted rate)
Globe Theatre	Theatre/performance	78 seats, end on stage, stage: 6.6m wide x 9m deep, basic lighting & sound rig	\$150 + GST

- ➔ The hire fees listed above do not include pack in, rehearsals, technicians to run your show or ticketing fees. For more information on venue expenses and specifications please contact the Festival office at info@dunedinfringe.org.nz
- ➔ All the above venues provide front of house ticketing and staff.
- ➔ All hire fees for Festival Venues are deducted from your ticket sales. If sales do not cover the expenses then you will be invoiced.

To apply:

1. Download and complete the Venue Application Form at www.dunedinfringe.org.nz/get-involved
 2. Add requested support material
 3. Email your application to info@dunedinfringe.org.nz by 21 October 2011
- ➔ Please do not apply directly to the Fortune and Globe – you must apply to the Festival.
 - ➔ Venue decisions will be made by Festival staff and emailed to artists by 10 November 2011.
 - ➔ We strongly recommend artists source a back up venue as there is no guarantee you will be allocated a Festival Venue.

Other venues

Artists are free to source their own venue. A list of Fringe-friendly venues is available on the Festival website. Fringe staff are happy to provide advice regarding venue suitability. Please ensure your venue is safe for artists and audiences. Those who book their own venue are advised to sign a contract with the venue manager to ensure your venue is secured – once the Festival Guide is printed your venue listing can't be changed!

- ➔ Artists must have a confirmed venue when they submit their event registration.

APPLYING FOR AN ARTIST GRANT

The Dunedin Fringe has received funding from Creative New Zealand to distribute to Festival artists to support the development and presentation of challenging new work. If you meet the eligibility and assessment criteria below we encourage you to apply for a Festival grant.

The Fringe Festival cannot guarantee applicants will receive any funding through the Festival as it is always in high demand. The total amount available for all artists is \$22,500. Most grants range from \$500-\$2500. We strongly advise artists to apply for funding from several different sources and are happy to provide a letter of support (see Other funding sources next page).

There are two types of artist grants from the Festival:

New Work for the development of a new performance or art event

Travel Assistance for artists from outside the Otago region

Eligibility criteria

1. You must be a New Zealand citizen or a permanent resident.
2. You must submit your application and required information by the due date.
3. You must register an event with the 2012 Dunedin Fringe Festival and pay the registration fee by the due date.
4. You must not have already received Creative NZ funding to present or tour the same work in Dunedin.
5. For New Work grants – your project must be a new work that premieres at the 2012 Dunedin Fringe Festival.
6. For Travel Assistance grants – the work must be a Dunedin premier.

Assessment criteria

A panel appointed by the Festival will assess all applications based on the following criteria:

- **Innovation** – where the work is well conceptualized, shows originality, or is a significant development for the artist(s) concerned
- **Experimentation** – where the work takes risks or pushes the boundaries of one or more art forms
- **Presentation** – where the work shows professionalism and is entertaining or appealing to Fringe audiences
- **Diversity** – where the work stands out from others in a similar art form and significantly adds to the diversity and quality of events in the Festival programme

To apply:

1. Download and complete the Grant Application Form at www.dunedinfringe.org.nz/getinvolved
 2. Add requested support material
 3. Email your application to info@dunedinfringe.org.nz by 21 October 2011
- ➔ We recommend artists applying for a grant attend a registration meeting to find out how to present the best possible application. See page 1 for meeting dates.
 - ➔ Please contact the Fringe office if you have any questions about the grants process.
 - ➔ Applicants will receive notification of the Funding Panel's decision by 10 November 2011.

OTHER FUNDING SOURCES

Many Fringe artists do not make use of the funding options available! There's a variety of funding organizations with money to give to people to support creative projects with public outcomes. If you fit their funding criteria then it's worth putting in an application. It always pays to talk to someone from the organization you are applying to in advance to make sure you are on the right track and not wasting your time.

Dunedin City Council

- **Creative Communities Scheme**

Local or visiting artists are encouraged to apply to the Creative Communities Scheme run through the Dunedin City Council. The Creative Communities Scheme has a focus on events that are accessible, actively engaging with the public and youth focused. Like Fringe Festival grants the Scheme is funded by Creative NZ. Artists can apply for both but can only receive a grant from either the Creative Communities Scheme or the Fringe Festival.

Application deadline: 30 September 2011

www.dunedin.govt.nz/services/dcc-funding/creative-communities-funding

- **Events Funding**

Community Event Grants are for events that are of primary benefit to Dunedin residents. It is preferred that the organisations are incorporated societies or trusts but they will consider applications from individuals and commercial organisations. Grants are for \$5,000 or less.

Application deadline: 30 September 2011

www.dunedin.govt.nz/services/dcc-funding/events-funding

- **Dunedin City Council Arts Discretionary Fund**

Up to six grants of \$5,000 are allocated annually to established, legally constituted, non-profit groups whose primary activity involves the development of arts or culture within Dunedin city.

Application deadline: 30 September 2011

www.dunedin.govt.nz/services/dcc-funding/arts-funding

Creative New Zealand

- **Quick Response Grant**

New Zealand artists can apply for a Quick Response grant. This is especially suited to larger events and applications from artists with an established funding track record. Applications can be up to \$7,500. If you are also applying for a Fringe Festival grant you will only be able to receive one or the other.

Application deadline: 28 October 2011

www.creativenz.govt.nz/getting-funded/contestable-funding/quick-response-grants

Gaming Trusts

- These generally provide funds from gaming machines to non-profit organisations. Is there an organization that can umbrella your application?

Fundview

- FundView is a searchable database, available for free at most public libraries. It will let you know the criteria for various types of funding along with closing dates, application requirements and contact details.

TICKETING

All events with a full ticket price of \$15.00 or more must sell advance tickets through one of the following ticketing outlets. Below is a brief overview of the options so you can decide which ticketing outlet suits your event. More information is available on their websites or you can contact the Fringe HQ to discuss in more detail.

You can select a ticketing option when you register your event online. The Fringe Festival will then forward you the information you need to sign up with the ticketing agent.

Dash Tickets

Dash Tickets is a new provider with a new approach that makes the most of online sales. Similar to purchasing an airline ticket online, tickets purchased on Dash are emailed to the buyer. There is no insider/artist charge per ticket sold meaning less charges for artists and no pick up or courier fees for the buyer. Each ticket has an individual bar code that is scanned at the venue and can only be used once. In addition to their website, Dash sell tickets over the phone and use local outlets to sell physical tickets. Currently they use Quest and the Otago University Student Association as 'resellers' but they are looking at other options in the inner city.

Dash Tickets Charges:

Outside (audience) charge of \$2-\$4 per ticket depending on price of ticket. \$0.00-\$19.00 is \$2

For tickets sold by reseller an additional \$1-\$2 print and collect fee is charged depending on reseller

For more details please email info@dunedinfringe.org.nz

Ticket Direct

Ticket Direct is a well-known agent with sales made by phone (03 477-8597 or 0800 4TICKET), from the TicketDirect website www.ticketdirect.co.nz or from the Regent Theatre booking office in the Octagon. Ticket Direct charge both an insider (artist) fee and an outsider (audience) fee.

TicketDirect charges:

Inside charge (to artist) \$1.25 per ticket (discounted)

Outside charge (to audience) \$1-\$3 depending on purchase method

Additional charges of \$5-\$6 for courier or collection of tickets purchased by phone or internet

Fortune Theatre

All events programmed at the Fortune Theatre will be ticketed by the Fortune Theatre. The Fortune has a full-time box office and also take phone and internet bookings. Artists are charged \$1.00 per ticket sold. There is no ticketing fee charged to audiences.

Festival comps

Every Festival event charging an entry fee must allocate complimentary tickets to the Festival to the value of 5% of their first two shows. This includes door sale only events. The Festival will use these tickets for media reviewers, sponsors, and for ticket giveaways to promote the Festival and your show.

Festival comps are in addition to any comps that artists make themselves. All Festival comp tickets will be printed by the Festival. A copy of what these look like will be provided to artists prior to the Festival.

Artist and crew passes

All registered events receive Artist Passes for performers and key personnel. The pass gives artists free entry into the Festival Club and the Awards Night and a 50% discount off the full price of all ticketed artist events. The idea is to encourage artists to support each other's show. Festival volunteers receive a Crew Pass which entitles them to the same benefits.

- ➔ Passes can only be used for door sales
- ➔ Pass holders need to turn up at the venue at least 15 minutes prior to start time

Media and staff passes

Fringe staff, media representatives and Festival Award judges will receive passes that allow them free entry into all artist events. These allow one person entry per pass and will be strictly limited to core staff, important media personnel and approved judges.

FROM EXPERIENCE, WE SUGGEST...

You need a good event image

Attracting an audience is much easier with a good quality, eye-catching image. It's worth considering investing in a professional photographer if you want to attract media attention. Close-ups work best and it should be high contrast or colourful so it stands out. A low-res image from the web or your phone is not good enough!

Additional images are really useful

In addition to the image published with your event in the Festival Guide and website we need additional publicity images. Outstanding images will be used for Festival publicity providing additional promotion for your show. Shows with strong imagery are also more likely to be interviewed by the media.

Your event description should tell people something useful

Tell audiences what they can expect to see or hear. Don't make your description too obscure. You can include short review-type quotes and any awards received to further enhance your description (as long as you still fit within 60 words). Mentioning awards or names people recognize is helpful.

Don't over price or undersell your show

Fringe shows are normally priced between \$10 and \$20. Make sure you cover your costs, but if your main goal is exposure keep ticket prices accessible.

Sort that venue

If you are finding your own venue make sure you have a secure booking. We recommend people get written confirmation from the venue as some venue managers have a tendency to change their plans after we've printed the Festival Guide and you've printed your posters. If your event is located somewhere not intended for public showings make sure it is legal and safe.

Who is your audience?

Artists need to carefully consider how they are going to market their event to audiences and budget for it. It is each artist's responsibility to promote their event. We recommend artists do more than just print a poster. A mix of printed material, radio, print and/or online advertising is ideal.

Do you have all the rights to perform your work or use the music that you are using?

For music see: www.apra.co.nz

For scripts see: www.playmarket.org.nz

We're here to help

Come to one of the Artist Registration Meetings (see page 1) or talk to Fringe staff about your event before you register. We can provide advice on venue, pricing, season length, duration of show, and answer other questions you may be harbouring!

APPENDIX 1: FESTIVAL TERMS & CONDITIONS

As a participant in the 2012 Dunedin Fringe Festival I understand and agree:

1. That it is my responsibility to produce the event I have registered to the best of my ability and that:

- a. While the Fringe Festival will promote and support my event it is not responsible for my event or liable for any debts, losses or damages incurred by myself or other participants in my event
- b. The Dunedin Fringe reserves the right to reject late or incomplete artist registrations
- c. If I withdrawal my event from the 2012 Dunedin Fringe Festival after 5 December 2011, only my bond will be refunded and not my registration fees.

2. That my event description may be edited and that:

- a. The Fringe Festival reserves the right to crop programme images or to reject images it deems inappropriate
- b. My event description, image and publicity material may be used by Fringe Festival staff to promote the 2012 Dunedin Fringe Festival, including Fringe staff passing copies of this material to media outlets
- c. Images of my show will be kept by the Fringe Festival and may be used to promote the 2012 Festival and future Festivals.

3. That if my event is programmed into a Festival-run venue:

- a. Festival staff are responsible for programming all Fringe-run venues and will make the final decision regarding the number of shows and the times of my event
- b. That the Fringe Festival will deduct venue hire, ticketing and technician fees from my ticket sales
- c. I will pay any remaining venue hire fees promptly and accept that I am liable for venue hire fees if my event is cancelled or does not take place for any reason
- d. Any costs incurred as a result of damage to the venue or equipment in the venue by participants in my event will be reimbursed to the Fringe Festival

4. That all ticketed events agree to:

- a. Set aside 5% of the venue capacity of my event's first two nights to allow the Fringe Festival to distribute complimentary tickets to media, sponsors, volunteers or other Festival supporters
- b. Provide holders of Artist & Crew Passes with a 50% discount off the full ticket price of my show
- c. Provide holders of Fringe Staff, Award Judges and Media Passes with free entry to my show

5. That if my full event ticket price is \$15 or more:

- a. I will sell advance tickets through either Dash Tickets or Ticket Direct unless my show is programmed at the Fortune Theatre
- b. I will provide the Fringe Festival with view only access to my ticketing account to assist with Festival promotion and artist support
- c. The Fringe Festival may provide my event and contact details to one of the above ticketing agents if required
- d. I will not place my event tickets on public sale until the Festival programme has been launched on 16 February

6. That if I am not in an official Festival-run venue I am:

- a. Responsible for organizing my own Front of House staff and door sales to the public
- b. Responsible for ensuring the safety of audience members during my Fringe event

7. That I will display the official Fringe Festival logo on all publicity material promoting my event (including posters, catalogues, fliers and advertising) and that:

- a. I will provide the Fringe Festival with a media release by 20 January 2012

- b. It is my responsibility to promote my event to the public including the distribution of posters and fliers
- c. I will provide the Fringe Festival with 6 copies of my event poster and fliers by 23 February 2012
- d. Wherever possible I will take part in promotional events organized by the Festival

8. That artists receiving a Fringe funding grant will place the Creative NZ logo (as well as the Fringe logo) on all event publicity and that:

- a. The grant money can only be used for the purposes of the event's presentation at the 2012 Dunedin Fringe Festival and that if my event does not take place as part of the Festival I will return the grant money in full
- b. I will provide a Grant Report to the Fringe Festival on the form provided detailing how funding was spent and what outcomes were achieved by 13 April 2012
- c. Any unspent grant money will be returned to the Festival who will return the money to Creative NZ

9. That I will keep Fringe staff informed of my current contact details and that:

- a. The Fringe Festival reserves the right to refuse to promote any event or sponsor associated with an artist event that conflicts with sponsorship agreements signed by the Dunedin Fringe Festival
- b. I do not represent the Dunedin Fringe Festival and will not enter into any contract with a third party on behalf of the Dunedin Fringe Festival
- c. That I will complete the online Event Report (and Grant Report if applicable) on how my show went by 13 April 2012 and that only then will my event bond be returned.
- d. This agreement is binding on all members participating in my event.

APPENDIX 2: EVENT BUDGET TEMPLATE

Wages	
Administration	
Marketing / Publicist	
Production	
Director	
Performers fees	
Per diems	
Wages Total	\$

Production	
APRA Fees	
Catering	
Transport	
Equipment Hire	
Venue hire	
Props	
Signage	
Set	
Wardrobe	
Accommodation	
Production Total	\$

Administration	
Registration fee (excluding bond)	
Fees and licences	
Public Liability Insurance	
Photocopying	
Phone	
Postage	
Computer expenses	
Stationery / Office supplies	
Administration Total	\$

Marketing	
Photos / video production	
Invitations	
Mail out	
Graphic design	
Poster & fliers	
Poster / Flier Distribution	
Programme / Catalogue	
Print / Radio advertising	
Online advertising	
Fringe website or Festival Guide advertising	
Marketing Total	\$

Income	
Fringe Festival Grant applied for	
Other Funding Grants	
In Kind Sponsorship	
Cash Sponsorship	
Box Office revenue *	
Personal contributions / Donations	
Merchandise	
Income Total	\$

EXPENDITURE TOTAL	\$
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BUDGET SUMMARY	
Income TOTAL	\$
minus Expenditure TOTAL	\$
Profit / Loss	\$

* Use average ticket price x 30% of venue capacity to calculate box office revenue. If you expect high ticket sales use a higher %.