

Medicine Woman  
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**BRIGHTON  
FRINGE.**

**ARTIST INFORMATION  
PACK 2025**

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A man wearing a black top hat, a white shirt, and a red vest with gold trim is playing a white and gold accordion. He has a joyful expression with his mouth open. The background is filled with lush green foliage. In the bottom left corner of the image, there is text: "Tales for an Unruly Audience" and "PHOTO: DFPHOTOGRAPHY".

Tales for an Unruly Audience  
PHOTO: DFPHOTOGRAPHY

## WHAT IS BRIGHTON FRINGE?

Brighton Fringe is an open access festival, meaning that anyone can take part as long as you find a venue to host you and pay a registration fee.

Brighton Fringe is a great place to showcase new and developing work, network with other artists and organisations, and be part of something bigger. Brighton Fringe 2025 will take place from 2 May - 1 June 2025.

The 2025 programme will be split up into 11 main event categories: Cabaret & Variety, Children & Young People, Circus, Dance & Physical Theatre, Comedy, Events & Films, Exhibitions, Literature & Spoken Word, Music & Nightlife, Theatre, Tours, and Workshops.

## WHY TAKE PART?

Brighton Fringe is an opportunity to explore your most experimental and creative ideas. It is a safe space to try new things with welcoming and friendly audiences who are excited to see new things, and comfortable with pushing boundaries. Our audiences know that there is something for all tastes here, so nothing is off limits.

Our small and supportive staff team are passionate about making your Fringe experience as enjoyable and easy as possible. We can advise you about bursaries and awards, workshops and networking opportunities to help you maximise your time here and take the stress out of performing.

Brighton Fringe is a loved and recognised brand, and we would love you to be a part of it!

# DATES & DEADLINES

2 MAY - 1 JUNE 2025

## REGISTRATION DEADLINES

### Early Bird Deadline

Opens: Wednesday 9 October 2024, 12.00

Closes: Monday 2 December 2024, 17.00

On-Sale: Friday 6 December 2024, 12.00

### Print Deadline

Opens: Monday 9 December 2024, 10.00

Closes: Monday 10 February 2025, 17.00

On-Sale: Friday 14 February 2025, 12.00

### Digital Only Listing

Opens: Monday 17 February 2025, 10.00

Closes: Monday 17 March 2025, 17.00

On-Sale: Friday 21 March 2025, 12.00

### Latecomers

If registered by Friday 09.00, events will be uploaded on a weekly basis by Friday 17.00

Opens: Monday 24 March 2025, 10.00

Closes: Thursday 1 May 2025, 12.00

## BURSARIES

Although in previous years we have offered bursaries in two waves, in order to ensure everyone has a fair chance of applying to all bursaries, we will now be opening and closing all bursaries at the same time.

### DEADLINES

Opens: Wednesday 9 October 2024

Closes: Monday 3 February 2025

Announced: 7 February 2025

## OTHER DEADLINES

### PUBLIC LIABILITY INSURANCE:

Thursday 1 May 2025

### MUSIC USAGE (PPL/PRS):

Friday 16 May 2025

## WHY IS IT IMPORTANT TO MEET THESE DEADLINES?

Whether it's getting your event online and in-print by registering before a certain deadline, or providing us with your music usage so that we can charge you the correct fees on your settlement payment, meeting these deadlines will ensure you are fully prepared for Brighton Fringe.

# FINDING YOUR VENUE





Chromarium  
PHOTO: DFPHOTOGRAPHY

**When choosing your venue there are a number of aspects that will be important to think about, depending on the type of event you're putting on and its duration. Think about the following:**

- Is the venue the right size and set up for my event?
- Does the time slot I want fit in with the venue's existing schedule?
- Will my event fit in with the venue's atmosphere, environment and current audiences? Some venues, such as churches, may have certain conditions attached to the events that they programme.
- Are there external factors that may adversely affect my event e.g. outside noise, other activities/events at the venue?
- Does the venue have the required facilities for my event e.g. technical set up, accessibility, warm-up space, dressing rooms?
- Does the venue have an on-site box office and what level of marketing support do they offer?

**A good place to start is by creating a Brighton Fringe 2025 event registration on [www.eventotron.com](http://www.eventotron.com)**; one of the first sections of the event registration includes a search facility for registered Brighton Fringe venues. You can search for information such as capacities, staging space, and facilities. It also includes the venues contact details so you can get in touch with them directly to discuss your ideas further.

You can also use a space that does not appear in the venue browser or has never been used before. When setting up a new venue, check out the 'Venue Managers' area of our website for useful guides and advice.

**TOP TIP:**

If you're unsure which venue to choose, take a look at what the venues you're considering have programmed in previous years. Do you think it aligns well with your event, and the audiences you are hoping to attract?

**Remember, you can always contact the Artist Services team on [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org) about what venue would be suitable for you.**



**Before the festival begins, if possible, we encourage you to visit your venue and discuss all the technical requirements that you need before your event begins. Below is a suggested checklist of actions to follow:**

## VENUE CHECKLIST

Confirm the times and dates of your event with the venue.
Make sure you know what facilities your venue has to offer.
Make sure your venue has the correct licences to facilitate your event.
Confirm whether the venue will run its own box office.
Confirm whether the venue provides all the staff your event might require: Front of House staff, ushers, technicians, etc.
Confirm whether the venue will be providing marketing for your event and any additional costs this might incur.
Ensure your venue has adequate rehearsal or warm-up space (if required).
Ensure you know the time scale for your venue's technical rehearsals, get-ins and get-outs.
Establish venue costs and obtain a written contract from your venue.
Ensure you have swapped correct contact details and that you have a go-to person at the venue, should you require it.

### TOP TIP:

You should always make sure to have a written agreement/contract of terms. This should outline what's expected of both yourself and the venue in regards to commitments, responsibilities and payments.

# REGISTRATION FEES

Registration fees are calculated based upon the TOTAL capacity of your run. For instance, if you performed for three nights at a 50-seater venue, your overall capacity would be 150. Using these figures, you can work out which category your event would fall into.

Total event capacity (worked out as event capacity x number of performances)	Standard Fee (Print Deadline 10 February 2025)	30% Early Bird Discount (Deadline 2 December 2024)
Under 99	£99.00	£69.30
100-150	£119.00	£83.30
151-200	£129.00	£90.30
201-499	£159.00	£111.30
500-999	£189.00	£132.30
1000+	£219.00	£153.30
Ticketed: Free / Donations / Digital Events (Any capacity)	£99.00	£69.30
Non-ticketed: Free (Any capacity)	£59.00	£41.30
Digital Events	£99.00	£69.30
Charity Events 15% off Reg Fee based on capacity	Variable	Variable
Pick of the Fringe event	Free	Free

Your registration fees help make Brighton Fringe possible, thank you for being a part of our festival! We are a registered charity, and unfortunately do not receive any regular public funding. In order to make the festival happen, we need this income in order to pay for things such as staffing costs, website hosting fees, Eventotron subscription, overall festival marketing, and more.





Babette's Cabaret  
PHOTO: DFPHOTOGRAPHY

## MAKING A GREAT EVENT LISTING

When creating your Eventotron 'Event Listing' section, which will be used to create your event page on the Brighton Fringe website, it's important to make it as enticing as possible to attract audiences. Think about:

- Use an eye-catching image and snappy copy for your event listing, and include quotes from any good reviews you've had.
- Make sure the event and press images you provide are good quality – anything over 700kb should be fine. Your event image needs to work on a small scale, so keep it simple, with no small text.
- If you have the skills to make a trailer, this is a great way to entice audiences.
- Have you considered who your target audience might be? This is the most important thing when creating your listing, to ensure that it will entice people who might enjoy your event.
- Create an exciting 'elevator pitch' of just a few words that will go on our 'What's On' page - something which will make people want to click into your event to read more.
- Link to all social media channels, along with your website and YouTube channel if you have one. If audiences are undecided on your event, they might want to see previous examples of your work to convince them.
- Highlight any awards or accolades you have - this gives audiences confidence in your event, and lets them know that they're buying into a good quality event.
- Accessibility (more on this to come): make sure you let audiences know any content warnings for your show, and whether it will be accessible in any way.

These are just a few tips, but for more useful advice, take a look at our Marketing Pack, along with our How to Market Your Event session from Fringe Academy 2024.

### Catchy copy example (Gabriel Harris - He/He/He):

*Puberty, so good he did it twice. With the help of Microsoft PowerPoint and Shania Twain, the DILF of London's drag scene invites you to his 25-year-late gender reveal party. Combining drag, stand-up, and theatre, He/He/He is a trans man's second-coming-of-age story. And there's a lot he wants to get off his chest. Sorry.*

# MARKETING YOUR EVENT



# A QUICK GUIDE TO MARKETING YOUR EVENT

## Create SMART Goals for your Event

- SMART goals stand for **specific, measurable, attainable, relevant, and timely**. Keeping your goals SMART helps you avoid running with vague goals like “sell some tickets.”
- SMART goals have a dual purpose: to give you direction when planning and implementing your event and to help you decide whether or not your event was a success (and if it wasn't, to know how to improve).
- An example of a SMART event marketing goal would be to “**sell 100 tickets for my Brighton Fringe event.**”
- This goal is specific (selling tickets for this event), measurable (100 tickets), attainable and relevant (assuming you carry out enough marketing), and timely (by the end of the event).

## Set and Follow a Marketing Timeline

- To engage your audience, it's best to **promote your event throughout the weeks and months leading up to it**.
- It helps to outline a promotion timeline so you know when and what to release.
- **It's also wise to organise a multi-touch promotion.** Include a variety (i.e. email, social media, print ads, and paid ads) to reach the maximum amount of people.
- The most times people come across your poster, the more likely they are to become interested in your event.

## Does your Company / Event Have a 'Brand'?

- To market your event, you must know what information and content to market.
- **Before moving further, establish your event's name, theme, brand, and purpose.** Why should people attend? What will they gain? Who might enjoy it?

## Target Audience

- Who does your event appeal to? Think about:
  - Characteristics such as age, gender, sexuality, race.
  - Lifestyle such as what they do for work, if they are a parent,
  - Interests
  - Location - are they likely to be based in a certain area of Brighton and Hove? e.g. families are likely to live in areas like Hollingbury, and LGBTQ+ people might live in Kempdown.

## Copy and Images

- Good design catches the attention of event-goers.
- Make it fun or dramatic, and include an engaging design and clear copy.
- Use pictures of real people or past events where possible — stock photos and AI generate images can be off-putting for audiences.
- Write catchy copy that draws people in, intrigues them about your event, and gives them a taste of what to expect.

## Trailers and Video Teasers

- When creating marketing content, aim to create video trailers and teasers if you have the capacity.
- Videos are more effective than still imagery in social media and capture what your event is about, letting audiences know whether or not your event is for them.
- Watch our [Fringe Academy: Creating a Trailer](#) for cheap, free, and easy tips on creating video marketing.





Guru Dudu's Silent Disco Walking Tours  
PHOTO: DFPHOTOGRAPHY

## BUDGETING

Costs vary depending on the size and budget of your event; Brighton Fringe does not produce or curate work. **Your event must be funded by you and your budget will need to include the following:**

- Your production costs
- Venue hire
- Accommodation
- Wages and living costs
- Travel
- Marketing (adverts, posters etc.)
- Registration fee
- Licences
- PPL/PRS (music usage)
- Commission on ticket sales (7.8% per ticket sold through Brighton Fringe box office)
- Personal liability insurance Check out our budget calculator on our '[Budgeting](#)' page to help you calculate these costs.

### Money-saving tip:

- Share transportation costs with other Brighton Fringe artists, or, if using the train, book your train tickets early and online for discounts.
- Online marketing is effective and in most cases free! Save on advertising costs and try your best to get an editorial mention in the press. Come to Brighton Fringe workshops for advice & look out for discounts for artists of Brighton Fringe only.

Check out the useful resources on our website for all things budgeting, ticket pricing, and finances for your Brighton Fringe event -

- [Brighton Fringe Finance resources](#)
- [Brighton Fringe budget spreadsheet template](#)



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## BOX OFFICE

Brighton Fringe offers a one-stop shop for all ticket buyers; offering your tickets for sale online and over the phone.

We ask that you **allocate a minimum of 30% of your tickets to us, but you can sell up to 100% tickets through us if you don't have other sales channels.** Once your tickets are on sale, we provide you with online access to your sales reports. Please read our ['Box Office Guide'](#) for more information.

We levy a **commission rate of 6.5% (plus. VAT for a total of 7.8% deduction) on the gross value of tickets sold through the Brighton Fringe Box Office.** We also charge a booking fee of £1 per ticket to customers buying tickets through the Brighton Fringe Box Office, this is capped at £6 per order.

You can price your tickets in the following ways:

- **Traditional:** You set a full price for your ticket, and concession prices if relevant. You can also add things like a Family Ticket price and Group of 4 discount.
- **Pay What You Want Ticketing:** You set the minimum someone can pay to book a ticket (£0 will be an available option on this) and the maximum will always be £20. When booking, customers will be able to choose a price between the minimum you set and the £20 hard limit per ticket. Ticket purchasers will then be able to 'Name Their Price' within these boundaries at the checkout.
- **Donations:** Customers will be able to book a free ticket to your event with the expectation that they'll donate at the venue. Whether it is a bucket or a card reader on the door, you'll be responsible for collecting these donations.

Still unsure about the Brighton Fringe Box Office and how it all works? Check out these resources below:

- [Fringe Academy: Everything You Need to Know About the Brighton Fringe Box Office](#)
- [Eventotron guide for checking your Brighton Fringe ticket sales](#)



# ACCESSIBILITY

In Eventotron you can specify whether you'll be providing accessible performances; Touch Tours, BSL interpreted, Relaxed, Audio Described, or Captioned performances. Please see the '[Accessibility Resources](#)' page on our website for useful resources and links to providers. You'll need to be 100% sure you can provide these things before you add them to your event. If you're not sure at the point of registration, you can always add them in later.

- Ways to make your event more accessible
- Check list in Eventotron
- Checking with your venue what access they can offer

If you want more advice on how to make your event more accessible, get in touch on:

**takepart@brightonfringe.org**  
**01273 764 907**



Funny Business: A Clown Cabaret  
PHOTO: DFPHOTOGRAPHY

## FRINGE ACADEMY

Fringe Academy aims to create an opportunity for individuals looking to expand their knowledge of the arts, but most importantly break down barriers that prevent those from low-income backgrounds or underrepresented groups from accessing the arts, by providing skills-based training, advice and support.

We run FREE workshops throughout the year which are open to all to attend, as the workshops are added they will be announced on our [Fringe Academy](#) page and in artist emails, so keep checking back!

Previous examples of Fringe Academy sessions have included:

- [How to Produce Your Show](#)
- [Press Panel](#)
- [Everything You Need to Know About the Fringe Academy Box Office](#)
- [Marketing Your Event](#)
- [My First Fringe](#)
- [How to Crowdfund with Crowdfunder](#)
- [Project Grants Surgey with ACE](#)

We will be announcing our 2024/25 programme of Fringe Academy workshops in autumn time. If you have any requests of what sessions you'd like to see us running, please let the Artist Services team know on [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org).



# TIMELINE

## DECEMBER

- **Early Bird registration closes:** Monday 2 December 2024 at 17.00
- Early Bird tickets go on-sale: Friday 6 December 2024, 12.00
- **Registration re-opens:** Monday 9 December 2024, 10.00

## JANUARY - MARCH

- **Print deadline opens:** Monday 9 December 2024, 10.00
- **Wave two bursaries open:** Friday 10 January 2025
- **Wave two bursaries closes:** Monday 3 February 2025
- **Print deadline closes:** Monday 10 February 2025, 17.00
- **Digital-only listing opens:** Monday 17 February 2025, 10.00
- **Digital-only listing closes:** Monday 17 March 2025, 17.00
- **Latecomers' opens: Monday 24 March 2025, 10.00**

## MAY (PRE-FRINGE)

- **Final registration deadline:** 1 May 2025
- **Deadline for provision of proof of PLI:** Thursday 1 May 2025
- **Deadline for supplying your music usage:** deadline Friday 16 May 2025
- **Check to see if you are eligible for any Brighton Fringe awards**

## JULY

- Complete the artist survey and give us your feedback on Brighton Fringe
- Let us know if you are taking your event on to other festivals
- Receive your Brighton Fringe settlement - within six weeks of the festival ending (N.B. Some venues may pay out later)

## OCTOBER / NOVEMBER

- **Registration opens:** Wednesday 9 October 2024 at midday
- **Wave one bursaries open:** Wednesday 9 October 2024
- Attend the Brighton Fringe registration launch
- Start looking into accommodation options
- Create a budget, and consider funding options
- **Wave one bursaries closes:** Monday 18 November 2024

## APRIL

- Download our arts industry and press lists from Eventotron and send out press releases
- Check your box office sales in the 'Dates, Times and Prices' section of Eventotron
- Check in with your venue manager, arrange your get in/out times and provide them with your technical requirements
- If you are producing print marketing, get this sorted and sent off to printers to allow for early distribution
- Promote your event on social media, use hashtags like **#BrightonFringe** and paid social media ads if this is in your budget
- Consider creating a touring pack if you would like to take the event elsewhere after Brighton Fringe

## MAY / JUNE

- Brighton Fringe 2025 starts on 2 May 2025
- Complete your technical rehearsal/sound check and get in.
- Think about ticket offers e.g. 2-for-1, contact our Box Office to set up an offer
- Put on your event!
- Follow up on any contacts you might have made or opportunities you might have been offered during the festival
- Let your audiences know to vote for the Audience Choice Award
- Brighton Fringe 2025 ends on 1 June 2025