What is the Edmonton International Fringe Theatre Festival?
The Edmonton International Fringe Theatre Festival is an annual arts Festival produced by Fringe Theatre Adventures (FTA). Each August, 1,500 artists descend upon Edmonton to participate in the oldest and largest Fringe Theatre Festival in North America - offering 1,600 performances across 45 venues. Edmonton’s Fringe Festival has a deep and rich heritage, operating in the heart of the Old Strathcona neighbourhood. We strive to maintain an art-centred festival, keeping the best interest of artists at the forefront while we craft a unique theatrical experience for audiences.

What is CAFF?
The Edmonton International Fringe Theatre Festival is a founding member of the Canadian Association of Fringe Festivals (CAFF). We adhere to the CAFF guidelines and philosophies for our festival:

- Participants will be selected on a non-juried basis, through a first-come, first served process, a lottery, or other method approved by the Association.
- The audience must have the option to pay a ticket price, 100% of which goes directly to the artists.
- Fringe Festival producers have no control over the artistic content of each performance. The artistic freedom of the participants is unrestrained.
- Festivals must provide an easily accessible opportunity for all audiences and all artists to participate in Fringe Festivals.

The Edmonton Fringe utilises the lottery system for selecting performing artists. Local, National, International, and TYA applications for the 2017 Festival will open Tuesday, October 4, 2016 and will close at 5:00 pm (MST), Monday, November 21, 2016.

What is the difference between the Lottery and Bring Your Own Venue programs?

Lottery Program
Each year FTA hosts a lottery, with slots for approximately 100 artists to receive subsidised support at the festival. We provide more than $1M to artists in infrastructure support (such as venue, staging, and tech support) to perform their show at the Festival (an average of $8,000 per company).

Bring Your Own Venue Program (BYOV) Program
With a limited numbers of lottery venues available, the Bring Your Own Venue (BYOV) program allows artists to participate in the festival by sourcing their own performance venue in the city. Similar to the lottery shows, artistic programming remains unjuried and uncensored. However, artists retain sole responsibility for all costs related to the production and promotion of their venue and related performances.

BYOV’s must provide a Show Producer and Venue Producer contact, both of whom must be artists in the festival, when submitting an application to the Festival. The Venue Producer is responsible for ensuring the companies adhere to the same emergency, building and venue restrictions that lottery venues follow. Shows must also adhere to the same pricing structure and general policies as lottery venue shows.

While BYOV artists are responsible for all costs associated with the venue, their show will receive the same level of administration, marketing, and box office support as the lottery shows.

How many BYOV’s applications do you accept?
We are proud to operate an unjuried, uncensored festival. BYOV’s are venue’s driven by the artists, and often enhance their creative opportunities. To date, the average amount of BYOV’s per festival is met by audience attendance, and thus we do not currently cap the number available.
How much are the indoor theatrical artists entrance fees? And, what services and support do they include?

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<thead>
<tr>
<th>Category</th>
<th>Entrance Fee*</th>
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<tbody>
<tr>
<td>Local/National/International Lottery**</td>
<td>$675.00</td>
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<tr>
<td>Theatre for Young Audience (TYA) Lottery**</td>
<td>$625.00</td>
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<tr>
<td>Bring Your Own Venue (BYOV)**</td>
<td>$550.00</td>
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*All amounts are subject to 5% GST.

**Lottery will be held November 28, 2016 at the ATB Financial Arts Barns. Artists who withdraw their application or do not win a lottery position at the festival will be reimbursed their full entrance fee, less $35+GST (application processing and administration fee).

***BYOV applications are available online January 30, 2017 until March 20, 2017 at 5:00 pm (MST).

Local/National/International Lottery services and support includes:
- An allocation of a seventy-five (75) to a three hundred (300) seat performance venue.
- Two professional technicians for a technical rehearsal (up to three hours in length), and a minimum of six performances.
- Full ticketing services.
- Access to marketing, administration, and artist related services and support.
- Promotion and listings on the website and in the festivals program guide.
- Access to a volunteer billeting program for accommodation.

Theatre for Young Audience Lottery services and support includes:
- An allocation to a FTA-operated performance venue.
- Two professional technicians for a tech rehearsal (up to three hours in length), and a minimum of six performances.
- Full ticketing services.
- Access to marketing, administration, and artist related services and support.
- Promotion and listings on the website and in the festivals program guide.
- Access to a volunteer billeting program for accommodation.

Bring Your Own Venue services and support includes:
- Full ticketing services.
- Access to marketing, administration, and artist related services and support.
- Promotion and listings on the website and in the festivals program guide.
- Access to a volunteer billeting program for accommodation.

How much are the outdoor performing artists entrance fees? And, what services and support do they include?

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Outdoor Stage Lottery**</td>
<td>$525.00</td>
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<tr>
<td>Street Circle Show Lottery**</td>
<td>$225.00</td>
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<tr>
<td>Small Busking Pitch Lottery***</td>
<td>$150.00</td>
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Approximately 50 slots are available to outdoor performers, and are determined through a lottery*. The lottery is broken into three categories, from which artists may apply to one**: Outdoor Stage, Street Circle Show, and Small Busking Pitch.

*All amounts are subject to 5% GST. Artists who withdraw their application or do not win a lottery position at the festival will be reimbursed their full entrance fee, less a processing and administration fee of $25+GST for Outdoor Stage and Street Circle Show applications or $15+GST for Small Busking Pitch applications.

**On the application performers applying to the Outdoor Stage Lottery may opt in to be included in the Street Circle Show Lottery should they not be drawn as a winner for an Outdoor Stage spot. If an artist opts in and receives a Street Circle Show spot they will be reimbursed $300 (the difference between the two lottery entrance fees). Outdoor Stage and Street Circle Show applications open Tuesday, October 4, 2016 and close November 21, 2016 at 5:00PM (MST). The lottery will take place on November 28, 2016 at the ATB Financial Arts Barns.

***Small Busking Pitch applications open Monday, January 30, 2017 and close March 20, 2017 at 5:00PM (MST). The lottery, if required, will take place Monday, April 10, 2017.

Outdoor Stage services and support includes:
- Allocation on one outdoor stage and a dedicated circle pitch.
- One technician providing technical support to the ATB Financial Outdoor Stage.
- Scheduling assigned by the Festival.
- Access to marketing, administration, and artist related services and support.
- Listing in the festivals program guide.
- Access to a volunteer billeting program for accommodation.

Street Circle Show services and support includes:
- Allocation on designated street circle pitches
- Outdoor Performer Manager facilitating the daily draw and operation of the pitches.
- Access to marketing, administration, and artist related services and support.
- Listing in the festivals program guide.
- Access to a volunteer billeting program for accommodation.

Small Busking Pitch services and support includes:
- Allocation on designated small pitches (2 meters in diameter)
- Scheduling assigned by the Festival.
- Outdoor Performer Manager facilitating the operation of the pitches.
- Access to marketing, administration, and artist related services and support.
- Listing in the festivals program guide.
- Access to a volunteer billeting program for accommodation.

What is the Service Fee on a ticket?
100% of the ticket price goes directly to you, the artist. On average, artists collectively earn more than $1M each year from ticket sales. To continue this tradition, we utilize a service fee, paid by the patron, that helps to cover the credit card fee’s, ticketing software and technology, and box office operations.

How does artist payout work for indoor theatrical artists?
Artists are paid out the first business day after the Festival closes. FTA pays each artist 100% of the gross box office receipts, based on the ticket price set aside by the artist, less GST, applicable withholding taxes, or applied discounts from marketing initiatives (as explained in the artist application agreement). FTA is obligated and accepts responsibility for remitting any taxes, including GST, to the Receiver General of Canada.

An artist may choose to be paid out for the tickets sold by direct deposit, wire transfer, or cheque; and must communicate their payout method before the set deadline (announced on the internal artist web portal online). If no method is selected, a cheque will be sent to the primary contact.
What is the Festival’s Comp Ticket Policy?
As a not-for-profit registered charity producing the largest and longest-running Fringe Festival in North America, we rely heavily on support from government funders (local, provincial and national levels) and festival sponsors (with additional support from individual donors and retail sale during Festival, such as souvenirs and concessions).

Their investment allows us to:
• Provide free admission to the outdoor site, with more than 800,000 visits;
• Maintain that 100% of theatre ticket sales go to artists;
• Provide a Lottery Program that subsidizes more than 100 artist’s shows, providing them an average of $8,000 in infrastructure support;
• Invest more than $100,000 in marketing to encourage audiences to purchase tickets to shows.

To cultivate, steward, and increase stakeholder engagement we provide comp tickets, representing no more than an average of 10% of the total Festival tickets used/sold. These are closely monitored and controlled by FTA.

These comp tickets also include passes to media reviewers, recruiting regional theatres, and other key industry representatives whose presence and access artists may benefit from.

How do you communicate with artists leading up to, and during, the Festival?
All communications goes through the primary and secondary contacts. We begin sending information in the New Year, and steadily increase closer to the Festival.

Additionally, each company is issued a log in to access an internal artist web portal online. This is where we post everything you need for the Festival, such as: information on program/tech, marketing, program guide, billeting, and events. This portal is updated regularly as details are confirmed. We encourage you to share this information with your company.

What is the role of the primary and secondary contacts?
FTA considers the primary contact to be the Show Producer and main contact for the group. They will receive information on all aspects of the Festival, such as: technical/production, marketing, billeting, program guides, events, etc. They are the only ones with the authority to make any changes or amendments to the show information.

The secondary contact is a back-up and will receive these important details if the primary contact does not respond. Please keep this in mind when providing your contacts and organize the flow of information in your company accordingly.

Why can’t we change our primary contact, company name, or show title once we’ve submitted an application?
As a lottery festival, we value transparency - as to ensure an equal opportunity to all artists. We want to ensure artists are applying with a specific project in mind. Changes to critical information can appear as though a company has sold or transferred their performance to another company, bypassing our lottery wait list - a direct violation of our policies.

However, we understand changes can occur and encourage you to contact the Fringe Artistic Director immediately should you need to make amendments to critical information.

What is Artist Services?
Artist Services is your onsite team for artist-related ticketing services. They are responsible for helping you book your Artist Comps, Pump Up the Volume tickets, Daily Discount Booth requests, and BYOV Door Sale Tickets. They are open every day of the Festival to help you with your ticketing requests.
Who may I contact from the Fringe Artists Team?
Primary contacts are Murray Utas, the Artistic Director for Fringe Theatre Adventures, and Celia McGhan, the Artist Liaison. We strive to provide the best Fringe experience for our artists. If you have questions or suggestions we encourage you to contact us directly by email at celia.mcghan@fringetheatre.ca.

What is the Billeting Program?
The Host Team is a volunteer led group that has been assisting artists for more than 20 years - helping them secure billet homes in the city. We are unable to guarantee billet placement, and homes are secured at a first come, first serve basis.

What types of audiences can I expect at Edmonton's Fringe Festival?
Edmonton is able to support the oldest and the largest Fringe Festival in North America because of its vibrant, year-round investment in the theatre arts, complete with engaged and discerning audiences. You’re show will be among 200+ available to patrons, so we encourage you to network, flyer, handbill, appear at promotional events, work the crowd, and to strategically use your comp tickets.

Here, you will find seasoned Fringers who choose shows strategically - based not only on reputation and reviews, but edge, creativity, and uniqueness. And, with FTA investing in marketing to develop new audiences - you will also find new theatre-goers who appreciate well-crafted, accessible shows.

Perhaps most notable however, is the loyalty you’ll receive from Edmonton patrons. Once you’ve recruited an audience you’ll find they are not only eager to follow you on your artistic journey for years to come - but they’ll also persuade their friends too as well. With that in mind, make sure to include your social media handles on your posters/handbills, and be sure to engage followers on those sites!

If you need any help brainstorming how to make the most of Edmonton’s audience feel free to reach out to the Fringe Artist Team, after all before Murray Utas became our Artistic Director, he spent 20 years as a Fringe artist living on taco-in-a-bag.

Why are there events and activities scheduled during the Festival when shows are happening?
While our primary focus is theatre arts, we strive to provide exposure and opportunities for artists from a variety of disciplines. By doing so we engage audiences in a variety of ways, creating an experience that is not only steeped in the arts, but also creates a community.

This holistic approach to Fringe offers patrons opportunities to brush up against new forms of art, and encourages them to take chances and try something new. This not only elevates and enriches that patron’s experience, but also creates more critical masses, increasing opportunities for artists to engage and pitch their show - potentially developing new audience members. A patron may come for a concert, but leave with tickets to a theatrical performance!

But perhaps most importantly, we’ve found that by animating the outdoor festival site dedicated theatre-goers purchase more tickets to shows because they can be engaged by staying on site in between shows.

How can I participate in the Late Night Cabaret?
The Late Night Cabaret is a nightly variety show produced by FTA. Invitations are offered to artists by the Cabaret Coordinator, Beth Dart. Pitches to participate can be made directly to Beth at bdart@catchthekeys.ca.

How are the annual Fringe Festival Artist Awards determined?
Voting opens the first day of Festival and closes at noon on the last Sunday. Votes are cast by placing the ticket stub or ballet into the appropriate boxes placed across the festival site - the majority vote winning the award.
One award is given for five categories: Patron (Fringe audience votes), Artist (Fringe artists vote), Critic (media vote), Volunteer (Fringe volunteers vote), and Staff (FTA staff vote). Award winners are recognized during the Artist Closing Party the last Sunday night of Festival.

**How are shows selected for the Fringe Holdover Series?**

The Holdover Series is the first offering of the Fringe Theatre Season each year. The Series is curated by the Artistic Director, Murray Utas, using the following criteria:

- **Quality**: Is the show well executed in its performance, delivery, and staging with a clear depth of thought and story?
- **Diversity**: Does the show offer new paradigms and perspectives, or give voice to the minority, the unheard, or overlooked?
- **Relevance**: Does the show reflect issues or concerns in our community, globally or locally?
- **Scale-ability**: Does the show have the framework and potential to scale from a Fringe production to a touring show or season production?
- **Capacity**: Are there still audiences eager to see your show?
- **Fit**: Does the show align within the upcoming FTA season?
- **Variety**: We strive to curate a balanced Holdover Series that offers a range of genres, styles and techniques.

We recognize the breadth of talent that appears at Edmonton’s Fringe Festival. Unfortunately, it’s often greater than our capacity to holdover and we are grateful for the immense creativity and hard-work of all Fringe artists.