

## WELCOME TO EDMONTON FRINGE

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Fringe Theatre was born of a revolution. We are a grass roots movement that cultivates collisions between community and art. We are Edmonton-grown and Edmonton's own. We exist because theatre exists, and what exists here doesn't exist anywhere else in the world. The **Edmonton International Fringe Theatre Festival is the largest, longest running Fringe Theatre Festival in North America.** As an event with international presence, we rank among the top 5 Fringe Festivals in the world. We tell stories. Storytelling is powerful. **Are you ready to tell your story with us?**

## 2024 FRINGE BY THE NUMBERS

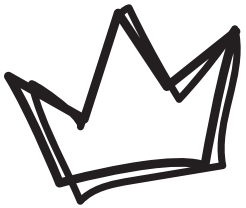
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**750,000**

free visits to Festival site

**127,000+**

tickets sold in 2024



**84%**

of fringers indicated that their experience was at least an 8/10, and 40% rated the experience as a 10/10

**90%**

of fringers will return and recommend great experiences at Fringe to a friend

**3.4 TIMES**

Fringers attend, on average, over the course of the Fringe Festival (compared to a 1.2 average for other local Festivals)

**\$20 MILLION**

in annual economic impact

**300+**

outdoor performances

**50,000**

social followers

**1,000+**

Volunteers

**14,000**

visits to KidsFringe

**#1 REASON**

to visit Edmonton according to Lonely Planet

## ACTIVATE AT FRINGE

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Imagine your brand at the crossroads of arts and culture. Fringing is for everyone, and everyone is fringing. When you activate on our Festival grounds, you reach people from all walks of life. Experience is a top priority for Fringe Theatre. We have limited spots for brands interested in creating unforgettable memories. This year's Festival is August 14-24, with spaces available **August 15-24, 2025 from 11AM to 11PM**, providing ten opportunities to be in the spotlight.



Interested? 10' x 10' spaces are available for \$1,500 per day, with nonprofit and multi-day discounts available.

**GET IN TOUCH:**

[sponsorship@fringetheatre.ca](mailto:sponsorship@fringetheatre.ca)



# SITE ACTIVATION GUIDELINES



## Site & Event Logistics:

- **Location:** Your activation will be on Festival Grounds; all activations are located on East side of 104 Street (Calgary Trail), just south of 83 Avenue.
  - Fringe Theatre will determine the exact location for your activation.
  - You must set up at your assigned location.
  - No changes to activation location are permitted without explicit written permission from Fringe Theatre. An activation agreement does not provide consent for location changes.
- **Dates:** Availability is determined by Fringe Theatre on a first-come, first-serve.
- **Hours:** Site Activation Partners must remain open for Festival operating hours. August 15 (Fri) – August 23 (Sat): 12Noon - 11PM, and August 24 (Sun): 12Noon - 8PM.
- **Space:** A 10x10' space will be provided for activation. Please observe a three-foot parameter around your designated site activation space (including signage, sandwich boards, and activities)
- **Tent:** The Fringe will provide a 10x10' tent for every 10x10' activation space. This tent is approved by the City of Edmonton, properly weighted and structurally certified.
- **Power:** Power is available to support lighting and fans at your tent.
- **Wi-Fi** is available on Festival Grounds.
- **Safety:** Any structures (tents, signs, banners) erected on site must be properly secured and weighted down for safety. Fringe Theatre reserves the right to ask any Sponsor to remove or take down any structures that are deemed unsafe or impede on Festival visibility.
- **Setup:** Site set up begins at 11AM, Festival Grounds officially open at 12noon. All vehicles must be off site before 11:30AM.
- **Teardown:** No vehicle access is allowed on Festival Grounds until 12Midnight. If you need to tear down your activation site prior to 12Midnight, you must do so on foot.
- **Storage:** Activation Partners are not permitted to leave equipment on Festival Grounds beyond their site activation time and/or overnight.
- **Weather:** Fringe Theatre is not responsible for weather or any conditions beyond reasonable control.
- **Parking:** There is no designated parking available on Festival Grounds. Public/paid parking can be found in the lot east of the Old Strathcona Farmers' Market (north of 83 Avenue, east of Gateway Blvd.)
- **Loss or Damage:** Fringe Theatre is not responsible for the loss or damage of any equipment, product, or goods.
- **Guidelines:** Activation Partner will comply with all Activation Guidelines. Failure to comply may result in loss of access to Festival Grounds.

## Site Activation Partners are invited to:

- **Enhance the Festival Experience:** The Edmonton International Fringe Theatre Festival is about connecting Artists and Audiences. We hope that your activation will help enhance the patron experience at the Festival by providing them with a friendly and helpful interaction that does not distract them from enjoying the live performances and Festival atmosphere.
- **Engaging Patrons:** Please respect Fringers – please do not try to interact with people while they are watching Artists perform.
- **Engaging Conversations:** You are encouraged to have authentic face to face conversations with Fringers. Please refrain from interacting with people more than three (3) feet from your activation space.
- **Swag:** You are encouraged to distribute branded swag/merch that will help enhance the Festival experience: fans, pens, pencils, notebooks, stickers, sunglasses, hats, sunscreen, bug spray, etc.
- **Draws/Prizing:** You are permitted to collect information to facilitate a draw or prize opportunity for Fringers.
- **Promotional & Marketing Materials:** You are permitted to distribute printed promotional and marketing materials (ex: brochures and coupons) to Fringers who visit your activation space.
- **Speaker & PA Systems:** Your will be nearby where Artists will be performing live. Be respectful of performances and keep any audio systems to a minimum.
- **Sandwich Board and Flag Signage:** You are welcome to display branded sandwich boards and/or flag signage within three (3) feet of your activation space.
- **Security & Community Care:** Our Security and Community Care teams are happy to help support your experience at our Festival. If you require assistance of any kind, please contact Security Dispatch.

## The following are NOT permitted by Site Activation Partners:

- **Solicitation:** No sales, financial transactions, or donation collections are permitted. An activation agreement does not provide consent for any solicitation.
- **Pop-Up Tents:** No pop-up tents are permitted on Festival Grounds.
- **Artistic Performances or Entertainment:** No Artistic performances or entertainment (musicians, balloon artists, magicians, etc.) are permitted. An activation agreement does not provide consent for any such activity.
- **Artisan Product Giveaways:** No giveaways of Artisan Products are permitted. An activation agreement does not provide consent for any such activity.
- **Food Sampling or Giveaways:** No food sampling or free food is permitted. An activation agreement does not provide consent.
- **Water** hookups or hard internet connections.

