



FRINGE THE CITY

AUGUST 13 - 23, 2026

**THE 45TH
EDMONTON INTERNATIONAL
FRINGE THEATRE FESTIVAL**

Your official invitation to FRINGE with us...





WHAT IS FRINGE?

/frinj/ -

**not part of the mainstream;
unconventional, peripheral, or avant-garde.**

Not just a Festival.

A MOVEMENT.

Since 1982 the **Edmonton International Fringe Theatre Festival** has been a staple of Edmonton summers. Festival City wouldn't be the same without the revelers, the wanderers, storytellers, and Artists that animate Old Strathcona and beyond.

Fringe Theatre is a registered charity. We make space for out-of-the-ordinary, unconventional, and boundary-pushing art. And Fringe Artists receive 100% of net ticket revenue. In 2026, **\$1.49 Million in ticket sales was returned to Fringe Artists.**

With 30+ venues stretching across YEG this summer, you'll find live theatre performances in Old Strathcona, the French Quarter, on 124th Street, Downtown, and more!

Read on for just a few ideas of how you can **FRINGE THE CITY:**

- engage with Fringe Audiences, Artists, Volunteers; and
- celebrate Edmonton as the home of the largest, longest-running Fringe in North America (and one of the top five Fringe Festivals in the whole heckin' world)!



2025 FRINGE FESTIVAL IMPACT

- **\$1.49 million in box office sales** returned to Artists (the highest Artist payout in Fringe history!)
- **140,153 tickets sold** to indoor theatre shows (9.8% increase from 2024)
- **800,000+ site visits** to the Festival site (a 6.6% increase from 2024, matching our pre-pandemic visitation record)
- **14,000+ visits to KidsFringe**
- **1,732 live performances** of 221 indoor theatre shows
- **515 sold-out performances** (93 more than in 2024), and **16 sold out runs**
- **16 free concerts** on ATB Stage
- **1,221 Festival Artists**
- **1,000 Volunteers** on 13 unique Volunteer teams
- **20,000+ hours worked** by Fringe Volunteers (that's the equivalent of 2.3 years!)

ALBERTA IMPACT

- **\$20 million** economic impact in just 11 days
- **117 shows** created by Albertan Artists
- **953 performances** by Albertan Artists
- **83,860 tickets** issued to shows by Albertan Artists
- **\$934,957 ticket income distributed to Albertan Artists** (nearly 63% of Fringe Box Office revenue going back to Albertans)

The Edmonton Fringe Festival is powered by Lead Festival Sponsor
ATB Financial





WHY FRINGE YOUR BIZ?

Fringers crave extraordinary local experiences.

Engaging with a Fringer means engaging with someone who craves exceptional Edmonton experiences. **Give Fringers an excellent experience at your business during Festival and give them a reason to visit you again year-round!**

We're Edmonton AF.

Fringe isn't just something that happens in Edmonton. Fringe IS Edmonton. Every dollar invested in Fringe is an investment in a more vibrant city. **Fringe puts our community on the international stage ([Lonely Planet](#) and [Wanderlust Magazine](#) agree, btw!).** Together, we invest in Artists; drive impact to local businesses; create jobs; and make YEG a more fun place to live, work, and play.

We're authentic, baby.

No velvet ropes. No dress code. No gatekeepers. Just **Fringe Artists making theatre on their own terms.** Your support fuels risk-takers, truth-seekers, and storytellers who shape the artistic landscape here in Edmonton, across Canada, and around the world.

We're affordable.

Show tickets are \$20 or less (yup, that includes fees!). You can see the best in the biz AND your best friend's kid on stage for the same reasonable ticket price. Plus, we offer tons of FREE Festival experiences, like family activities at KidsFringe and 16 Music Series concerts.

We've got what you want.

Think of us as the Netflix of **live performance: 200+ shows, every genre imaginable,** budget-friendly, and a schedule tailored for watching as much as you possibly can. But better, because the electricity of live theatre is unparalleled.

Edmonton International Fringe Theatre Festival: August 13 - 23, 2026
Find out more: fringetheatre.ca



HOW TO FRINGE YOUR BIZ IN AUGUST

Fringe-ify your digs and invite Fringers into your space to experience your hospitality. Take a note from Fringe Artists: get creative! Be bold! Lean into the *weird*!

Welcome Fringe Posters from Artists

If you've got wall or window space to spare, Fringe Artists will fill it. Fringe shows are boundary pushing. Show posters will be an eclectic variety of bold and unexpected!

Host an Open Mic or Pitch Night for Artists

With 200+ shows in the mix, there are so many stories to tell! Open your stage or store up to Fringe Artists to pitch their shows to your patrons before the Festival!

Put a Fringe-y Dish on Your Menu

Maybe a green onion cake burger? A mini-donut martini? Menu options for quick pre-show bites are also a great way to encourage Fringers to sit down with you before or after they catch a show.

Offer Deals or Discounts for Fringe Ticket-Holders

With 140,000+ indoor show tickets sold and more than 800,000 visits to the Fringe Grounds over 11 days, there are many, many folks keen for Edmonton adventures. Give 'em more reasons to get in your door (and return year round)! **Let us know**, we'll help get the word out by **listing your *Perks for Fringers* on our website here:**

fringetheatre.ca/festival/perks

HOT TIP

If you want to offer extra special deals or services to Fringe Artists, Staff, or Volunteers, get in touch so we can promote through our ultra-secret inter-Fringe channels. Email us at **give@fringetheatre.ca**.



HOW TO FRINGE: AUG 13 - 23

How to Fringe Guide: [tips and tricks](#) for your best Fringe Festival experience ever!

Indoor Theatre Shows: with more than **200** indoor theatre shows, there's something for everyone! Shows run every day of Festival from **12Noon to 12Midnight** in 35+ venues. Tickets go on sale August 5. **All show tickets are \$20 or less.**

Outdoor Shows: our Festival Grounds showcase the wild talents of more than **40** outdoor Artists from around the world. From comedy and circus to music and magic, our main Festival Grounds are alive from **12Noon to 11PM** almost every day of Festival!

pêhonân: a powerful gathering space that uplifts Indigenous Artists and stories local to Treaty 6 and the Métis homeland. Curated by Fringe Theatre's Indigenous Director MJ Belcourt Moses, the pêhonân Series supports Indigenous Artists with paid opportunities to share their work through theatre, music, dance, visual art, and storytelling.

Music Series: join us in ATB Park for an electrifying lineup of 15+ concerts featuring local and touring musicians. **FREE! No tickets required.**

KidsFringe: offers performances created just for kids, workshops, crafts, and more! Everything at KidsFringe is **FREE!** Located in Light Horse Park (10324 85 Ave NW), this is a special oasis just for our littlest Fringers and their caregivers. Visit KidsFringe **August 14 - 23, 2026, 10:30AM - 5:30PM.**

Food & Artisan Vendors: serve up iconic Fringe eats and delights. Plus! Find treats and handmade keepsakes on Artisan Alley.

Festival Patios: every location features an incredible line-up of Sea Change Brewing Co. beer, Village Brewery cider, wine from Borsao Bodegas, non-alcoholic drinks from Annex Sodas, and unpredictable Alberta weather. Sit and chill in summer luxury.

Fringe Holdover Series: We showcase a few of our favourite Fringe shows after Festival for a special run, **August 26 - 29, 2026.**



GET INVOLVED

- **Tag us:** remember to tag us at [@edmontonfringe](https://twitter.com/edmontonfringe) | [#YEGFringe](https://twitter.com/#YEGFringe) - we'd love to see what you're up to (and help spread the word!)
- **Check out the [Fringe Media Kit](#):** grab Festival photos, our logos, and brand guide, to help share how you're Fringing Your Biz.
- **Book group tickets:** want to bring more than 10 people to see a Fringe show? Contact our Box Office: boxoffice@fringetheatre.ca
- **Host an event or meeting at the Arts Barns:** creativity is at the heart of everything we do and our versatile venue capable of hosting everything from cozy intimate gatherings for 25 to large, snazzy events for 315 people. Questions? [780-448-9000](tel:780-448-9000) or chelo.azulay@fringetheatre.ca
- **Explore our Fringe Festival Itineraries** aimed at helping first-time and new Fringers plan their Fringe Festival. [6 bespoke itineraries](#), including:
 - **A big day out for little Fringers**, aimed at families with children ages 12 and under;
 - **Big kids, big fun**, aimed at families with children ages 12 and over;
 - **The first-time Fringer**, aimed at people attending Festival for the first time;
 - **Fringing on a budget**, aimed at the frugal Fringer;
 - **From away Fringer**, aimed at visiting Fringers; and
 - **Frequent Fringers**, aimed at pros who want to level up their Festival experience.
- **How to Fringe Guide:** [tips and tricks](#) for your best Fringe experience ever!



GET REALLY INVOLVED

- **Engage Fringers:**

- if you're offering special Fringer perks or discounts to invite Fringers to your biz, let us know by filling out [this form](#), and **we'll list your offer [here](#)** - fringetheatre.ca/perks

- **Become a Sponsor:**

- our sponsorship program boasts great benefits and fantastic opportunities to get the word out about your business, and the impact you make in our community. **Learn more [here](#)** - fringetheatre.ca/sponsor

- **Make a Donation:**

- Fringe Theatre is a charity - your support will help us continue to amplify Artists' voices, illuminate stages, and build community. BONUS: you'll receive a charitable tax receipt for your donation. **Learn more [here](#)** - fringetheatre.ca/give

- **Did you know:**

- we've helped amplify the voices of more than 45,000 Artists since 1982! In 2026, we returned \$1.49 Million in Box Office to Artists. Read more about Fringe Artists and our community on our [blog](#) - fringetheatre.ca/blog

- **Contact Us:**

- drop us an email: give@fringetheatre.ca

Thank you for fringing with us!