

OTTAWA
Fringe
FESTIVAL

101

Upcoming Workshops

- **February 24:** Marketing on a Dime
- **March 23:** Ted Talks: Tech
- **May 4:** Panel – DIY Publicity
(Pitch Like a Pro)



Fringe Bootcamp!

- **April 18:** Dramaturgy
w/ Emily Pearlman
- **April 25:** Directing
w/ Patrick Gauthier
- **May 2:** Design
w/ TBC



Safer Spaces

The Ottawa Fringe is committed to providing an environment free of discrimination, violence, and harassment, where all individuals are treated with respect and dignity.

Harassment in any form will not be tolerated. Ottawa Fringe employees, volunteers, or artists who are found to have harassed another individual may be subject to disciplinary action.



Safer Spaces

The Ottawa Fringe Anti-Harassment, Anti-Violence, Anti-Discrimination policy can be in the Producer's Handbook, and online.

All artists participating in the festival are expected to familiarize themselves and their team with our policy.



Fringe in Canada

1. **Participants will be selected on a non-juried basis, through a first-come, first served process, or lottery;**
2. **100% of net box office revenue is returned to artists (revenue minus applicable taxes and ticketing fees)**
3. **Fringe Festival producers have no control over the artistic content of each performance.**



Fringe in Canada

- 4. Festivals must provide an easily accessible opportunity for all audiences and all artists to participate in Fringe Festivals.**
- 5. CAFF Member festivals will Promote and model inclusivity, diversity and multiculturalism, and will endeavour to incorporate them into all aspects of our organizations including our boards, staff, and volunteers.**



Lottery

Lottery categories:

- **Local (50%)**
- **National (30%)**
- **International (20%)**

Other categories:

- **Open Doors (locals only)**
- **Youth, 90min**



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Lottery

CAFF Lottery

- **Apply to multiple festivals across the country**
- **Held in the fall each year**

BYOVs

- **Bring Your Own Venue**
- **Applications available now!**
ottawafringe.com/byov



Staff



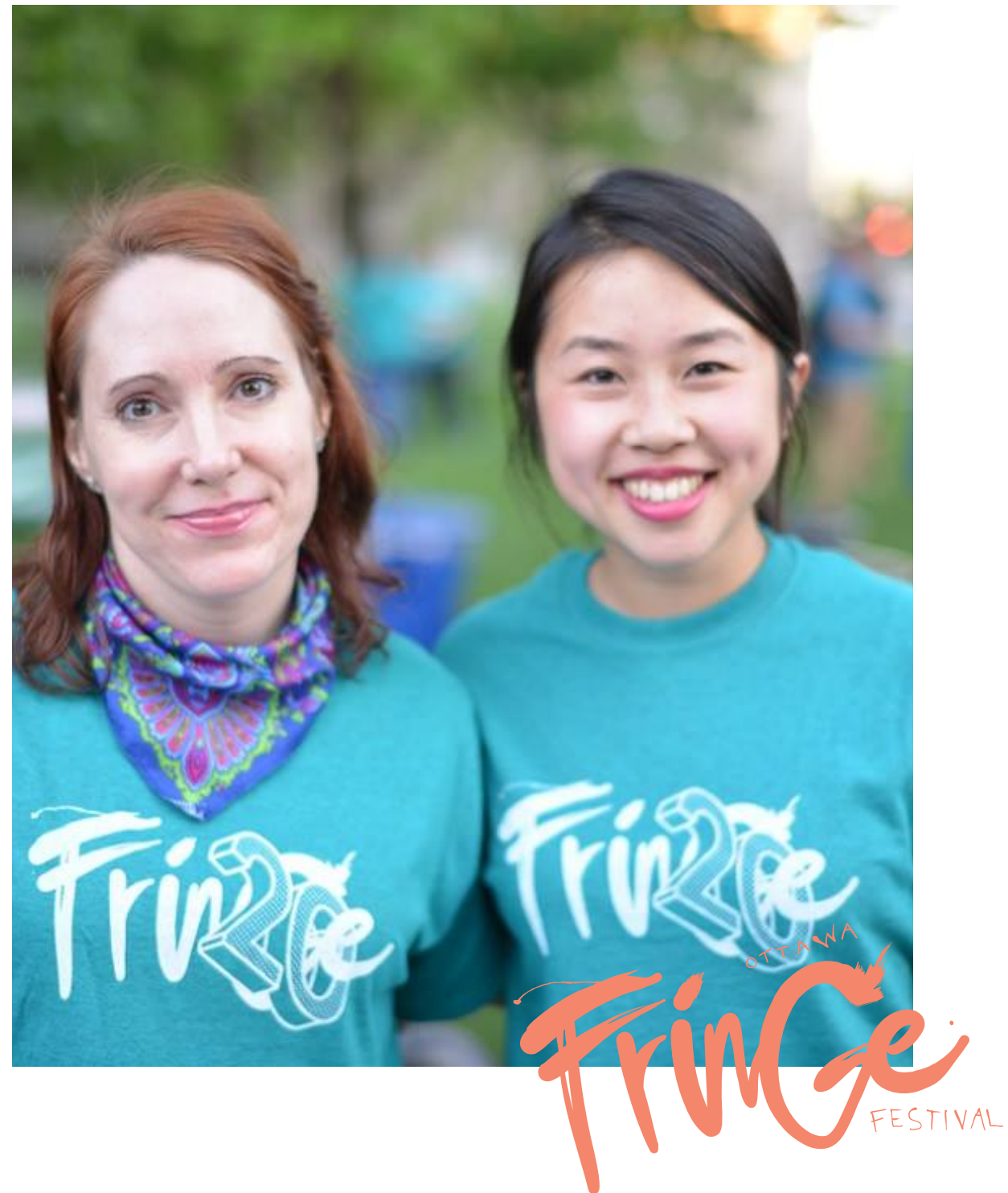
**Back, L to R: Ted Forbes; Kevin Waghorn; Amanda Logan;
Patrick Gauthier; Claudia Gutierrez
Bottom: Brit Johnston, bowling champion**

Volunteers

- We rely **HEAVILY** on volunteers
- 250+ each year
- one free admission per shift worked

Want to get involved?

- volunteer@ottawafringe.com
- ottawafringe.com/volunteer



DEADLINES

- **TECH Questionnaire – Jan 30**
- **Program Info – March 23**
- **Prix Rideau Awards – April 1**
- **Billet Request – April 7**
- **Media Questionnaire – April 27**
- **Online show listings – May 4**
- **Preview Night sign-up – June 15**

Check ottawafringe.com/performers for more info!



Performer's Page

- ottawafringe.com/performers
- **Links to all forms & lists all deadlines**
- **Home of the Producer's Handbook**
- **Artist Communiqués are also archived there**



Access

- ottawafringe.com/access
- Page will include Access-Friendly performance listings & Access Policies
- Access questions can be directed to Brit
- Give us your comments & feedback!



Budgeting

- 2019 average house: 41.1
- 2019 average revenue: \$2,201
- 2019 median revenue: \$1,670
- Highest earning: \$8,500
- Lowest earning: \$400



What should a
budget look like?



EXPENSES

- Fringe Fee
- Artist fees
- Playwright royalties
- Materials & labour
- Rehearsal space
- Running costs
- Marketing costs
 - Photos!
 - posters/flyers/
program printing
- Access costs

REVENUE

- Ticket sales
- Fundraising/
donations
- Sponsorship

Be realistic! Fringe has created a budget template to help you - available on the Performer's Page



What you provide

- You are responsible for making your show
- This includes the cast and all required set, costumes, and props
- You are also responsible for your show-specific marketing including posters, handbills, press release



What we provide

- **Technician**
- **Box Office & ticket sales, FOH & volunteers**
- **General Festival marketing**
- ***You are responsible for marketing your show***



Artist Check-in

- **Check in between June 16-19, 1:00pm–5:00pm in the Fringe Office**
- **Can't make those times? Get in touch!**
- **This is where you'll pick up your Producer IDs, sign a few important pieces of paper, and get your Fringe pins**



Fringe Program

- Main marketing piece
- You get 1/6 of a page
- Make good use of your description (60 words) and **choose a good image!**
- More info in the **Marketing Workshop**



Fringe Pins

- **\$3 each;
supports the
festival**
- **YOU NEED ONE**
- **artists need a
pin to get into
any Fringe show**



Venues & Scheduling

- **Five venues this year: Arts Court Theatre, ODD Box, LabO, Academic Hall, Studio 1202**
- **You get six performances, mix of time slots**
- **Venue determined based on your TECH Questionnaire**
- **We try to accommodate conflicts, but it is not always possible**
- **Assume you'll have a daytime tech rehearsal**



Fringe Club



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Preview Night

- in Arts Court Theatre on **June 17 @ 7pm**
- Always sold out – sign up!
- Preview Party follows!



Box Office & Ticketing

- We collect ticket revenue on your behalf, and return 100% to you (minus fees)
- Tickets are \$12
- Advance ticket surcharge: \$2 (making an advance ticket \$14)



Box Office & Ticketing

Packages:

- **FourPlay – 4 tickets for \$40 (plus surcharges; available online only; \$10/ticket to artist**
- **5/10 show passes – \$55/&99; use at door only; \$8.50/ticket to artist**
- **You may also opt-in to 1/2 Price tickets**



Box Office & Ticketing

How to get tickets:

- **Online – 24 hours a day**
- **At a Box Office – up to 2 hours before showtime**
- **At the Venue – 1 hour before showtime**
- **1/2 Price Tickets are available at the 1/2 Price Box Office (location TBD)**

100% of tickets are available in advance



Box Office & Ticketing

Half Price Tickets:

- You have the option of offering 1/2 Price tickets to **any of your performances**
- Tickets are sold **same-day cash-only** at a special Box Office
- Tickets are advertised in a daily newsletter
- **Must inform us minimum 48 hours in advance (there's a form)**



Box Office & Ticketing

Half Price Ticket Hot Tips:

- **Select performance(s) early in your show's run**
- **Select performance(s) after 6:00pm on weekdays & 3:00pm on weekends**



Box Office & Ticketing

How to book Complimentary Tickets

- **Comp List:** If you know specific people (family, friends) coming you can give the volunteer a list of names.
- **Password:** Example: “Banana”. You can limit the number of complimentary tickets that can be used that day - let the volunteer know!



Box Office & Ticketing

Types of comps:

- **Artist** – decided by you
- **Volunteer** – 1 ticket per shift
- **Media** – print/online/radio outlets
- **VIP** – staff, sponsors, billets



Artist Payout

You will be paid by cheque, twice during the festival:

- **1st cheque – Tuesday, June 23**

This cheque will include all box office revenue for performances June 18-21 inclusive.

- **2nd cheque – Tuesday, June 30**

This cheque will include all box office revenue for performances June 22-28 inclusive.



FOH Policies

1. Fringe shows **ALWAYS** start on time
2. ~~No Latecomers & No Re-entry~~
3. No Refunds



FOH Policies

Show Turn over schedule:

END OF SHOW

10 Minutes – audience exits/strike

10 Minutes – next show set-up

10 Minutes – audience enters

START OF NEXT SHOW



FOH Policies

**Pre-show
announcement:**

**We play one before
each performance.**

**Don't want to? Talk
to me...**



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Best of Fest

- Best selling show in each venue named **BEST OF FEST**
- Based on attendance at **first 4 performances** (yes, comps count)
- Winner gets extra performance closing night
- **50/50 split** between artists & Fringe



Awards

- **Fringe jury & Prix Rideau Awards**
- **Fringe jury made up of local artists & patrons (you can opt-out of Fringe awards)**
- **Six categories + Volunteers of the Year**
- **Apply for PRA by April 1**



BORING THINGS

TAXES

- You are responsible for remitting taxes (as applicable)
- HST is included in your ticket price
- I will not protect you from CRA



BORING THINGS

INSURANCE

- **We have insurance for us, not for you.**
- **Your actors may be covered under CAEA insurance, but maybe not**
- **We can help you find a provider**



BORING THINGS

PERMISSIONS AND UNIONS

- You are responsible for securing all appropriate rights
- We will pass on any inquiries we receive directly to you
- Failure to secure appropriate permissions may result in cancelled performances

