

## Performer Guidelines—Asheville Fringe Arts Festival 2019

### Applicant Information required:

- ❑ **Let us know your type of Performance - The Festival is accepting applications for the following types of performances:**
  1. **Fringe Shot:** Performance work that is 5- 20 minutes in length. These pieces will be paired with others to create a full length ticketed performance and may be part of the LaZoom bus tour, or some other multi-artist show. Artist portion of ticket sales will be split amongst the various acts booked. Or these pieces might be placed as a Random Act of Fringe. Small stipends are available for RAFs since they are free and open to the public. These are usually performed in alternative spaces throughout the week of Fringe.
  2. **Short Form:** Performance work that is 25-30 minutes in length. These pieces are fully developed (e.g one acts plays, interactive installations, multimedia performances, etc.). They will be paired with at least 1 other to create a full length ticketed performance. Artist portion of ticket sales will be split amongst the various acts booked.
  3. **Full Length Show:** Performance pieces that are 45-60 minutes in length and are fully-developed pieces. These works are expected to be of the highest quality and will be promoted as complete works in their own right. Artist portion of ticket sales will be for this act only.
  
- ❑ **Complete the Online Application and the Tech Form.**
  - Complete the On-line application, then print out, complete, and email the PDF Tech Form to [ashevillefringe@gmail.com](mailto:ashevillefringe@gmail.com). Let us know who you are and how to contact you and as much technical information about your piece as possible, so we will know what your needs are for properly performing your work.
  
- ❑ **Wait Patiently.** We will contact you about your adjudication meeting and/or additional information we may need to review your piece. This may not happen until September.
  
- ❑ **Adjudication -**
  - Local applicants must show their work (or fully present their concept) at an adjudication session on Sunday, October 7 or Monday, October 8, 2018. Festival staff will inform you about your adjudication time by September 30. They will notify you regarding acceptance into the festival on or before October 20, 2018.
  - Out of town artists must share enough information that our adjudication committee can review your work with confidence. We are looking for video of your performance, website information, reviews, or scripts of ‘new work’ that you are submitting. You may be

contacted by a member of our committee with more questions about your application.  
Make sure your contact information is accurate.

- ❑ **Notification: Notification to artists about acceptance into the festival will occur October 15-20.**

#### **If Accepted:**

- ❑ **Participation Fee** - The Asheville Fringe Arts Festival does not charge any application fee. If accepted into the festival, there is a \$30 Participation Fee.
- ❑ **Contract** - Performers will sign a contract with stated guidelines and expectations and will return to Fringe staff, along with the \$30 participation fee and a completed W-9 Form, no later than **November 1, 2018.**
- ❑ **Promotional Photo/Artwork** – Companies/Performers will send a promotional photo or artwork, a 50-70-word description of their performance piece and a 50 word Artist or Company bio to [jjulien@cenergy.com](mailto:jjulien@cenergy.com) no later than **November 1, 2018** . This artwork and description will be used for the Fringe Guide and website and is absolutely critical.
- ❑ **Posters/Handbills** - Each artist will need to design their own poster or handbill using the Asheville Fringe promotional poster template that includes our logo and sponsor logos. This will be sent to you upon acceptance into the Festival. Be sure to include your venue, dates, times, ticket prices, and website on your poster or handbill.
- ❑ **Printing Posters/ Handbills - Send your poster JPG or PDF to Asheville Fringe by January 1.** The Festival will print a limited number of these flyers for Fringe Central and other promotional opportunities. You may choose to print as many copies of this or a smaller handbill, for your own distribution.
- ❑ **Venue Assignment** - The Festival will provide you with a venue. You will be notified of your assigned venue and performance schedule by November 1. Your performance schedule will include 1 to 4 performances, depending on your show slot.
- ❑ **Venue Directors will be contacting performers by mid-December, 2018.** Please have a technical description of your piece, cue to cue outline, ready by this time, to share with your Venue Director. For your Tech Rehearsals, you will need to provide a cue sheet for sound and lighting.
- ❑ **Scheduling** – Local performers must be available (and flexible) on the evenings of Monday, January 21 through Wednesday, January 23 for Tech Rehearsals. Out of town performers should plan on Wednesday, January 23 as their Tech Rehearsal day. You will be notified of your assigned rehearsal day/time by Friday, January 4<sup>th</sup>, 2018.

- ❑ **Technicians** - If your show contains many internal cues (i.e. changes in lights, sound, video), you may provide a Stage Manager who knows your show and can work with the House Technician during rehearsals and performances. If you choose to provide this person, please indicate to Festival staff and list them on your contract.
- ❑ **Availability** - Performers should plan to be available for all performances of their piece from Thursday, January 24 through Sunday, January 27<sup>th</sup>, unless otherwise cleared with festival staff.
- ❑ **Closing Party** - You will be an honored guest at the Festival's closing party, Sunday, 1/27/2019 at the Crow & Quill on Lexington Ave.

### General Information for Artists:

- **Tech at Venues** - The Festival will provide you with sound and lighting technicians. Festival staff or Venue Directors will contact you to inform you of your scheduled Tech Rehearsal. Many venue spaces are raw spaces with limited technical capabilities. **Artists should plan to bring all necessary projectors, connector cords and laptops if needed for their piece.**
- **Fringe Central** – Artists and Companies must check in at Fringe Central, which will be open from Monday, January 21<sup>st</sup> – Saturday, January 26<sup>th</sup> from 12-6pm to receive their Artist Badges and Guest Tickets.
- **Guest Tickets** - Each accepted act will receive 4 Guest Tickets for the artist and/or group to distribute as they see fit for people to see their own show. This is **4 tickets total for each act, not for each performer in the act.**
  - **The exception to this is the LaZoom venue. Each accepted act for LaZoom will receive 4 guest tickets for the Thursday night rehearsal/ dry run. We want you to bring an audience for this important rehearsal.**
- **Artist Comps to Other Shows** - Each performing artist listed in your contract will receive an Artist Comp ticket for one FREE admission to another festival show of their choice- for THE Artist to see another show. The Artist Comp ticket is a standby ticket and can be used only if seating is available. **This comp will be on the back of the Artist Badge which should be picked up in person at Fringe Central.**
- **Payment** - The Festival will either pay back your \$30 Participation Fee OR pay a portion of the ticket sales received for your show, whichever is greater. The Festival will use a portion of the ticket sales to cover Festival expenses (venue rental, tech costs, promotion, etc) but will seek every effort to acquire sponsorship to offset costs. If enough

sponsorship is attained, the portion for artists will be greater! The portion of ticket sales to the artist varies from 45% - 55%.

- **Publicity** - Information about your act will be published on the festival website, press releases and in the festival guides. The Festival will provide publicity (radio interviews, posters, mailings, newspaper articles, etc) for the overall Festival.
- **Show Promotion** - **Each contracted artist is required to promote their own show via flyering and social media (Facebook, Twitter, Instagram, etc).** We also encourage artists to do their own press releases, email friends & family, share their Facebook events and invite guests. Please share any press releases with the Festival staff.
- **Compilation Show Promotion** - If your piece is part of a compilation show such as the LaZoom Bus or a multi-act show, please work with fellow artists to create a single Facebook event for promotional purposes.
- **Video and Photography** - Your photographic or video image *may* be captured for our use as marketing material for the Festival. If you are bringing your own video or photographer, it must be cleared and scheduled with Festival staff. Any images you capture, we may request for promotional use.
- **Additional Tech / Props/ Programs** - Performers will provide their own costumes, music, props, additional necessary tech and projectors if needed for their piece. If you have a printed program for your piece, you may bring copies to your show.
- **See Each Other's Shows** - Performers will have a great time and really take advantage of the opportunity to stretch artistically! We also hope that performers will watch other show with an eye for potential collaborations for next year!

**Acceptance of a performance spot in the Asheville Fringe Arts Festival indicates that you have read and agree to the above Performer Guidelines.**