



# BRIGHTON FRINGE

## How to Market Your Event



Stella Graham  
PHOTO: James Ennis



After The Echo  
PHOTO: Gessica Puglielli

## The Brighton Fringe Guide to Marketing Your Event

Brighton Fringe is the largest arts festival in England. In 2022, 765 events took place in Brighton, Hove and beyond, as well as online, showcasing 11 genres of events.

With so much going on, it can be overwhelming to know where to start marketing your event. In this document, we have put together ideas, advice and expertise to help you get those all-important bums on seats.

### Setting Your Goals

Before embarking on your marketing campaign it's good practice to establish what it is you are trying to achieve and pick one overall goal. Are you performing at Brighton Fringe to make a profit? Or are you here to get audience feedback on a WIP? Perhaps you're interested in gaining reviews and awards? Whatever your goal for Brighton Fringe is will shape your marketing campaign, pick one and centre all your marketing activity around this goal.





## Top Tips for Brighton Fringe

Before you begin marketing your event, please ensure you read all the information we have provided in this pack - it will answer many of the questions you have about putting on an event at Brighton Fringe.

Once you have finally finished your registration, booked your accommodation and paid for your travel, the thought of embarking on marketing your event can be daunting. However, the sooner you start to pull together a plan the better. Brighton Fringe audiences tend to be late-ticket-buyers (this has been exacerbated even further by the COVID-19 pandemic and the cost of living crisis), but get your plan in place and start getting the word out as early as possible.

Your event listing is your strongest asset. Make sure your event copy is short, snappy and appealing and tells the audience quickly and succinctly what your event is **ACTUALLY** about. Ensure your images are clear, high quality and portray the feeling of your event.

Ensure your marketing is consistent, use the same strapline, images and style across your event listing, posters, flyers and social media.

Ticket promotions are the key to getting bums on seats early in your run, we would recommend you opt into Friends of Fringe 2-for-1 tickets and participant discount on the earliest dates of your run. You can even head to the box office and have physical comp tickets printed to hand out.

Make sure everyone in your team has a role, perhaps one of your cast members is a dab hand at social media? Or another works as a graphic designer? Decide early on who's doing what and get to work.

Try and have an initial press release ready for when your tickets go on sale and forward a copy to the Brighton Fringe marketing team for them to share with anyone who enquires. Once you have received the Participant Media list, shortlist who you are sending your release to and get sending.

Try not to panic, as we mentioned earlier - Brighton Fringe audiences tend to buy tickets late. Keep plugging away and you will get there. Also, don't hesitate to contact the marketing team directly for any additional tips you may need.

Download the Brighton Fringe logos and assets to use on social media and your print marketing here.

## What We Can Do For You

The Brighton Fringe marketing team works year-round to promote the visibility of the festival and raise awareness but, together with the Participants Services team and Brighton Fringe box office, we are also here to support participants and answer any questions or queries you may have.

- Marketing: [marketing@brightonfringe.org](mailto:marketing@brightonfringe.org)
- Participants Services: [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org)
- Box Office: [boxoffice@brightonfringe.org](mailto:boxoffice@brightonfringe.org)

Your registration fee contributes partly towards the Brighton Fringe marketing budget. This includes:

- The operations of the Brighton Fringe box office to sell your tickets and support participants.
- The official website of Brighton Fringe [www.brightonfringe.org](http://www.brightonfringe.org) - over 258,000 users last year with a £30,000+ investment this year to improve user experience.
- Out of home advertising, including the erection of poster boards on New Road and billboards across the city.
- Showcase events run by Brighton Fringe including Fringe City.
- The implementation of ticket offers, including: 2-for-1 Friends and Participant Discount which can opt into at registration.
- Sponsored social media campaigns promoting Brighton Fringe on both Facebook (15.4k) and Instagram (15.9k).
- One official Brighton Fringe photographer and videographer to create content to raise the festival's profile.



# KEY DATES FOR PARTICIPANTS

## **Brighton Fringe 2022:**

6 May – 5 June 2022

## **Registration opens:**

Monday, Tuesday 12 October 2021

## **Super Early Bird**

### **Registration Deadline:**

Friday 26 November 2021, 17:00

### **Tickets go on sale to Friends of Fringe:**

Monday 6 December 2021

### **Tickets go on sale to General Public:**

Friday 10 December 2021

## **Early Bird**

### **Registration Deadline:**

Friday 21 January 2022, 17:00

### **Tickets go on sale to Friends of Fringe:**

Monday 31 January 2022

### **Tickets go on sale to General Public:**

Friday 4 February 2022

## **Final**

### **Final Deadline:**

Friday 18 February 2022, 17:00

### **Tickets go on sale to Friends of Fringe:**

Tuesday 1 March 2022

### **Tickets go on sale to General Public:**

Friday 11 March 2022

### **Deadline for provision of proof of PLI:**

Sunday 1 May 2022

### **Deadline for supplying music usage**

**information:** Tuesday 17 May 2022

In 2022 there are three deadlines for event registration: Super Early Bird, Early Bird, and Final. These deadlines decide when your tickets go on sale; the earlier you register, the sooner they will go on sale.



# CONTACTING THE PARTICIPANT SERVICES TEAM

You can contact our friendly Participants Services team by emailing [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org) or calling 01273 764907.

You can sign up to our Participants newsletter [here](#).

If you require assistance with your registration, you can arrange for someone from our Participant Services team to help you in a 1-2-1 session at a time that suits your needs.

We post regular updates on our [Venues and Participants Networking Group](#) on Facebook too.

## Brighton Fringe Participants Hub

Open every day throughout the Fringe, the Participants Hub is the perfect place to network with other participants and members of the arts industry and press. Pop in to chat with the Participant Services team or form cross-promotion relationships with other performers.





## Marketing Your Event - Timetable Guidelines

**October - January:** Register your event via the [Brighton Fringe website](#) / [Eventotron.com](#). For more information on how to do this, check out our Participants Information Pack. Sign up to the Participant Newsletter and keep an eye on your inbox for key information from the marketing and Participant Services team. If your tickets go on sale in the early on-sale in December - don't forget to share the news.

**January:** Design your print and marketing campaign including flyers and posters. Start your social media campaign, create pages for your event or begin posting when tickets go on sale.

**February:** Access the Participant Media list, shortlist who you will be contacting and write your press release. Snap up any additional advertising you may want during the Fringe: lamppost boards, website ads, SOLUS emails.

**March:** Send your press release to the Brighton Fringe marketing team and start contacting prospective journalists towards the end of the month.

**April:** Organise any cross-promotion deals with any companies you may know. You exit flyer their events and encourage them to exit flyer yours or organise social media swaps.

**May:** Pound the pavements with your flyers, it's great to hit up the Laines including New Road, the seafront or the areas around the outdoor venues, better still in your costumes! Share any reviews you receive and be sure to tag Brighton Fringe in any social media you are sharing. Head down to the box office and tell the team about your event.

## Finding Your Audience

Before you embark on your marketing strategy, it's a good idea to spend some time considering who your audience is. You should consider the demographics of your audience, their life stage, their geographical location and their values. Before you embark on your marketing strategy, it's a good idea to spend some time considering who your audience is. You should consider the demographics of your audience, their life stage, their geographical location and their values.

### Demographics

Have they had previous arts exposure? Have they had opportunities to participate in the arts? E.g. income considerations

### Life Stage

Where are they in their career? Are they in education? Do they have children? E.g. Students, young professional

### Geographical Location

People with similar attitudes, life stages and backgrounds tend to live in similar areas. E.g. young families in Hanover

### Values

Spirituality, morality, interests. E.g. Contra collaborations

These factors should feed into every aspect of your event from ticket pricing (can your audience afford this price?), to your tone of voice and imagery.



# How Will You Approach Your Audience

## Broad

Mass audience, high visibility, simple generic messages e.g. newspaper advertising, outdoor advertising.

## Targeted

Individuals, high relevance, targeted message e.g. sponsored ads, targeted emails, geographical location.

## Pros

- Broad: wider mass appeal, brand visibility, can help you seem larger than you are
- Targeted: much higher rate of engagement, easier to track, will inform your content and voice

## Cons

- Broad: can cause vague messaging, no way of effectively tracking and reporting, minimal feedback.
- Targeted: can seem niche, a slower pick up rate, more legwork needed.

Once you have considered your audience, you should move on to creating your marketing assets and planning a strategy.



Future Jazz at the Fringe  
PHOTO: Tom Eames

## Budget

Please set a budget for your marketing campaign that you can afford. It is important to not overspend even if you are getting nervous about ticket sales. There are many ways to advertise your event that are cheap or free to do, any

## Event listing

Your event listing is your strongest asset. Make sure your event copy is short, snappy and appealing and actually tells the audience quickly and succinctly what your event is ACTUALLY about. Include quotes from reviews and any awards you have won. Make sure you have someone proofread your copy and check for mistakes and get feedback from friends who aren't aware of what your event is about and see what they think! Please refrain from using inappropriate language, your copy and title will be displayed publicly so anyone can access it.

A great way to communicate to audiences what your show is about is to compare it to well known tv shows, stage productions or books in the public psyche.

“Think X, mixed with Y and a sprinkling of Z”

“If X and Y were to have a child, this is that show”

“The comedy of X meets the theatricality of Y, with the production value of Z”

**Some examples of great event listings can be found on the next page**



## Great Event Listings

### The Huns

The morning after a break-in at a tech company, three co-workers assemble for a conference call to discuss the burglary. What starts as a civilised, professional meeting swiftly devolves into a brutal showdown that puts everyone's careers, and their hopes for future happiness, in jeopardy.

Unanimously praised by critics and audience members alike, 'The Huns' is described as "an outstanding production with acute insight into the modern workplace" (NOW Magazine).

This menacing workplace comedy is an unnerving, laugh-out-loud look at modern workplace culture and mental health.

One Four One Collective is a Canadian theatre company. After having to defer their participation in the festival for two years due to COVID-19 travel restrictions, the award-winning cast and crew of 'The Huns' will finally cross the pond from Toronto, Canada for the play's UK premiere at the Brighton Fringe.

#### Event listing image

Ensure your image will be consistent with the rest of the marketing. Will the same image be used on your flyers and posters? It should be. Make sure the image is relevant and captures the essence of your event. Please ensure your image is high resolution and the correct size as required on Eventotron, pixelated images look unprofessional. And finally, please ensure you have the copyright to any images you are using, Brighton Fringe may have to remove any image being disputed.



### Christian Brighty: Playboy

Lord Christian Brighty is the country's most notorious rake. He puts the pro in reprobate, the don in hedonism, and the key in chastity belts. But when this saucy libertine falls for a Duchess, can he reform himself?

Forget Bridgerton. Forget Austen. This is the greatest love story you've ever laughed at.

Christian Brighty: Playboy is a steamy pageant of Romantic absurdity & nonsense. With ballroom dances and deadly duels, TikTok's Mr Darcy turns his online smash sensation into a live comedy swoonfest. Strap on your bonnet. He can't frock this up.

BEST NEW SHOW - Leicester Comedy Festival 2022 - Nominated

"Hilarious" (The List)

"Very silly" (Time Out)

"Massive fun" (Kate Copstick)

"Talent and quick wit" (The Scotsman)

"The most perfect specimen of comedy as art I have ever seen... Genius" (Mumble Comedy)

"Great fun... accompanied by a knowing sidewise glance that says: 'What the hell are we all doing here?'" (Steve Bennett, Chortle)

"Fantastically funny... Will leave you questioning your type in men, and crying with laughter" (Theatricellie)

"An aching funny show and while it's very saucy, it has a sense of innocent, mischievous fun" (Bruce on the Fringe)

21 million likes on Tiktok. As seen on BuzzFeed, Tyla and American TV Network MSNBC.







## Print

Ensure you include the Brighton Fringe logo and footer on all your print design, this helps with brand recognition but also gives you permission to flyer in the central Brighton restricted flyering zone. It is worth investing in a professional to design your flyers and posters, not only will they have a great understanding on producing high-quality design, they will have an understanding of print requirements of whichever print company that produces your marketing material.

Ensure you communicate all the information required on your designs (times, dates, prices, location, ant reviews you want to include).

Keep the same images / design style across all your marketing materials as this will help create recognition.

We partner with Gemini Print who offer discount to Brighton Fringe participants and can support on both design and print <https://www.gemini-print.co.uk/>  
Flyers

The most popular size for flyers is either A5 (210mm x 148.5mm) but you can get creative if you wish. The most important thing is that you communicate the key details of your event clearly and make sure your flyers are eye-catching. A good quality paper can also help, if the paper is too thin it may appear cheap and unprofessional.

### Posters

You can design posters for display in the Brighton Fringe poster boards but it is also worth asking your venue if they have space to display a poster for you. Again, the design should be consistent with your other marketing materials and catch the audience's eye. A3 (297mm x 420mm) tends to be the most popular format for a poster. Please don't flypost (put up posters without permission), it is illegal and any fines received by Brighton Fringe will be passed onto you.

### Quantities

The amount of flyers and posters you print depends on how long your run is and who will be handing them out, but most importantly depends on your budget. Keep an eye on stock levels and reorder if needs be.



Sassy 2.0  
PHOTO: Tony Hammond



## Distribution

Once you have your print, you can set up distribution. Save your budget by organising distribution amongst yourselves and taking it in turns to flyer.

### Top tips for hand top hand flyering:

The more you are out and about, the more people will see you and be reminded about your event. As with all marketing it's about touch points.

### Before you start:

- Be prepared for hard work. It is a vital part of what you do, so you should do it properly or not at all.
- Identify your audience.
- What is your pitch to people? One quick line: Why are you doing the event? What reviews? Practice your pitch on friends. Try a range of options.
- What are you handing out? Any gimmicks? Sweets/cakes with the flyers? Letting people take photos of you?
- How many flyers do you have? How many do you print? There is no point having a box full of flyers if you don't hand them all out
- Where are you handing them out (look through the brochure for similar events or events that might attract similar audiences)
- If you really really either hate flyering or can't flyer – employ someone – advertise on facebook, pay them, make sure they are reliable and give them all the tips in this list...

### Choose your spots

- There are great flyering opportunities throughout the city, a few include: Fringe City, New Road, The Laines, by the box offices, around outdoor venues, exit flyering (including Brighton Festival events that share your audience)
- Think laterally: if your event has a specific theme, target those areas (eg if it's a event about boxing, go to a boxing gym; other sports – go to the clubs, mental health – try charities)

### General rules

- Don't dread the flyering. Get into a routine. Share the load in the team, get the director, performer, lighting person and others to help. Get help from friends, relatives etc too. But make sure you brief people properly
- Engage with people, don't just hand out the flyer with no 'sell'
- Look for people that are holding or reading a brochure
- Flyer in costume or look distinctive somehow
- If there are more than one of you, some can perform and some can flyer at the same time
- Make people smile. Keep it light
- Be bold and authoritative, not sheepish – but don't be desperate or annoying



A Pole Tragedy  
PHOTO: DFPHOTOGRAPHY

## FLYERING PERMITS

In April 2008 Brighton & Hove City Council introduced a flyering ban, preventing the distribution of free printed materials. This has meant that if you would like to flyer in Brighton & Hove, you must obtain a personal licence. **Brighton Fringe have coordinated free flyering for Brighton Fringe participants with Brighton & Hove Council**, enabling flyering throughout the festival in any areas of Brighton & Hove. You will be able to flyer anywhere in the city from April.

Having our logo on posters and flyers will not only show that an event is part of England's largest arts festival, it will also act as a [flyering permit](#) across Brighton and Hove.

## FLY-POSTING

Fly-posting is putting up posters or stickers on properties or street items without consent from the owner. Examples of fly-posting would be:

- Sticking posters onto boarded up shops advertising a gig
- Attaching a poster to a lamppost advertising a business
- Putting stickers onto road signs showing political statements

Please note that fly-posting is illegal and any costs incurred by Brighton Fringe due to fly-posting will be charged to the promoter.

Find out more about the terms and conditions of flyering on our '[Flyering Permit and Fly Posting](#)' page.





Revolver Revue  
PHOTO: DFPHOTOGRAPHY

## Where to Market Your Event

### Fringe Venues

A lot of Fringe venues only allow people performing at their venue to hand out flyers, please be respectful and speak to a member of staff before trying to hand out flyers inside a venue. However, exit flyering outside the venue is possible and it's great practice to exit flyer an audience similar to yours.

### Door to Door

Door to door distribution can be effective, especially for certain genres so you can reach certain audiences on their doorstep.

### We would recommend the following areas for each genre:

**Cabaret & Variety:** Kemp Town, St Peters & North Laine

**Children & Young People:** Hanover, Hollingdean, Queen's Park

**Circus, Dance & Physical Theatre:** Kemp Town, Preston Park

**Comedy:** St Peters & North Laine, Hanover

**Exhibitions:** Central Hove, Preston Park

**Events & Films:** North Laine & St Peters, Preston Park

**Literature & Spoken Word:** Fiveways, Goldsmid

**Music & Nightlife:** Kemp Town, St Peters & North Laine

**Theatre:** Seven Dials, Preston Park, Hove Park

**Tours:** Central Hove, Preston Park, Hove Park

**Workshops:** Central Hove, Preston Park

### Recommended Door to Door Distributors:

Ground Up Media [groundupmedia.co.uk](http://groundupmedia.co.uk)

SWAT Marketing [swatmarketing.co.uk](http://swatmarketing.co.uk)

D2D Sussex [d2dsussex.co.uk](http://d2dsussex.co.uk)

## Social Media

Advertising on your social media channels is a very effective way of engaging an audience without spending a lot of money. You should be putting your social media campaign at the forefront of your marketing strategy.

Understanding how social media works will really support the marketing of your event and use it correctly, it can help you reach new audiences and appeal to them on a personal level. To optimise your reach, use relevant hashtags such as [#BrightonFringe](#) [#JourneyIntoFringe](#) and tag your venue and Brighton Fringe. Think about using the following channels to spread the word about your event ...

**Instagram** - Create posts, stories and reels to advertise your event.  
(Tag @brightonfringe)

**Facebook** - Create a facebook event for your event and add Brighton Fringe as a co-host so it appears on Brighton Fringe's Facebook page too.

**Twitter** - Post tweets about your event and tag Brighton Fringe so we can retweet you. (Tag @Brightonfringe)

**TikTok** - Create short videos that will catch people's attention. Make the most of trends and sounds that appear often in your feed.

**Linkedin** - As a more professional approach use LinkedIn to connect with arts industry professionals and fellow performers alike. Use your posts from other channels to catch some more attention over here.

We can't guarantee we'll be able to share everything you post on the Brighton Fringe channels, but we'll try our best! Take advantage of the scheduling functions on social media channels to make the most of your time, you don't want to be posting every hour and taking valuable time out of your day, so use this feature to post automatically at times that work for you! You can also look at planning platforms such as Hootsuite, Tweet Deck and Buffer to schedule posts across all of your social media channels.

### Useful social media links:

[Brighton Comedy Folk](#)

[Brighton Improv Community](#)

[WHAT'S ON Brighton and Hove](#)

[Comedy Events in Brighton & Hove](#)

[What's on in Brighton & Hove](#)

[Brighton Events](#)

[Child Friendly Brighton and Hove](#)

[BRIGHTON EVENTS!](#)

You can also try creating sponsored social media content for your venue. You can pay to boost certain posts and target them at your audience in the Brighton area and beyond.

It is also a great idea to encourage user generated content, make sure you are encouraging people to tag your social media handles in any social media posts they may be creating about your event, an easy way to do this is to encourage people to tag you or having signs up in your venue with your social media tags displayed during your event.



## Ticket Offers

When registering your event you can opt into special ticket offers per performance, we would highly recommend opting into these for your first night and any 'off-peak' nights you may be performing (e.g. Monday). Options are as follows:

2-for-1 Tickets: Sign up to Friends of Fringe 2-for-1 tickets

Name Your Price: Consider name your price tickets where you can set a range of prices and people pay what they can afford (e.g £5 minimum up to £13 maximum)

Push for Large Group Discounts: Opt in to Family Tickets (ideal for family friendly events) or Large Group discounts and target audiences (potential audiences include Stag/Hen groups or birthday parties)

Participant Discount: Allow other Brighton Fringe participants to get heavily discounted tickets half an hour before your event and fill those seats.

You can also set up Promo Codes for specific performances (£5 tickets, 2-for-1 tickets) with our box office team. Contact the box office team directly to arrange [boxoffice@brightonfringe.org](mailto:boxoffice@brightonfringe.org)

## Marketing On a Budget Top Tips

### Word of Mouth

It has been said Brighton is a word of mouth city. Brightonians love to hear about what their friends have been to see and whether it was worth it. The key to kick starting word of mouth is getting as many bums on seats on opening night, even if that means letting some people in for free! Here are a couple more tips to start generating word of mouth marketing for your event:

- Put on a good event!
- Encourage your audiences to tell their friends and post about you on social media at the end of your event.
- Mingle with your audience post-event.
- Share ticket buyer reviews and testimonials on social.
- Publicity stunts.
- Connect with local press and influencers and invite them to your event.

### What's On Pages

Brighton offers a range of free websites to list your event. These include [What's On Brighton](#) and [Visit Brighton](#). These sites are free to post on and give your advertising some extra reach but there are others that will charge you ( e.g [The Argus](#)).

You can also create a Facebook event and invite Brighton Fringe to co-host, once accepted your event will appear on our Facebook page.

### Collaboration

Network with other Fringe performers and organise an exchange to promote one another's event. Reach out to local organisations who share an interest in your event and see if you can collaborate on a marketing exchange. Some venues that host Fringe events provide marketing support, reach out to your venue and see what they can do for you.

### Elevator Pitch

There are plenty of opportunities during Brighton Fringe to create an elevator pitch for free or cheap and attract potential audiences.

Fringe City / Family Picnic: We host our annual events Fringe City and the Family picnic as part of Brighton Fringe.

Pick of the Fringe: There are multiple 'Pick of the Fringe' events that showcase acts from across the festival, check the programme for details.

Mixed Bill Lineups: There are various mixed bill comedy events across the city, consider joining Facebook groups such as Brighton Comedy Folk to find out about these opportunities.



Eva Von Schnippisch at Fringe City  
PHOTO: KATIE FOXLEY





## Additional Advertising

There are multiple options available to you for any additional advertising you need in order to boost ticket sales for your event. Brighton Fringe offers this in digital and physical format marketing, available for you to purchase. There are a finite number of spots for all these options and they are sold on a first-come-first-served basis so make sure you get in early. All of these advertising options are sold through the 'Advertising' section of Eventotron.

### Lamppost Banners

You can purchase 1-3 sides of a small or large lamppost board to be erected around the city at a number of locations.

One Side Small	- £39
One Side Large	- £64
Three Sides Small	- £69
Three Sides Large	- £115

### Eshots

Reach a larger audience with a mention in our newsletters or a targeted audience with a Solus email. Brighton Fringe has over 17k newsletter subscribers ready to hear about your event, and using customer data, we can target an audience by genre or category to send a SOLUS email about your event.

Newsletter mention	- Off peak*: £40, Peak*: £80
Solus eshot	- Off Peak*: £60, Peak*: £120

## Digital Adverts

Create an eye catching digital advert to be placed across the Brighton Fringe website at a time of your choice. This year, we'll be selling ad space by period of time, not impressions. These will be separated into peak and off-peak times to help you get as much engagement as possible.

When designing your advert, try and keep the design simple without overcrowding the ad with information. Stick to the event name, date range, and venue. If you find you have some more space, add in a short review (no more than one line) or 'click to buy tickets'.

Box Advert - 200x200px in JPEG or animated GIF format at 72dpi.  
Off Peak\* - £35 pw, Peak\* - £70 pw

Leaderboard Advert - 728 x 90px in JPEG or animated GIF format at 72dpi.  
Off Peak\* - £45 pw, Peak\* £90 pw

## Poster Boards

Every year we set up two large poster boards on New Road, in the heart of the city. These posters are updated weekly to ensure a variety of events are seen by the public at any time, featuring QR codes for people to buy tickets to your event on the go.

When designing your poster, be sure to include an eye catching image, the event name, dates and venue as a minimum. Use a QR code generator online to include in your design so people can read more about your event online and buy tickets. Add the Brighton Fringe footer to the design so people know you're a part of the festival, you can download this on the Brighton Fringe website.





Bad Luck Cabaret  
PHOTO: LYNSEY NICOL

## Working With The Press

Top tips for working with the press

- Make sure your press release has an attention grabbing subject line and content all images and information to the body of the email.
- Make sure you have a couple of great, hi resolution images ready to send to the press. The more professional looking, the better.
- Make sure you are ready to have a reviewer in early doors, the earlier the review is published the better ticket sales for the rest of your run.
- Make sure you send out your press release by the end of March/early April, a contact list will be provided for you by Brighton Fringe - ensure you are picking appropriate journalists and not blasting your list to absolutely everyone.
- Make sure your event is of great quality, there's nothing journalists (and Brightonians) love more than coming across an undiscovered gem for them to write about.
- Please don't worry too much about the media, you can achieve success at Brighton Fringe without a review being published.

### Local Press

When running an event in Brighton Fringe, you are required by law to ensure the correct licences are in place before your event goes ahead. If you have any queries on event licensing contact the Brighton & Hove City Council Environmental Health & Licensing Team on 01273 294429, email [ehl.safety@brighton-hove.gov.uk](mailto:ehl.safety@brighton-hove.gov.uk) or go to [brighton-hove.gov.uk/licensing](http://brighton-hove.gov.uk/licensing) for more information.

### Industry Press

Our review partners at Brighton Fringe are Fringe Review and Broadway Baby. Other industry press contact will be found in your Participant Media list. **Writing**

#### your press release ...

Your press release is your opportunity to tell journalists what your event is all about. The copy needs to be interesting and encouraging, written in a tone of voice that's relevant to your event. You should always include the dates, times and venue somewhere in the copy, and it's good to use some reviews at the beginning to really grab their attention, but make sure these are honest and true reviews from legitimate sources.

When writing your press release, there are a few things to remember to make your release stand out.

Keep it short. One paragraph on who you are, one on what you're doing and why they need to see it, one on your event and company details.

Don't lead your press release with over the top adjectives – it seems disingenuous. Unless they come from actual reviews your event has received.

If your event has won an award, shout about it.

If you're using images, make sure they're high quality and embedded in the body of your email. Journalists and publications won't want to use blurry images on their websites when they share your article, so the more professional they look the better.

Give time for news to travel about your event. Send your press release several weeks before the beginning of your run to give people time to book tickets.

Try not to bombard journalists on social media so as not to annoy them!

You will have access to the Participant Media List, which is a sheet with all official journalists that are waiting and ready to receive your press releases. Once your press release is ready, send it as a mail merge and wait for journalists to reply or post your feature.

### Contact Us

Don't forget you can always shoot us an email to ask for specific advice for marketing your event [marketing@brightonfringe.org](mailto:marketing@brightonfringe.org)

You can also contact:

Participants Services (general event queries, advice) [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org)

Box Office (sales reports, setting up discount codes) [boxoffice@brightonfringe.org](mailto:boxoffice@brightonfringe.org)



# TIMELINE: WHAT TO DO & WHEN

## NOVEMBER

- Work on the copy and image for your event listing
- Start applying for [bursaries](#)
- If coming from overseas, start visa applications and begin entry requirements for the UK
- Attend Brighton [Fringe Academy workshops](#) and look out for future ones on our website and social media
- Start looking for accommodation to cover your stay at the festival – book early for the best rates. Request our Digs List from the Participant Services team.
- **Super Early Bird Deadline: Register your event by 17:00 on Friday 26 November to receive 30% discount on your registration fees.**

## JANUARY

- If from overseas, complete the relevant FEU tax form as soon as possible, use our FEU and overseas participants guide for help
- Plan your budget (use the [Brighton Fringe budget calculator](#) for help)
- Start looking into funding options and applying for funding and bursaries, if this is a part of your budget.
- Start looking for accommodation to cover your stay at the festival – request our Digs List from the Participant Services team
- **Early Bird Deadline: Register by Friday 21 January and your tickets will go on sale to Friends of Brighton Fringe on Monday 31 January and General Public on Friday 4 February 2022**

## MARCH

- **Tickets go on sale to Friends of Brighton Fringe from Tuesday 1 March and General Public from Friday 11 March.**
- **Provide proof of PLI in Eventotron by 11 March 2022**
- Receive your box office log in and start checking ticket sales. Use our handy [box office guides](#) to see how.
- Attend our programme launch event in Brighton
- Attend Fringe Academy events about marketing your Brighton Fringe show
- Keep in contact with your venue manager; arrange get in/out, technical rehearsal times, provide technical information
- Produce flyers, posters and campaign material for your event, include the [Brighton Fringe logo and footer](#)
- Promote your event on social media. Remember to use our hashtag, [#curiouslyfringe](#)
- Consider making a touring pack to give to visiting professionals. Include details of touring specifications and who to contact to book your event. Send this to [artsindustry@brightonfringe.org](mailto:artsindustry@brightonfringe.org) so we can share it with any enquiring Arts Industry Professionals.

## MAY

- **Brighton Fringe starts: Friday 6 May 2022**
- **Complete the music usage section of Eventotron by 17 May 2022**
- Invite journalists to your event, circulate your reviews
- Complete your technical rehearsal/sound check and get-in.
- Put on your event!
- If you need a last minute boost on ticket sales, think about ticket offers e.g. 2-for-1, contact our Box Office to set up an offer
- Look at whether you're eligible for any Brighton Fringe awards and let your audiences know to vote for the Audience Choice Award

## OCTOBER

- Explore the Brighton Fringe website and the participants area
- Put a preliminary budget together – use our budget guide, and keep an eye on our bursaries and funding pages for funding opportunities
- Research and contact venues using the online [venue browser](#)
- If your work is under copyright, make sure you have made contact with the rights owner
- Start registering your event! **Registration opens midday on Tuesday 12 October 2021.**

## DECEMBER

- **Super Early Bird tickets go on sale to Friends of Brighton Fringe on 6 December and General Public from 10 December.**

## FEBRUARY

- **Final Registration Deadline: Friday 18 February 2022 at 17:00 (we will reopen registration in March but we strongly suggest you register your show by this deadline)**

## APRIL

- Attend Fringe Academy events about how to use the Brighton Fringe box office reporting system, and attracting PR & Media attention.
- Download media and arts industry contact lists from Eventotron and send your press release to journalists, reviewers and arts industry and start inviting them to your event
- Complete a risk assessment for your event.

## JUNE / JULY

- **Brighton Fringe ends: Sunday 5 June 2022**
- Follow up on any contacts you might have made or opportunities you might have been offered during the festival
- Complete the participant survey and give us your feedback on Brighton Fringe
- Let us know if you are taking your event on to other festivals
- Receive your Brighton Fringe settlement - within six weeks of the festival ending (N.B. Some venues may pay out later)