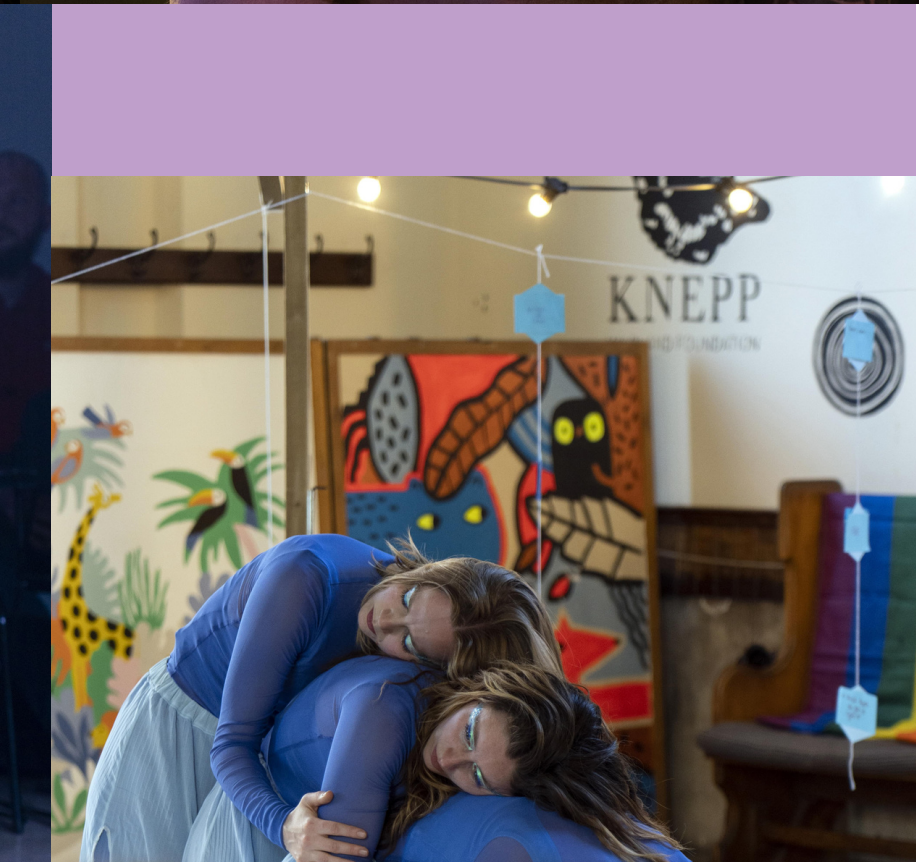


BRIGHTON FRINGE.

Brighton Fringe Registration Launch



Welcome to Brighton Fringe!

3 May - 2 June 2024

Brighton Fringe runs for four weeks from the first Friday in May to the first Sunday in June, while three other significant festivals also take place in the city in May: Brighton Festival, Artist Open Houses and The Great Escape festival.

Brighton Fringe is an open-access festival meaning anyone can put on an event, as long as they pay the registration fee and find a venue to host their event.

We showcase events across 11 genre categories: Cabaret & Variety, Comedy, Children & Young People, Circus, Dance & Physical Theatre, Events & Film, Exhibitions, Music & Nightlife, Literature & Spoken Word, Theatre, Tours Workshops

Anyone can be a Brighton Fringe venue, and you can sign up for free.



Sarah
Artist Services
(she/her)



Duncan
Exec Chair
(he/him)



Amy
Head of Ops & Development
(she/her)



Maddie
Artist Services & Marketing
(they/them)



Ben
Box Office Manager
(he/him)



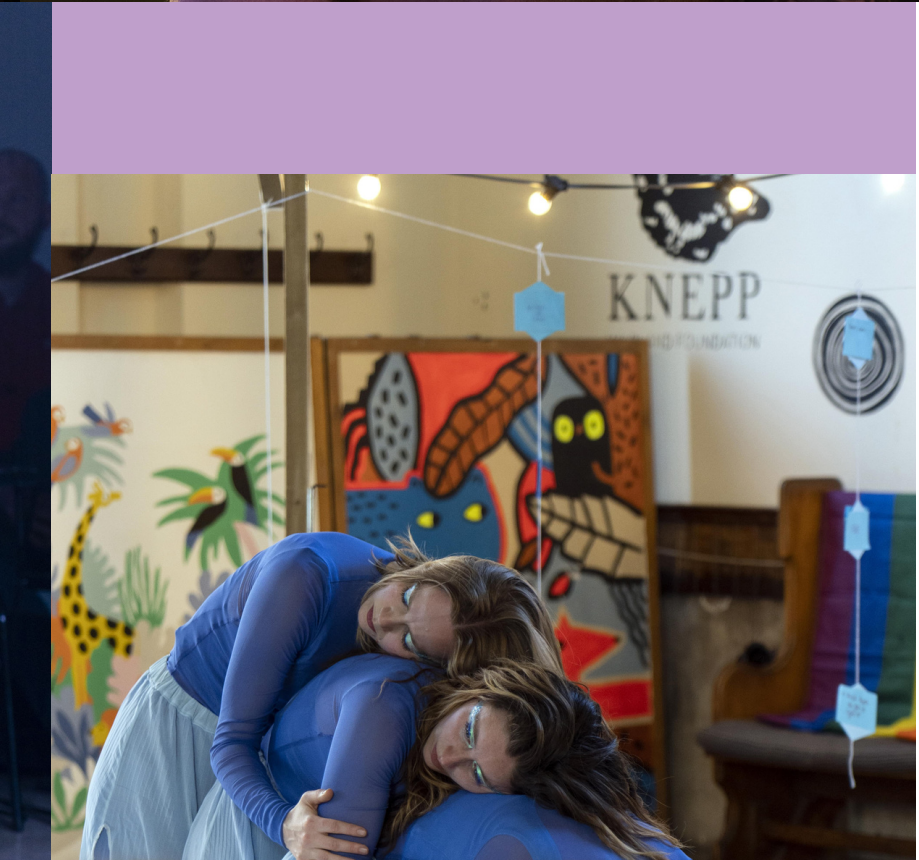
Hannah
Finance Administrator
(she/her)



Rhianon
Artist Services & Marketing
(she/her)

BRIGHTON FRINGE.

Audiences



Brighton Fringe 2023

880 events took place across the city at 126 venues.



162,000

Estimated audiences were 490,000 and a total of 162k tickets were sold during the festival.

£691K ticket value was processed through the Brighton Fringe box office.



£9.38

Our average ticket price in 2023 was £9.38 a ticket.

This was 5p cheaper than 2022.

Our audiences buy an average of three tickets per person.



57.13%

57.13% of our audience identified as female.

33.62% identified as male.

3.28% identified as non-binary or genderqueer.

Around 70% of our audience is from the local area.



24.66%

24.66% of our audiences are aged 55 - 64.

21.77% are aged 45 - 54.

19.75% are aged 35 - 44.

14.64% are aged 25 - 44.

14.45% are aged 65+

2.8% are aged 16 - 24.



369

Our largest genre was comedy with 369 events.

Theatre events 163.

Music & Nightlife 85.

Cabaret & Variety 73.

Children & Youth 48.

Circus, Dance & Physical Theatre 30.

Workshops 27.

Literature & Spoken Word 24.

Exhibitions 22.

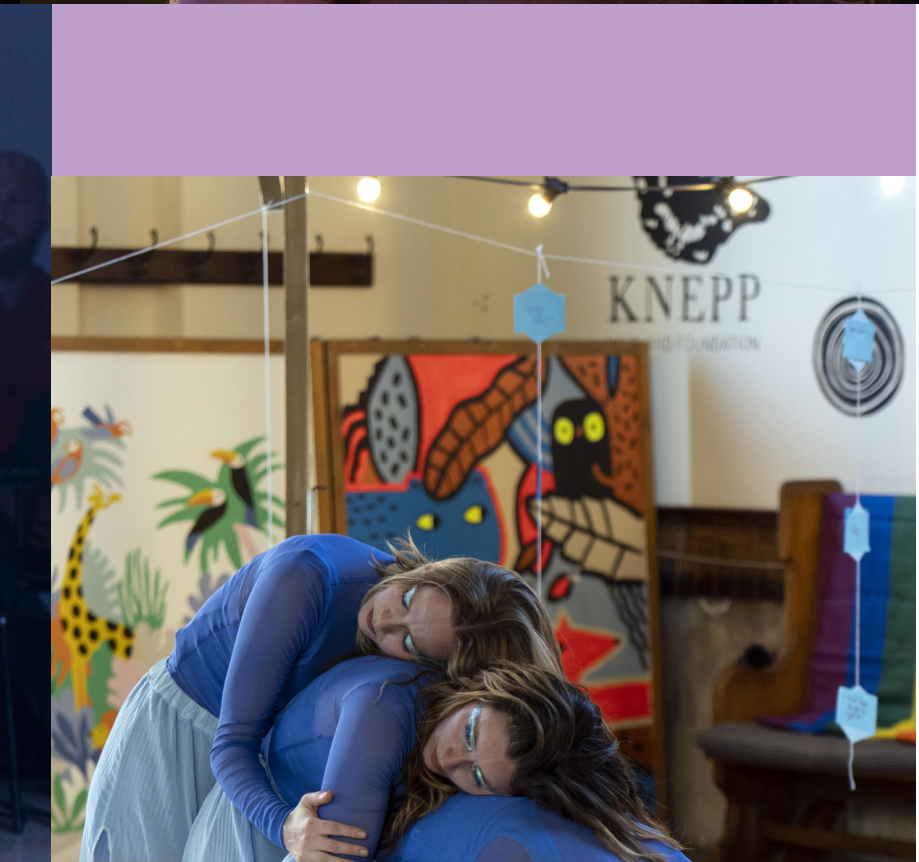
Tours 20.

Events & Films 19.

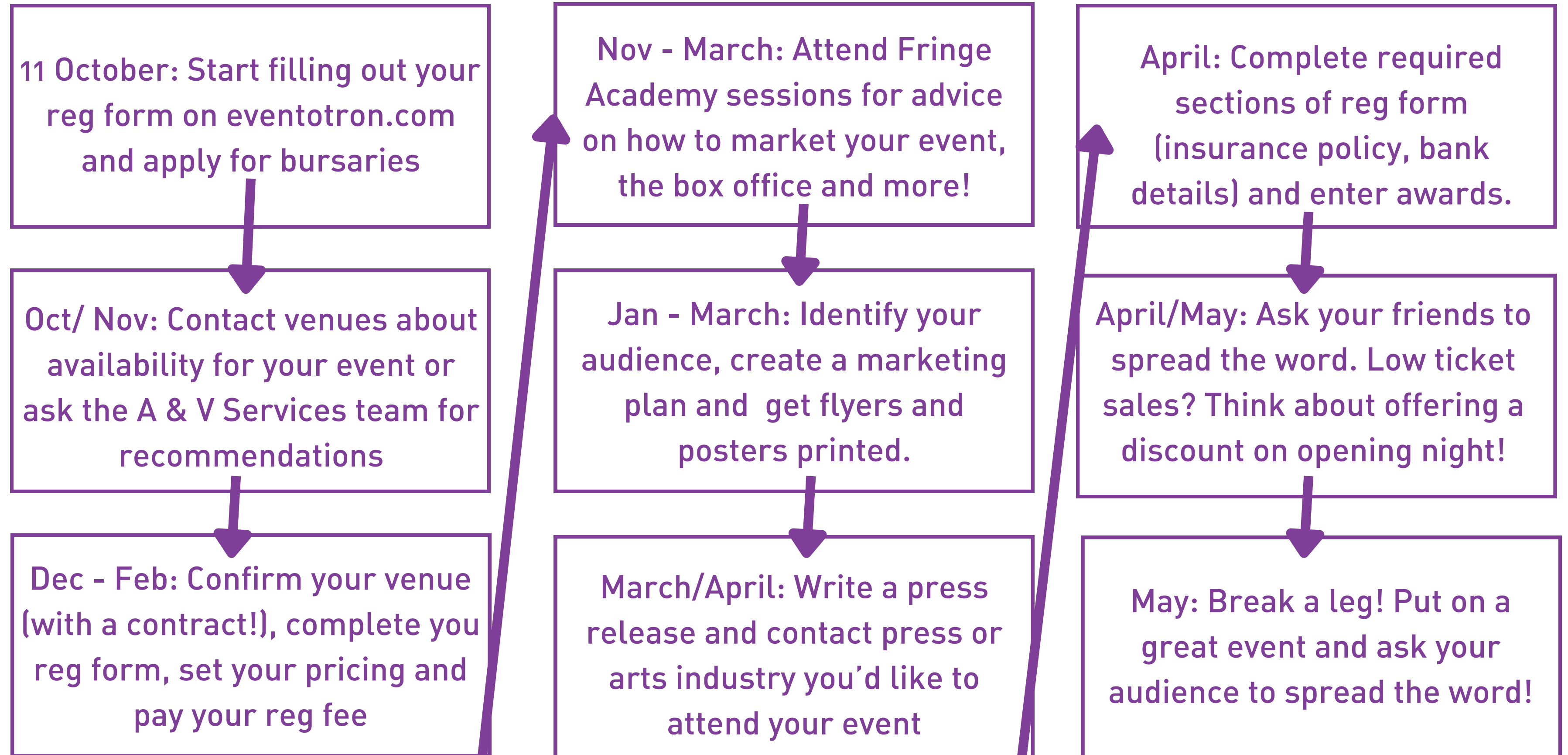
BRIGHTON FRINGE.

Information for Artists

(no longer participants)



Timeline



Settlement payments are made a maximum six weeks after the festival ends.

Key Dates & Deadlines

3 May - 2 June 2024

<p>Wednesday 11 October 2023, 12.00.</p> <p>Registration opens</p>	<p>Monday 4 December 2023, 17.00</p> <p>Early bird deadline to secure 30% off registration fees and have your event listed on-sale before Christmas.</p>	<p>Monday 12 February 2024, 17.00</p> <p>General on-sale deadline.</p>	<p>Wednesday 1 May 2024, 17.00</p> <p>Final deadline to be included in the Brighton Fringe programme.</p>
<p>Wednesday 1 May 2024, 17.00</p> <p>Deadline for provision of proof of PLI</p>	<p>Wednesday 1 May 2024, 17.00</p> <p>Deadline for provision of Venue Risk Assessment</p>	<p>Wednesday 17 May 2024, 17.00</p> <p>Deadline for supplying music usage information</p>	

Registration Fees

3 May - 2 June 2024

Registration Fees

Fees are calculated on the overall capacity of your whole run (worked out as event capacity x number of performances). If you're a venue or promoter registering more than 15 events at once, or you're a registered charity, you're eligible for a 15% discount after the Early Bird Deadline on 4 December.

Total event capacity	Full Fee	15% discount (15+ multi-registrations / Registered Charities)	Early Bird Discount: 30% off if registered by 4 December, 17:00 GMT
Under 60	£99	£84.15	£69.30
61-260	£135	£114.75	£94.50
261-1000	£160	£136	£112
1001+	£180	£153	£126
Digital event rate	£99.00	£84.15	£69.30
Free, non-ticketed	£99.00	£84.15	£69.30

Registration Fees

What does your registration fee get used for?

- Maintenance of our website and promoting your event via a listing on the official website of Brighton Fringe www.brightonfringe.org (over 258,000 users last year) as part of the Brighton Fringe 2024 programme.
- The Brighton Fringe team! We are here to help, pick up the phone, send us an email - you are paying for our services.
- The operations of the Brighton Fringe box office to sell your tickets and support artists.
- Out of home advertising marketing the festival as a whole e.g. bus adverts, billboards etc
- Any showcase events ran by Brighton Fringe.
- Access to our Arts Industry and press lists.
- Sponsored social media campaigns promoting Brighton Fringe on Google, Facebook and Instagram.
- One official Brighton Fringe photographer and videographer to create content to raise the festival's profile.
- The opportunity to be involved in bursaries and awards.
- The opportunity to be part of something!

£1 BOOKING FEE

£10 TICKET

≈ £8.82

-£0.78

-£0.40

3. THE REMAINING £8.82 WOULD EITHER GO DIRECTLY TO THE ARTIST WITHIN SX WEEKS OF THE FESTIVAL ENDING, OR IF YOU WERE AT A MANAGED VENUE, IT WOULD BE TRANSFERRED TO THE VENUE FOR THEM TO MAKE DEDUCTIONS BEFORE YOU RECEIVE THE FINAL AMOUNT.

1. BOOKING FEE GOES STRAIGHT TO BRIGHTON FRINGE TO COVER CARD ISSUER CHARGES, BOX OFFICE SOFTWARE & STAFFING COSTS

2. A COMMISSION OF 6.5% (PLUS VAT) WILL BE TAKEN ON ALL TICKETS SOLD THROUGH BRIGHTON FRINGE (7.8%). THIS WILL BE DEDUCTED FROM YOUR SETTLEMENT

3. IF YOU ARE USING ANY COPYRIGHTED MUSIC THERE WILL BE A FEE PAYABLE TO PPL PRS. THE PPL PRS FEE WILL BE DEDUCTED FROM YOUR BRIGHTON FRINGE BOX OFFICE SETTLEMENT BEFORE YOU RECEIVE IT. 4% OF SALES WAS THE MODE CHARGE IN 2023.



Hire Fee, Technician & Venue Costs

Each venue has a different hire fee/split arrangement which may include technicians, foh and box office. Please make sure you have a contract written up and signed by both you and the venue.



Wages

How are you paying for your cast, crew and support staff?

If operating on a profit split, be sure to calculate your budget on a capacity of 50% or less of your event to be cautious.

Accommodation, Travel & Food

Brighton Fringe works with sponsors and partners to secure artists discounts on travel, accommodation and food while in the city.

Keep an eye on your inbox so you don't miss out!



Marketing

Please ensure you budget for marketing!

Brighton Fringe offers a number of marketing options via the registration form such as posters, lamppost boards and digital advertising.

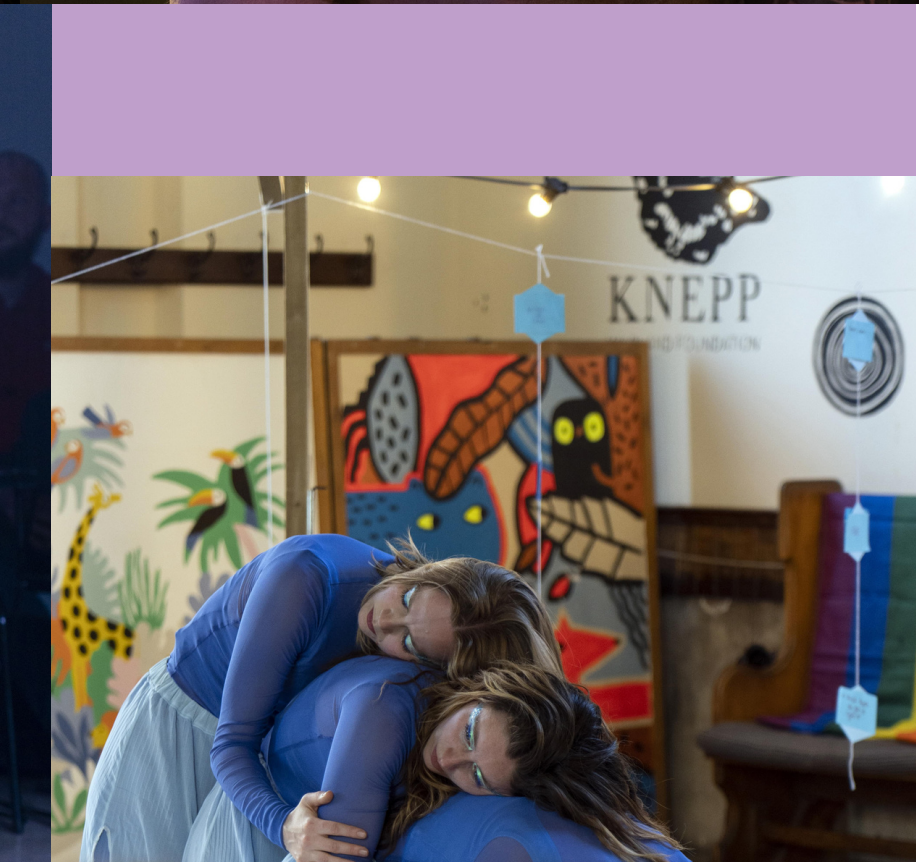


Top Tips

- Make a budget and stick to it!
- Decide one key aim you are hoping to achieve: making money, getting reviews, winning awards, developing your work, networking with other artists.
- Define your audience and strategise about how you will target them.
- Pick a suitable venue - think about what events they put on already: do they have a shared audience with your event? What support do they offer?
- Ensure both you and your venue have a written contract outlining costs and charges that you can refer back to.
- Contact the Brighton Fringe team for advice and support. The more you engage with us, the better your experience will be!
- Taking part in Brighton Fringe doesn't guarantee an audience, you will have to work hard to sell tickets!

BRIGHTON FRINGE.

Information for Venues



Timeline

Before your register:

1. Decide whether you are only doing in-house events or whether your venue will be available to all fringe artists.
2. Decide what model you will run: Will you do a hire fee? Or will you ask for a ticket split?
3. Write a template contract for artists performing at your venue.



Settlement payments are made a maximum six weeks after the festival ends.

Information for your registraion

- Ensure you have great pictures of your venue!
- Ensure you know what tech you are going to offer.
- Make sure you provide the most up to date accessibility and licencing information.
- Apply for a venue bursary!
- Decide what packages you're going to offer artists.
- Decide what support you are going to offer artists. Will you display their posters? Post about them on social media? Communicate with your mailing list about their event?
- Have you got a marketing budget to promote your Fringe events? Can you display a poster externally? Can you create a booklet brochure?
- Contact the Brighton Fringe team for advice and support!

Brighton Fringe 2024 Venues Agreement

The Brighton Fringe venues agreement is a code of conduct between Brighton Fringe and venues. It outlines expectations around behaviour, time constraints and what Brighton Fringe will do to support your venue.

Ticket Allocation

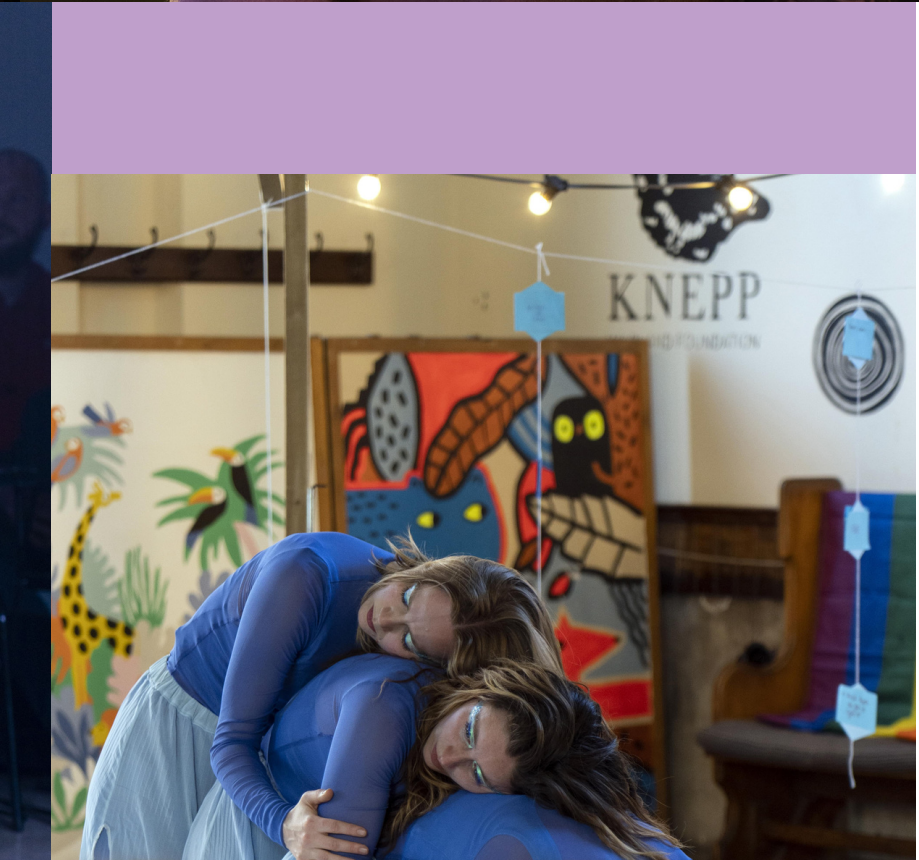
You must sell at least 30% of your tickets via Brighton Fringe.

If you sell more than 50% via Brighton Fringe, and you already have your own box office set up, you can request a redirect link to be installed to an alternative box office.

If it is your first time taking part in Brighton Fringe, we would recommend you sell the majority of your tickets via us.

BRIGHTON FRINGE.

Flyering Regs



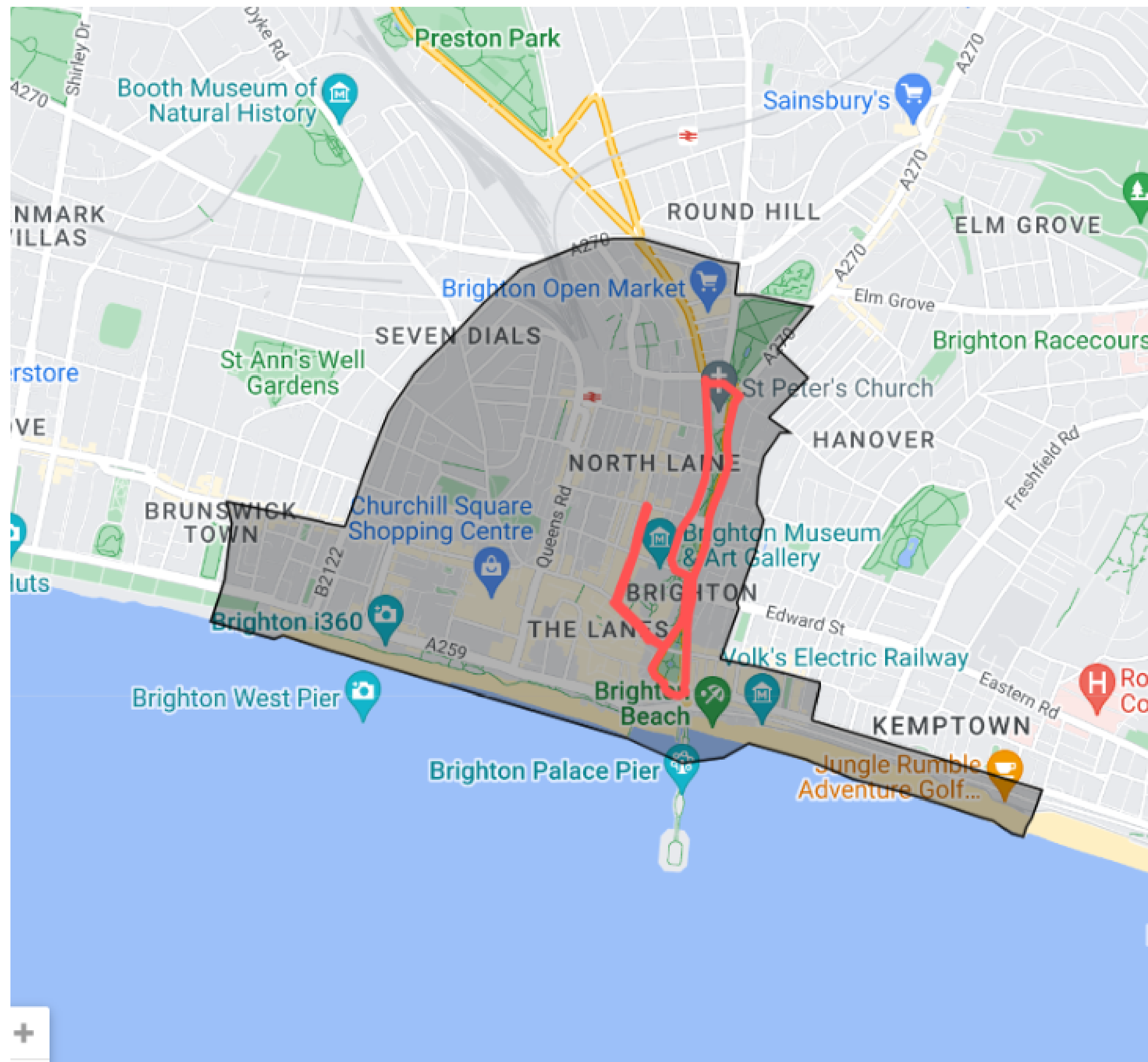
Flyering

After negotiations with Brighton & Hove City Council, a new policy regarding flyering restrictions has been imposed on Brighton Fringe 2024.

This policy has been enforced by the council to bring Brighton Fringe's flyering restrictions in line with their city-wide policy on flyers and waste management.

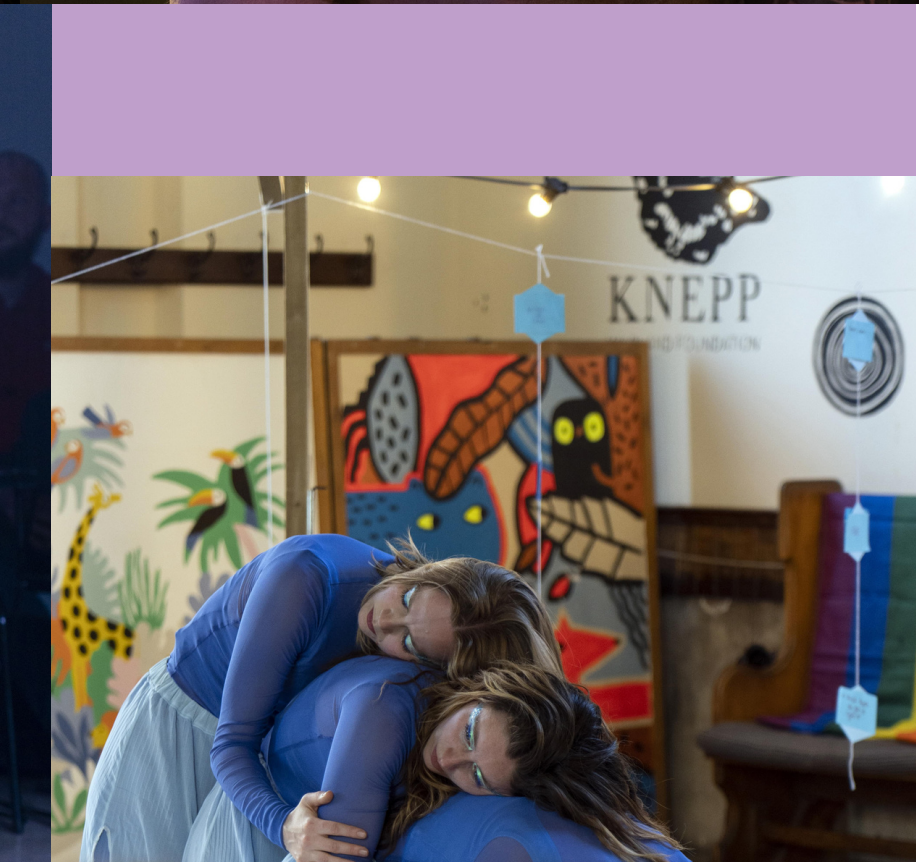
Whilst Brighton Fringe has pushed back hard on the council over the past few months, we must acknowledge that Brighton Fringe has been the recipient of compromise from the council after their considerations on the financial implications this policy will have on Brighton Fringe artists.

Feedback welcome: flyering@brighton-hove.gov.uk



BRIGHTON FRINGE.

Support



Bursaries

Brighton Fringe offers a range of bursaries to support those who wouldn't otherwise be able to participate in Brighton Fringe the opportunity to do so. Each bursary covers the cost of registration, and many offer additional support in the form of mentoring, cash or marketing.

If you pay your registration fee and are later awarded a bursary, Brighton Fringe will refund your payment.

Wave One Bursaries

Wave one bursaries will be open for application on 11 October 2023.

Confirmed bursaries include the Bird & Blend CommuniTEA and SustainabiliTEA bursaries, venue bursaries and bursaries for young people via The Pebble Trust.

Wave Two

Wave two bursaries will open during the second wave of bursaries and will include bursaries for comedians typically underrepresented in the genre and sci-fi themed events.

Bursaries

Bursaries are open for applications now! Find out full details on how to apply:



Fringe Academy

Fringe Academy is our free programme of online workshops that support you through your Fringe journey and artistic development. Even if you're not taking part in Brighton Fringe 2024 you are welcome to join!



Fringe Academy

Here are some of our upcoming and recent Fringe Academy sessions. You can access recordings of all past Fringe Academies on our YouTube channel.

Artists

FINDING YOUR AUDIENCE AT BRIGHTON FRINGE

Arts Industry

Ever wondered if there's an audience for you at Brighton Fringe, or who your event should be targeting? Now is your chance to find out! Join Brighton Fringe marketing manager Rhiannon Lingwood in this exploration of the audiences that make up Brighton Fringe.

From age and gender, to typical amount of money spent on tickets and most popular genres, this session is your guide to Brighton Fringe and its audiences.

Date/ Time: 6pm Wednesday 27 September

Location: Zoom

Sign Up



LIGHTS, CAMERA, ACTION: CREATING A TRAILER FOR YOUR BRIGHTON FRINGE SHOW

People consume content through videos now more than ever, which is why having a trailer for your event is an essential part of marketing.

Join Maddie (@maddielockfilm) to learn some tips on creating a trailer, from planning and production, to editing and marketing, this workshop will take you through the journey of making a trailer. Whatever your genre, experience, or capacity, anyone can make a trailer in a short amount of time, for little to no money.

The first part of this workshop will be a presentation, followed by a chance to ask any questions you have regarding filming and editing your trailer.

Date/ Time: 6pm Wednesday 15 November

Location: Zoom

Sign Up



HOW TO PRODUCE YOUR SHOW

Learn how to produce your Brighton Fringe show with producer Hannah Turk. From creativity to goal setting, and even budgeting for a show, this Fringe Academy session will give you the knowledge you need to produce your show.

Date/ Time: 6pm Wednesday 20 September

Location: Zoom

Sign Up



HOW TO CROWDFUND

A workshop with Jason Nuttall from Crowdfunder on how to crowdfund for your event. Further details TBC.

Date/ Time: 6pm Wednesday 8 November

Location: Zoom

Sign Up



ARTS COUNCIL PROJECT GRANT SURGERY

Anna Jefferson and Claire Soper from Arts Council will be holding an online advice session on Zoom discussing project grants. Further details TBC.

Date/ Time: 6pm Tuesday 21 November

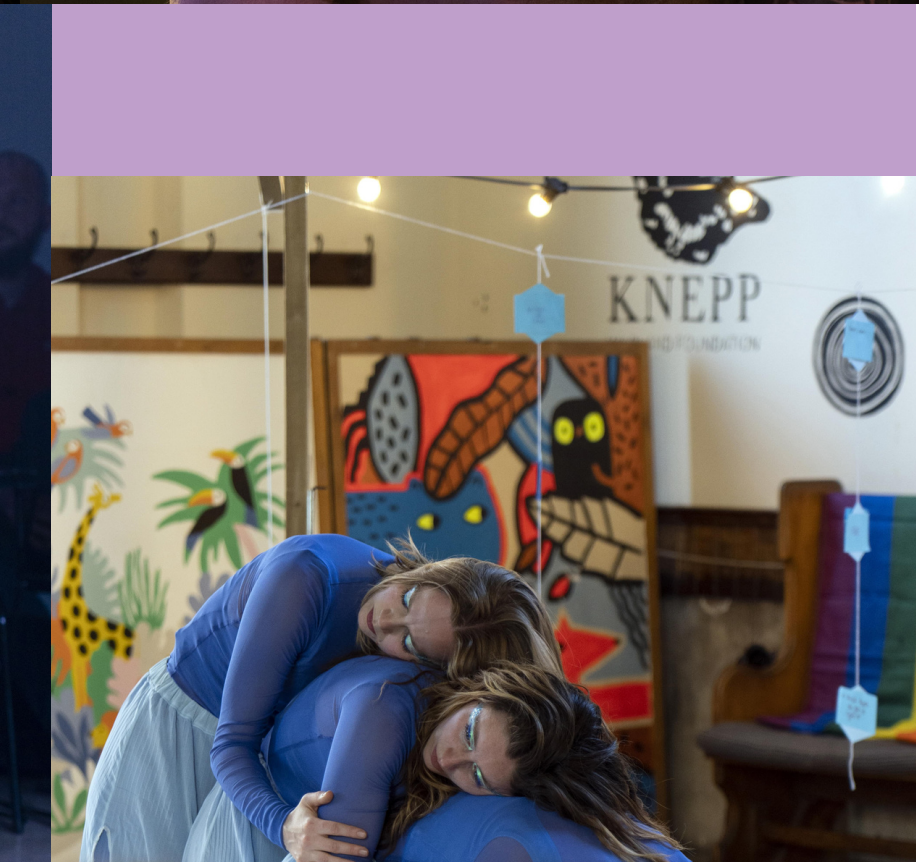
Location: Zoom

Sign Up



BRIGHTON FRINGE.

Arts Industry & Press



Arts Industry & Press

Brighton Fringe runs an accreditation service for both the arts industry and the press.

Arts Industry professionals will include programmers, promoters, venue representatives and others and who use Brighton Fringe to discover up-and-coming talent.

The press will include local Brighton press who can support your marketing with their previews and reviews, as well as members of the Fringe and theatre press who review work.

You are entitled as an artist to opt out of either or both of these ticket schemes. We allocate up to 4 tickets per event. These operate on a soft hold, if your tickets are sold out they automatically go on sale to the public.



Awards

Each year Brighton Fringe runs an award programme.

We will announce our awards for 2024 in April.

The awards are hosted on the last evening of Brighton Fringe.

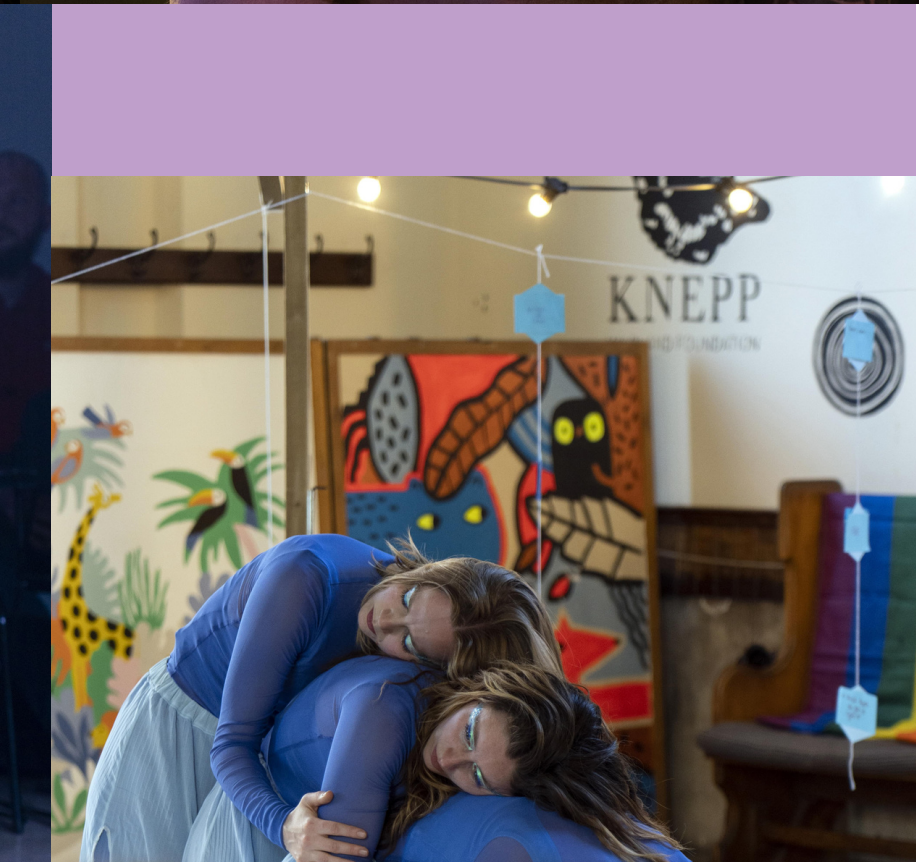
Awards include:

- The Soho Playhouse Fringe Encore Series award where the winning event is flown to New York to perform.
- The Pebble Trust's International Touring Bursary which funds the winner to travel to an international Fringe event.



BRIGHTON FRINGE.

Artist Observer



Artist Observers

Since 2021, Brighton Fringe has run yearly elections to recruit an Artist Observer to the Board of Brighton Fringe, to improve the transparency of the Brighton Fringe and ensure artists' voices are heard.

We are currently looking for up to three new Artist Observers, the schedule for this recruitment is as follows:

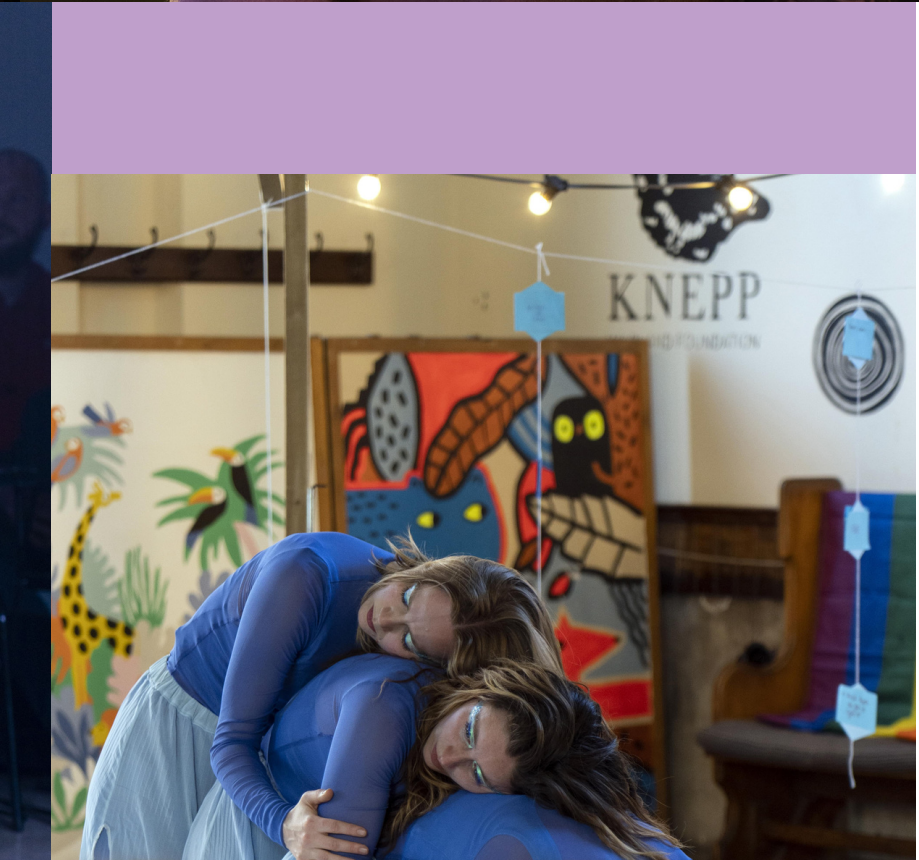
Timeline:

- 06/10/2023 Self-nominations open for artists to nominate themselves for the role.
- 22/10/2023 Self-nominations close.
- 25/10/2023 Public voting opens, and voting forms will be distributed to our artist mailing list.
- 22/11/2023 Voting closes.
- 12/2023 Artist Observer confirmed at the December Board of Trustees meeting and winner announced.



BRIGHTON FRINGE.

Registration



Registration opened today!

Register via eventotron.com

[HOW IT WORKS](#)[PRICING](#)[KNOWLEDGE BASE](#)[BOOK A DEMO](#)[LOGIN / SIGN-UP](#)

EVENTOTRON

Powering Arts Events

Manage your festival, live performance event or venue from artist registration to selling tickets with our all-in-one online system.



Contact Us!

Artist Services

Artists services can support you to complete your registration form, apply for bursaries, arts industry advice and much more!

We can also advise you on how to write a press release and target press alongside helping you develop a marketing plan!

takepart@brightonfringe.org

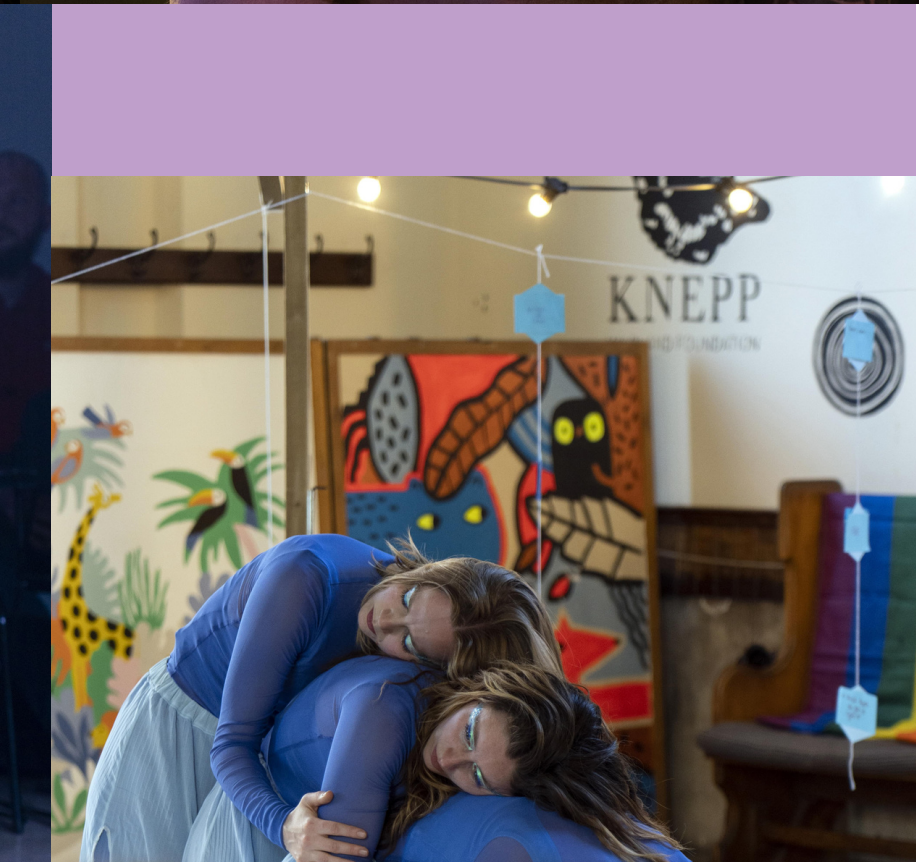
Brighton Fringe box office

The Brighton Fringe box office team will support you to add special tickets and concessions, amend your website listing and set you up reporting.

boxoffice@brightonfringe.org

BRIGHTON FRINGE.

Venue Pitches



Today's Venues



Paul
The Ironworks

State of the art LGBTQ+ venue on Cheapside.



Amy
The Actors

Iconic LGBTQ+ pub with an upstairs theatre.



Ross & Michelle
The Rotunda Theatre

Pop-up theatres based at Regency Square.



Sam
Pizza Pilgrims

New (ish) pizza restaurant on Ship Street

Questions?