

# ARE YOU READY TO FRINGE?

## 2008 Windsor International Fringe Festival

**WHAT IS A FRINGE THEATRE FESTIVAL?** It is a 7 to 10 day performing arts event, where live theatre and other performing arts are presented in informal, accessible and low cost environment. Audiences are invited to experience the work of seasoned veterans alongside that of emerging artists. Local, national and international performing companies benefit from working together and learning in order to stimulate artistic innovation. Applications for participation in Fringe Festivals are accepted on a either first come basis or non-juried lottery.

Fringe Theatre was first staged over 50 years ago by theatre groups who were not allowed to participate in Scotland's prestigious Edinburgh Theatre Festival. These groups performed on the 'fringe' or the outskirts of the city of Edinburgh and 'Fringe Theatre' was born. This type of festival has become so popular that there is now a '*Fringe of the Fringe*' in Edinburgh, Scotland.

The Fringe's overwhelming success has resulted in a network of Fringe Theatre Festivals across Canada which operate in both sequentially and in tandem. Many Fringe Theatre performers take their groups on this circuit, which as of **November 12, 2007 officially includes Actors Theatre of Windsor (ATW) in Windsor, Ontario.**

**The Canadian Association of Fringe Festivals (CAFF) PHILOSOPHY: Shows are 100% UNCENSORED, 100% UNJURIED, 100% ACCESSIBLE, and 100% OF TICKET SALES GO TO THE ARTISTS INVOLVED!**

### HOW DOES A FRINGE FESTIVAL WORK?

Well, basically it works like a co-op, minimizing costs and risks to all participants while maximizing returns to artists. Artists pay about five to six hundred dollars for a fully equipped venue, professional technician, box office staff, insurance on their show and publicity for the festival as a whole - cooperation draws a greater audience, (but each participating theatre company has gotta work to get'em to see their show !) For much less than it would cost to do it from scratch, 40 companies share 5 or 6 venues, each getting six performances and each keeping 100% of their set ticket price.

### WHEN WILL THE FIRST WINDSOR INTERNATIONAL FRINGE TAKE PLACE?

The **Windsor International Fringe Festival has now achieved status as an official member of the Canadian Association of Fringe Festivals (CAFF).**..The final determination of whether the Windsor International Fringe Festival will go ahead in 2008 is dependent on whether we are able to raise the enough funds to required to run the festival from private sponsors, government and granting agencies. by December 2007. The Final decision is to be made by a vote of the ATW Board of Directors. ATW has finalized the donation of all the venues for the Fringe which is equal to approximately 15K of the budget so we are making excellent progress. The official sponsorship package will be available November 15, 2007 now available and the ATW Board Members and Executive will be hard at work getting sponsorship pledges from November 15, to December 15, 2007.

Other than monetary and in-kind resources required for the Fringe, ATW has 9 key volunteer organizations in place and already working on the marketing plan, production schedules and project documentation (among these major research and work components have been undertaken by Pro Bono Students Association of Canada (PBSA), Centre for Business Research and Advancement (CBAR), and Leadership Windsor- Essex (LWE) ) so that we are ready to proceed with the project in 2008 if the funding is in place. It is anticipated the managing the Windsor International Fringe Festival will take 100 volunteers. If you would like to volunteer for the Windsor International Fringe Festival, please write [info@actorstheatreofwindsor.com](mailto:info@actorstheatreofwindsor.com).

## **AUDIENCE?**

In 2006 the London Fringe had an audience of about 21, 000 their biggest ever. Over 20,000 tickets were sold to the indoor shows and 3000 people enjoyed the free shows and events presented at our outdoor site. In their first year, the London Fringe Festival (with approximately the same population as Windsor-Essex (375,000) The London Fringe sold 4,000 tickets at the indoor shows. The Windsor International Fringe aims to match and even exceed this number in our first year as we have strong per capital interest in Theatre in the region, demonstrated by the large number of theatre companies in our area.(29 listed companies).

## **WHEN WILL IT TAKE PLACE?**

Give or take, it's the second two weekends (and the sandwiched weekdays) of July each year. The 2008 Fringe is scheduled from Wednesday July 19 to Sunday, July 28. The dates fluctuate slightly each year with the calendar and to work with the rest of the CAFF Tour which roughly moves east to west in North America throughout the summer. Windsor International Fringe is proposed to run concurrently with the Winnipeg Fringe Festival each year (as Winnipeg must turn away approximately 100 companies each year), right after the Toronto Fringe Festival and right before the London Fringe Festival.

## **WHERE IS FRINGE?**

In 2008, we plan to start with interest from 4 potential performance venues located in the Downtown Windsor including: The Art Gallery of Windsor, The Room, Plunketts, The Boom Boom Room (2 locations) with room for two additional sites. 40 companies will have 6 performance slots each. The Capitol Theatre was originally booked as a venue for the event as a fifth site and we would hope to include the Capitol if it reopens in time.. All the venues are within easy walking distance in the Windsor downtown core so that participants can park once and attend the fringe for the afternoon or the evening or all day.

## **HOW MUCH ARE TICKETS?**

Ticket prices for 2008 are \$9 at the door. We anticipate having attendees buy a \$3 2008 admission button, in order to be able to purchase tickets, which would also be good for admission to the festival plus loads of discounts and restaurant meal deals around town during the festival..

## **WHAT THE ARTISTS GUARENTEED?**

Artists are guaranteed 100% percent of their box office sales. It is up to individual artists or companies to promote their show. We promote the festival and provide our participants with guidance on how to have a successful Fringe run, but each artist takes it from there. They are responsible for printing their own programs and posters working as dilligently as they would if they were producing independently.

## **HOW ARE FRINGE SHOWS SELECTED?**

They're not! There are no judges, no selection panel, no jury that decides who deserves to perform. Applications will be available on this website December 18, 2007 and the deadline is 5pm on February 8, 2008, if the fringe ATW raises enough funds to support the festival in 2008.. The applications will be received on a first-come first-served basis. If we receive more applications than the available spaces, we hold a public lottery on February 21. If an application is selected, they're in! All applications are drawn. When we are full, the rest of the applicants are put on a waiting list. Shows come in off the wait list in order when an applicant that has already won a slot drops out.

## **HOW MUCH DOES IT COST TO PUT UP A SHOW AT FRINGE AND WHO CAN APPLY?**

The base application fee is anticipated to be \$500 Canadian and anyone 18 years or older can apply (adult producers can apply on behalf of performers who under age). The application fee covers rent on six shows, technical and box office staff, a listing in the official printed program, information on the Official Web site, plus 100 percent of the box office. Anything performers spend beyond that is up to them.

For more information: [www.actorstheatreofwindsor.com](http://www.actorstheatreofwindsor.com)      [info@actorstheatreofwindsor.com](mailto:info@actorstheatreofwindsor.com)