



A Theatre Festival in the Centre of New Zealand

Programme launch in March!!
Watch the space!!

www.nelsonfringe.co.nz

List of ALL of the things which we want to receive from Fringe Artists. It might seem a lot but we need ALL of it - every single little bit. This will help us to promote your show so that it can be a sold-out success!

Have any questions?! Then feel very welcome to contact our Marketing Manager Stu, stu@nelsonfringe.co.nz, or Website and Design Coordinator: Karolina (karolina@nelsonfringe.co.nz)

SHOWS

1. LONG BLURB (300 words long)

A description of your show which will capture the special thing about your story. Feel very welcome to play with your text. We'll use this text to promote your show. We will use it as a base and may have to change it slightly for marketing purposes. This blurb/text should be **300 words long**.

2. SHORT BLURB (50 words)

A short description of your show which we'll use for writing our programme. Try to point out the most exciting aspect of your show - by reading this text people should want to know more about it. This blurb/text should be **50 words long**.

3. IMAGES - all images should be **minimum 1MB size** as we want to use them for our printed marketing materials. Also please make a sure that you send us images in **colour** as images in colour will have more chance of being printed in the media.

- a) IMAGE 1 - square shape, preferably 600dpi x 600dpi - this image will be used in our printed programme and on our website.
- b) IMAGE 2 - for the Eventfinda website, image size: 1300dpi x 560dpi. You can also send us a landscape image which we would crop for you to the size which we need;

- c) IMAGE 3 - a photo which we could use as a poster (landscape or portrait) for businesses which will “adopt” your show and help us to promote it.

NOTE: Please send us a link via dropbox, google or whatever file share you prefer to use. Send these links to Karolina (karolina@nelsonfringe.co.nz) and Stu (stu@nelsonfringe.co.nz).

4. THEATRE COMPANY / COLLABORATION INTRODUCTION (max 150 words)

Please introduce your theatre company or the collective of artists who are working on your show. Write about the way you met, the beginning of your company or collaboration and what you see your creative edge is (if there is any of it). Feel welcome to share your backup stories and maybe the reason of creating your fringe show. Introduce your theatre company / theatre collaboration to the Nelson audience. We'll use this text on our website with the link to your website and Facebook Page if you have one.

5. SHARE with us YOUR: website address, Facebook Page etc.

6. EXTRA:

Feel very welcome to send **a few more images or videos** (if you have some), we could always use them on our Facebook page, website, Nelson Fringe Vimeo account, Nelson Fringe Instagram account etc. - all of them will help us to promote your special creation!

WORKSHOPS:

1. LONG BLURB (300 words long)

A description of your workshop which will tell us about the skills and techniques which you would like to share and teach during your workshop. Feel very welcome to play with your text. We'll use this text to promote your workshop. We will use it as a base and may have to change it slightly for marketing purposes. This blurb/text should be **300 words long**.

2. SORT BLURB (50 words)

A short description of your workshop which we'll use for our printed programme. Try to point out the most special aspect of your workshop - by reading this text people should want to know more about it. This blurb/text should be **50 words long**.

3. WORKSHOP PRESENTER BIO (150 words)

Please introduce yourself as a workshop presenter. Write about the special skills and techniques which you would like to teach and share with people who are going to participate in your workshop. We'll use this text on our website.

4. IMAGES - all images should be **minimum 1MB size** as we want to use them for our printed marketing materials. Also please make a sure that you send us images in **colour** as colour images will have more chance of being printed in the media.

- a) IMAGE 1 - photo of yourself / your portrait, preferable 600dpi x 600dpi - this image will be used in our printed programme. If the image is not a square shape then we may have to crop it.
- b) IMAGE 2 - for the Eventfinda website, image size: 1300dpi x 560dpi. You can also send us a landscape image which I could crop for you to the size which we need.
- c) IMAGE 3 - a photo which we could use as a poster (landscape or portrait) for businesses which will “adopt” your workshop and help us to promote it.
- d) IMAGE 4 - if you have any images from your previous workshops then share with us. It’ll help us to promote your special workshop.

NOTE: Please send us a link via dropbox, google or whatever file share you prefer to use. Send these links to Karolina (karolina@nelsonfringe.co.nz) and Stu (stu@nelsonfringe.co.nz).

4. SHARE with us YOUR: website address, Facebook Page etc.;

5. EXTRA:

Feel very welcome to send **a few more images** or **videos** (if you have some). We could always use them on our Facebook page, website, Nelson Fringe Vimeo account, Nelson Fringe Instagram account etc.

WE WANT YOU TO:

1. Use the Nelson Fringe Festival logo on any promotional materials which you may create for your show. You can download our logo from our website: <https://www.nelsonfringe.co.nz/info-for-artists> - please use the square shaped version of it.
2. Use the Nelson Fringe Festival logo on a programme of your show which you may create for it.
3. Use our major sponsors’ logos on any promotional materials for your show. We’ll send you all logos as soon as we know all of them.
4. Like our Nelson Fringe Festival Facebook Page, here is a link: <https://www.facebook.com/nelsonfringe/>
5. And Like and SHARE, SHARE, SHARE ... our posts. We are helping each other by SHARING :-)
6. Follow us on Twitter and we’ll follow you too
7. Find us on the Instagram
8. Check our website for any updates and extra info - www.nelsonfringe.co.nz
9. Have any questions?! Then feel very welcome to contact our Marketing Team: Stu (stu@nelsonfringe.co.nz) and Karolina (karolina@nelsonfringe.co.nz)