



**SOUTHSIDE  
FRINGE  
10-26TH MAY**

**WANT TO BE IN OUR 2019 PROGRAMME?**

**HEAD OVER TO**

**WWW.SOUTHSIDEFRINGE.ORG.UK**

**REGISTER YOUR EVENT NOW!**

## **REGISTERING YOUR EVENT 2019**

This guide is designed to help event organisers prepare and organise their events for Southside Fringe Festival 2019. This document will tell you all you need to know before registering with us.

The registration form can be found [here](#), we highly recommend you read this guide before completing your registration.

**PLEASE NOTE THE FESTIVAL RUNS FROM 10<sup>th</sup>- 26<sup>th</sup> May 2019  
THE 2019 CLOSING DATE FOR APPLICATIONS IS THE 1<sup>st</sup> OF MARCH**

This handy guide contains information on:

**Getting involved with the Fringe**

**Who to Contact**

**Choosing a Date**

**Finding a Venue**

**Registering your Event**

**Registration Pricing**

**Cancelled Events**

**Promoting Your Event**

**Event Preparation**

**Timeline**

**Evaluation**

## **Getting involved with the Fringe**

The Southside Fringe Get Go will be held on 31st January 2019. This is advertised via poster and our social media. It's a good idea to try to make it along for this evening. It's the launch of event applications and a good chance to meet the organisers and to find out more about the application process. Don't worry if you can't make it along. Once you have a venue confirmed you can register your event from our website [www.southsidefringe.org.uk](http://www.southsidefringe.org.uk)

## Who to Contact

If you need any help with registering your event then please contact us on 0141 632 4200 or [info@southsidefringe.org.uk](mailto:info@southsidefringe.org.uk) and a member of the Fringe team will be more than happy to help. Further information about the Southside Fringe can be found on our website.

Your first point of contact should be the Fringe team. Before registering your event please contact the relevant team member who can chat through venues and programme scheduling with you.

Forms & General Enquiries please email [info@southsidefringe.org.uk](mailto:info@southsidefringe.org.uk) and for more specific enquiries contact Meg on [meg@southsidefringe.org.uk](mailto:meg@southsidefringe.org.uk)

## Avoiding Programming Clashes

Some event organisers may already have experience of producing an event for Southside Fringe and will know the preparation needed and may be good to go with a venue straightaway.

However we'd really appreciate it if you could contact us to enable us to avoid schedule clashes in the programme. Once you have had made contact with a team member, they can meet up with you and chat over specifications, they can chat over and suggest some venues.

## Prior to registering your event, please give some thought to the following:

- How big an audience you expect to attract
- Whether your event is going to be ticketed or free
- What is your budget? If your event is free, can you afford to use a venue that charges a hire fee etc.
- Age suitability of event
- Content of event, e.g. we don't want to place an event containing swearing or sexual references in a family café.
- Length and duration of event, e.g. One night only or a run of shows, running time etc.
- Do you have any stage requirements – lights, PA, mics, dressing room etc
- What kind of preparatory access do you need from venue – dress rehearsals etc

## Choosing a Date

When you are choosing the date of the event you should consider potential clashes with:

- Any big sporting or political events
- Any big live events
- Any similar Fringe events that could take from your audience

## Finding a Venue

When deciding on a venue you should consider:

- Suitability and content of the event
- The capacity of the venue and how many people are likely to attend your event
- The length of the event
- The demographic of your audience
- Stage requirements

If you need any help with choosing the right venue for your event then please contact Meg on 0141 632 4200 or [meg@southsidefringe.org.uk](mailto:meg@southsidefringe.org.uk).

## Registering Your Event

All event registrations for the 2019 Fringe Festival should be completed online. Please complete the [Event Registration Form](#) to register your 2019 Fringe event.

Prior to completing your event registration please ensure you have the following in place. Any applications WILL NOT be completed without the following:

- Venue & Date confirmed
- Ticket link provided (if needed)
- Fringe logos downloaded for use in your promo
- 50 & 100 word description completed
- Promotional image ready to upload
- ALL relevant social media links prepared

It is necessary for event organisers to prepare a promotional picture prior to registering. This can be as simple as your logo and doesn't have to be full poster artwork. Same with online event and ticket links, these must be prepared by you in advance of registering, however, do not need to be launched to the public until all content is complete at your end. Please keep us informed of this.

## Registration Pricing

Please note prices are per listing. Listings will appear chronologically in the programme. The Fringe have developed options according to your budget: If your event runs over a period of more than one date you can opt to either pay for one listing - please state the length of run in the description of event OR you can opt to include multiple listings of your event by date.

If you have any problems in choosing the best listing option for your event please contact the Fringe Team who are more than happy to help. NB For a run of the same show, multiple listings will reach a wider audience as opting for one listing will only appear on the first date of your event. Charitable and community organisations are entitled to a 25% discount, if you are unsure whether you qualify for this, please speak to your Fringe Rep.

### **Prices are as follows:**

	<b>Commercial</b>	<b>Charitable</b>
1 event/listing	£35	£26
2 events/listings	£63	£47
3 events/listings	£92	£69
4 events/listings	£120	£90
5 events/listings	£145	£109
6 events/listings	£168	£126
7 events/listings	£189	£141.75
8 events/listings	£210	£157.50
9 events/listings	£228	£171
10 events/listings	£244	£183

## **Cancellations**

If you have to change or cancel your event for any reason please contact the Fringe team IMMEDIATELY to enable printing revisions to be made where possible, promotional revisions and good communications with the venue.

## **Promoting Your Event**

southside Fringe 2019 logos are downloadable from [here](#). The main ways to promote your event are:

- All promotional materials MUST carry the Southside fringe logo. These are downloadable from our website or you can contact us to get different file formats sent out.
- As soon as your event is registered with us you will be guaranteed a listing in the printed programme, SSF website and on the SSF Facebook page.
- Maximise promotion by creating your own Facebook event page for your event and promoting your event on social media platforms.
- Create and distribute your own posters and flyers
- SSF engage the press but you may wish to send out your own press releases.
- If your event is ticketed and you are selling tickets online ensure you have all relevant links included in your application and make sure to use them in your own promotional outputs.

**ALL LINKS CAN BE SET UP IN ADVANCE BY EVENT ORGANISERS AND LAUNCHED TO PUBLIC ONCE REGISTRATION COMPLETE**

## **Event Organisation Timeline**

**31<sup>st</sup> January** Southside Fringe Get-Go Event

### **20-12 Wks**

- Keep an eye on the Southside Fringe website and social media to see what venues are registered and launch of event registrations
- Contact venue about hiring space for your event
- Get date and venue confirmed
- Prepare promo image
- Prepare social media and ticket links
- Register your event

### **12 – 8 Wks**

- Finalising acts
- If relevant, this would be a good time to begin rehearsing for your event
- Your online promotion should be finalised
- Online ticket sales should be finalised and launched or be ready to launch

### **8-2 Wks**

- This is when you should start promoting more
- You can do this by putting up posters, handing out flyers and sharing your event page on social media etc.

- Posting more in the event page will also create a buzz around your event. Encourage others to share your event page

## **2 Weeks**

- Make sure all your requirements, equipment, door staff etc. are organised
- Promote, promote, promote
- Let the venue know your pre-sales or expected attendance for your event, some venues may need to rota staff accordingly.
- If you are struggling with ticket sales, let us know. We are more than happy to further promote the event on our social media

## **Before & During Event**

- Do you need a float for your door staff?
- Make sure everything is ready & everyone knows what they are doing
- All props and equipment should be in place, and all acts should be prepared
- Enjoy your event!

## **Evaluation**

- We encourage you to let us know how your event went and through our online surveys to let us know if there is anything we could do differently
- What can event organisers do to let us know how things went?
- What could you do to improve for next time you do an event?