



Information Pack for Performers & Promoters

Hello and welcome to The Great Yorkshire Fringe, we are delighted to have you on board and are looking forward to a fifth successful year in York!

This pack is designed to answer your questions and give you important information about taking part in the festival.

General Information

When you arrive at the festival, it is important that you check in with the site team. No matter where you are performing (we have many venues across the city this year.) Please make sure you check in at BOB, our Box Office Bus on the main festival site in Parliament Street, in the centre of York.

Here you will receive your festival wristbands which will you will need for access to the performance spaces. The wristbands will also afford you discounts at the food traders and bars across the site.

There is very limited vehicular access to the main site and some of the fringe venues, so please follow this link to find out about Parking in York

<https://www.visitork.org/general-and-tourist-info/travel-information/parking>

If you need to load in/out props/set/costumes/kit etc please make contact with the producer jane@greatyorkshirefringe.com before the festival begins and she will be able to advise you of the particulars for each venue.

If you are planning on staying in York during the festival, we have a good relationship with several accommodation providers, from apart hotels, student accommodation and theatre digs, so please get in touch with Jane and she will be able to advise you.

If you have any urgent issues, queries or emergencies during the festival period (from Monday 15th July to Tuesday 30th July) please contact the site managers on this number **07394946296**.

As we are a temporary festival, please use the above email address for any specific questions in the lead up to the festival period as the phone will not be active.

Box Office

BOB the Box Office Bus will be on the Parliament Street Site from Monday 8th July. This is your point of contact for any box office queries from this date, prior to this please use the below contact details boxoffice@greatyorkshirefringe.com

You can contact the box office to check sales and to book in your guest seats, (these must be emailed to the box office no later than 2 hours prior to the show start time, please refer to your contract for the number of guest ticket allowed).

Karl is the Ticketing Manager and he and his team will do their best to support you and your show, we often have on the day ticket promotions, if you would like to promote something like this then do please talk to the box office. The box office will be made up of local people who have knowledge of the local area. One of the best things you can do is make yourself available prior to your show to leaflet the local area as there are always lots of people on Parliament Street.

If you have shows in one of the offsite venues ie 41 Monkgate, The Basement or The Arts Barge please still use BOB as your main focal point, there will be someone on the door for each venue who will be able to take bookings, generally the box office at each offsite venue will be manned from 30mins prior to show start.

BOB's opening hours will be detailed on the website as soon as we have these finalised, please do make sure you pop along to say hello. It always helps the box office to put a face to the name, also any additional information regarding your show will help the box office be able to recommend them to people looking to buy tickets.

You will receive a detailed show report no later than 24hours after your performance from the box office. Your financial settlement will be sent from the Accounts department after the fringe as detailed in your contract.

Marketing

We're really looking forward to having you at the Fringe this year! In the meantime, there are a few things that you can do to make things go with a swing, and a few options that it would be worth considering for further down the line.

Our box office bus Bob is on site in Parliament Street from 9 July – most sales happen from then onwards. Don't despair if you haven't sold out yet, though - we see plenty of sales on the day when performers and companies really get out there and sell their shows with their own flyers.

Brochure

Our brochure is mailed to previous GYF attenders in June, and distributed throughout York from then onwards – it's a full festival guide, and lots of our audience will use it as a basis for making decisions on the shows they're going to see.

Website and eshots

Your show will be listed on the www.greatyorkshirefringe.com as soon as it goes on sale, and we will include it in at least one of our eshots to previous Fringe attenders before the start of the festival.

Print

You should have our print requirements for companies in your original pack, but here's a reminder:

1-2000 A5 or DL flyers | 15 A3 posters

A logo pack is available for download from www.greatyorkshirefringe.com/marketing

Please ensure a proof is sent to marketing@greatyorkshirefringe.com prior to printing.

Print should be delivered to the site after 10 July - do make sure that you have print at the site before the fringe starts, of course.

Print distribution

We have a limited number of display options for print at the site and venues. We aren't able to distribute individual show print actively, but if you're around York and the festival site before your show you're welcome to flyer audiences and distribute print to shops, cafes and pubs (where they're happy to have them, of course).

Offers

We're very happy to set up offers for your show that can be used at box office or online for you to distribute to friends and family (and more) – we also set up 2for1 deals which are available via the box office bus on the day for shows that need it. Please let boxoffice@greatyorkshirefringe.com know what you'd like to set up.

Press

If you've got any great stories or contacts related to your show, please do let our press representative Kevin Wilson know. He'll be pitching stories around the festival as a whole to local, national and broadcast media – he's on kevinwilsonpr@gmail.com

Social media

Make the most of your contacts! We're using the following hashtags this year – we'd really appreciate it if you could too.

#BobsBack

#yorkfringe

Our social media handles for Twitter, Facebook and Instagram are all @yorkfringe

Please do create Facebook events and make GYF co-host – these are great for us to share.

We'll be releasing our 2019 trailer in late May/early June, and other festival content as well. If you're able to share those with your own contacts that would be great.

If you've got any other content (particularly video) that you think would work on our channels, please do send it through to socialmedia@greatyorkshirefringe.com

Finally, if you're enjoying the food stalls on site, do tag them in too!

Advertising

We run an advertising campaign for the Fringe as a whole, but it may be worth thinking about doing some yourself if you can afford it. Facebook ads work well, and it may be worth trying Ents24's boost buttons for £50 a go: <https://www.ents24.com/boostbuttons/#/>

Any other questions? Do get in touch on marketing@greatyorkshirefringe.com

As we said at the beginning of this pack, we are really looking forward to welcoming you to The Great Yorkshire Fringe 2019!

If you have any questions which are not covered by this pack, please contact the producer at jane@greatyorkshirefringe.com and she will direct you to the person best able to deal with your questions.

Many thanks and we'll see you in York!

