

Fort Collins



FRINGE

Festival

**2018 Fort Collins Fringe Festival
Artist Handbook**

Letter to artists

Dear 2018 Fort Collins Fringe Festival Artist,

Congratulations! Whether this is your first time participating in the Foco Fringe or if you are a regular, this handbook is meant to help you prepare for the Festival and navigate the Festival once it begins. We want you to get the most out of your experience so we tried to anticipate any and all questions you might have and answer them clearly and fully.

Please read through this handbook in its entirety and feel free to highlight what feels important to you. This is the spot to find out information regarding tech, fees, ticketing, and everything else! This will be an excellent resource to reference whenever a question arises for you. If you can't find the answer to your question within this handbook, do not hesitate to reach out to the Foco Fringe Staff.

We are truly looking forward to the 2018 Festival and believe this will be the best Fort Collins Fringe Festival yet. We are working hard to ensure the Festival runs smoothly and is a rewarding experience for both our artists and audience. But we also need your help. The more informed you are on our policies, the more smoothly our festival can run.

Thank you for participating in our 6th Annual Festival. We are excited to have you as part of our community!

Looking forward to Fringe-ing with you,

The Fort Collins Fringe Staff

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Important Dates

March 1: Applications are live at 9am (MST). First-come, first-serve

March-April: Official notification of acceptance or placement on the waitlist

April 27: Deadline to pay [Production Fees](#) – You must confirm your slot in the festival by paying your quoted fees by 11:59 pm (MST) on 4/27/18 AND BYOV applicants must provide a signed agreement with the proposed venue. Must agree to the terms and conditions in the Artist Handbook [here](#).

May 1: [Billeting Request Form](#) due.

May 4: LAUNCH PARTY! Mix & Mingle Event/Venue & Schedule assignments announced

May 12: [Marketing Bootcamp](#), 12pm-2pm at the La-De-Da Studio 4019 S Mason St. 80525

May 15: Deadline for [Program Info Form](#) (includes final photo and show description)

June 1: Deadline for [Technical Questionnaire](#) & last day for [Change of Show Information Form](#)

July 11: Artist Orientation Workshop/ World Fringe Day

July 15: Deadline for all Artist Check-In paperwork: [Participant Release Forms](#) from ALL cast and crew

July 21: Volunteer Orientations

July 21-25: Tech Rehearsals

July 26: Fringe Kickoff featuring 60 second previews for each show! Open to the public

July 26-29: 6th Annual Fort Collins Fringe Festival

July 28: [Free Family Fringe](#) 10pm-1pm

July 28: Weekend Warriors Screening and Awards Ceremony/Fringe Saturday Party

July 29: Fringe Festival Closing Ceremonies & Award Party

August 5: [Artist Payout Forms](#) due & W9 due (if we do not receive this information by this date you donate your earnings back to the Festival)

August 15: Feedback surveys Due

August 30: Box Office Payout - all checks will be mailed and postmarked by this date

Understanding Fringe

The Fort Collins Fringe Festival is a 4-day performance art festival. The Festival exists to provide a platform for emerging and established artists to perform fun, original, affordable theatre for our community while creating connections between artists, audiences, businesses and organizations. The festival is unjuried - artists are chosen through first come, first serve slots assignments. The festival is uncensored - content is entirely up to the artist, experimentation is encouraged. The festival is inclusive - artists from a variety of cultural perspectives, artists from underrepresented communities, and artists presenting work that is culturally specific and geographically diverse, are encouraged to apply. Ticket fees are capped at \$10 (100% which of the net-profits goes back to the artist. Please note that processing fees are passed onto your patrons.)

As the Fringe is part of an international community of Fringe Festivals® and Fort Collins Fringe is a member of [World Fringe](#) and [USAFF](#) (United States Association of Fringe Festivals) it is very important to understand that each festival has a unique approach based on the community where it resides. It is our full intent to preserve the “Fringe” ideals based on four guiding principles:

1. Participants will be selected on a non-juried basis (meaning creative works are not reviewed prior to submission and acceptance into the festival) through a first-come, first served process, a public lottery, or other method approved by the Association.
2. In order to ensure Criteria One (above), the audiences must have the option to pay a ticket price, 100% of net-profits which goes directly to the artists.
3. Fringe Festival producers have no control over the artistic content of each performance. The artistic freedom of the participants is unrestrained.
4. Festivals must provide an easily accessible opportunity for all audiences and all artists to participate in Fringe Festivals.



What the Fringe Provides You

The Fringe provides each performing group the following:

- Three performances in an appropriate venue based on: venue needs requested during the application process, schedule requirements and conflicts, and technical needs. BYOV artists provide their own venues.
- One 1 hour technical rehearsal in your venue the week of the festival so you can set up and run through your show. Tech rehearsals will be Saturday-Wednesday, July 21st-25th, 2018. Applicants must be conflict-free during those dates to apply. No schedule accommodations are guaranteed. BYOV artists run their own technical rehearsals.
- Full professional box office/ticketing service, including advanced ticket sales and day-of ticket sales.
- One House Manager, who oversees front of house duties for your venue.
- Volunteer assistance (whenever possible and/or necessary).
- Listing of your company's name, show title, description, graphic, and performance times, in the Fringe Program Guide and on the Fort Collins Fringe Festival website where the public can browse the festival's offerings, and purchase tickets..
- Publicity/marketing for the Festival as a whole. (As the Fringe Festival is unjuried, we do not publicize or advertise individual shows over others. ALL companies will receive the same level and amount of advertisement, when applicable, through social media, the Fort Collins Fringe Festival program and website, and email newsletters during the festival. Please see our Marketing Handbook for tips on marketing your show.)
- Opportunities to market your show at our Mix & Mingle & Open Mic on May 4th, and the Festival Kickoff on July 26th where you will perform your 60-second previews.
- Production support through marketing tips and opportunities to exhibit/preview your work through social events held throughout the festival.
- We encourage local media to preview and review as many shows as possible.
- Artist discounted Festival Passes/Button. This is the pass to get into any festival event including parties, and performances. It will also get you sweet discounts at some partnering venues.
- Artist rush passes to see fellow performers' shows. This means if there are any available seats once all paying audience has been seated you may see any show at no additional cost to you.
- An environment that facilitates an independent, creative process and the opportunity to perform for an audience that is eager and willing to support cutting-edge performances and creations.
- Most importantly, you set your ticket price between \$0 and \$10 and we return 100% of the net-profits to you, the performing company. The standard processing are passed onto your patrons.

As a performing group, YOU are expected to:

- Select your artistic material (theatre, improvisation, cabaret, dance, music, multimedia, etc.) and have it be no longer than 30/60 minutes in length, depending on the your chosen time allotment.
- Rehearse all performance material independently
- Secure the rights for your production to take place if the performance is not an original piece.
- Submit all Fringe forms and materials (i.e. contractual, technical, promotional, financial, etc.) on time. Failure to do so will result in additional late-fee charges to the performing group.
- Take extra care when providing information, and PROOF your responses before sending. We will reproduce your data exactly as we receive it--we do not correct improper capitals or misspellings. We will assume that you have included such anomalies on purpose as a marketing or artistic choice.
- Make arrangements for all necessary permits or visas to enter and perform in the United States. The Fringe can provide only minimal information on any permits or visas that are needed. It is the performing company's responsibility to acquire these items.
- Take the schedules of all of the members of your company into consideration when applying to the festival. We will try to accommodate scheduling conflicts, but cannot guarantee that shows will not overlap. Cross-casting is not advisable given the complexity of scheduling 90+ events in 4 days. It is strongly recommended that you participate in only one project, as multiple showings will greatly reduce your venue and time options.
- Be responsible for all personal expenses. THIS INCLUDES: travel, food, lodging, additional production costs outside of Fringe Festival fees, personal liability insurance, royalties, union fees and any other miscellaneous personal expenses.
- Be prepared to arrange for your own housing accommodations for the duration of the festival if you are a touring group. Housing (billets) arranged by the festival for touring artists is NOT guaranteed. [Please see section on Housing/Billets for more information.

2018 Artist Forms

As a Fringe Artist, your performing group is required to fill out the following forms by the stated due date. If these forms are not completed on time, fees will incur.

[Program Info Form](#) - Due May 15th

\$30 fee if completed after this due date

Info from this form goes into the program as is so please read over carefully to avoid typos etc.

[Technical Questionnaire](#) - Due June 1st

\$30 fee if completed after this due date

This form is where you will indicate your needs pertaining to tech and scheduling.

[Participant Release Form](#) - Due July 15th

All members (cast & crew) of a performing group are REQUIRED to fill this form out. You will NOT be allowed to perform until these are filled out.

[Artist Payout Form/Fringe Survey](#) - Due August 5th

This is where we get the info we need to pay you and here what we did well and what we can improve.

The following forms are required if necessary:

[Change of CONTACT Info Form](#)

This form is required if you would like to change your CONTACT information (address, phone, etc).

[Change of SHOW Info Form](#) - Due June 1st (if needed)

No fee before May 15th. \$30 fee if submitted between May 15th - June 1st. No changes after June 1st. This form is required if you would like to change your SHOW information (Show Name, Description, etc).

[Withdrawal Form](#)

Please see form for refund policies

This form is required if you would like to withdraw from the 2018 Festival.

The following forms are optional for Fringe Artists:

[Social Media Promo Form](#)

Use this form to give us links to your social media names/pages/sites so we can promote them.

[Billet Request Form](#)- Due by May 1st

We will not accept any Billet Requests after May 1st.

Use this form to request housing during your stay in Fort Collins. Housing is NOT guaranteed. But we will certainly do our best to help facilitate your stay here.

[Free Family Fringe Sign-Up Form](#) - Signup for a spot to market your show in Old Town Square, Sat. July 29th 10am-1pm

[Marketing Bootcamp Sign-Up Form](#) - Signup for a spot at our FREE marketing bootcamp on May 12th from 12pm-2pm.

Technical & Performance Information

Please read the below technical information thoroughly. If after reading the below, your answers regarding technical information are not answered, please email producer@fringefestivalfortcollins.com.

Tech Specs

- All venues are equipped with basic lights and sound. Systems can vary greatly among venues. Be prepared to be flexible with your tech needs, as no specific capabilities are guaranteed beyond the simple functions of lights up and down and sound on and off.
- All performance material should be rehearsed independently and mounted with only the allotted assistance listed previously by the Fringe Festival. Performance material should be performance-ready by the time of the assigned technical rehearsal as to allow for an easier rehearsal process for all performers involved and an easier technical process for the assigned Technical Director, as they are assisting with all productions taking place in the assigned venue.
- While providing your own stage manager is not required, please be aware that you are responsible for anything above and beyond what the Fringe-provided house manager is capable of. You are required to have enough crew members to set and strike your show within the allotted 15-minute setup and 15-minute take-down timeframes. (It is very possible you will be setting up in the same 15 minute time as the last group is taking down and vice versa).
- Arrive with everything needed for your show: props, sets, costumes, stage manager, ideas on lighting and sound cues, etc. With so many shows sharing the same spaces, your tech needs must be simple with very few cues and/or special effects.
- A venue floor plan and spec sheet will be made available to you after you are assigned a venue.
- There will be little to no storage available in the venues, so be prepared to take everything with you after each performance.
- You are responsible for ANY additional technical equipment not listed in your tech packet (e.g., projectors, microphones, strobes, fog machines, keyboards, etc.). Again, there will be little to no storage available in the venues, so be prepared to take everything with you after each performance.
- Special equipment (projectors, screens, disco balls, etc.) will also be assessed on the [Technical Questionnaire](#) and may need to be approved with our venue.
- Arrive for performances, technical rehearsals, or scheduled publicity events on time and fully prepared for the material and time requirements.

Tech Rehearsal

- Each performing group will get one 1-hour tech rehearsal in your venue sometime on Saturday-Wednesday, July 21st-26th. No schedule accommodations are guaranteed.
- Come to your technical rehearsal fully prepared, ready to set up for your production, run any necessary sound and lighting cues, and if time allows be prepared to do a full or partial run through of the piece with full tech.

- Your assigned House Manager will be assisting with all productions taking place in your assigned venue.
- It is essential that performance material is performance-ready by the time of your assigned technical rehearsal to allow for an easier technical process for your performers and your House Manager.

General Performance Information

- While providing your own stage manager is not required, please be aware that you are responsible for anything above and beyond what the Fringe-provided house manager is capable of. You are required to have enough crew members to set and strike your show within the shared 15-minute setup and takedown timeframes. (It is very possible you will be setting up in the same 15 minute time as the last group is taking down and vice versa).
- Arrive with everything needed for your show: props, sets, costumes, stage manager, ideas on lighting and sound cues, etc.
- Arrive for performances, technical rehearsals, or scheduled publicity events on time and fully prepared for the material and time requirements.
- There will be a maximum of 15 minutes between shows: 15 minutes for strike of the previous show and setup of the next show.
- Doors open at least 5 minutes before a show's start time regardless of whether or not the stage is set up as needed for the performance group.
- Late seating policies are at the discretion of each performance group for their show however the festivals default policy is to allow late seating unless otherwise specified. You are responsible to communicate your preference to the venue manager in July.
- Shows start and end on time, as scheduled, NO MATTER WHAT.
- The festival will make a curtain speech before each show that is 1-2 minutes in length. If your show is exactly your selected 30/60 minutes is length you must communicate this to your Venue Manager in July so they begin your curtain speech a few minutes before your time as to not incur any fees for running over your time slot.
- If you have a curtain speech of your own this must be done within your time slot and by a member of your performance group and NOT by any festival staff.
- All promotional and publicity materials must include the statement "(participating company/individual's name) in association with The Fort Collins Fringe Festival presents (Title)". No additional producers or presenters will be permitted.
- Be prepared to promote and market your show yourself. Print and distribute all necessary and/or desired materials, such as posters, handbills, programs, pictures, reviewer packets, etc. Arrangements for the creation and distribution of these materials depends solely on the performance company.
- Contact the press about your show yourself: set up interviews, get listed in previews and posted on general public event calendars. The Fringe publicist will market the entire Festival as a whole, It is the performance group's responsibility to acquire additional press and marketing for their show outside of the general advertisement for the Fort Collins Fringe Festival.
- Get out around town during the festival, promote your show, talk to people, give sneak previews, pull in audience off the streets, attend other artists' shows and anything else that will help draw attention to your show.

- After your show strikes stick around to catch a fellow Artist's show or head over to Fringe Headquarters and mingle with the other performers, artists, staff, volunteers and patrons.

Fees, Withdrawals, Payments & Fines

Basic Fees

There are three basic fees that are added together to determine your overall participation fee for the festival.

Application Processing Fee: \$35.00

This fee covers administrative costs of processing applications

Venue Production Fee: Small Venue (35-40 seats): \$150.00, Medium Venue (41-75 seats): \$175.00, Large Venue (76-99 seats): \$200.00, Extra Large Venue: \$225 (100+ seats)

This fee covers the cost of the venue, box office services, venue site management, volunteer coordination and basic needs for 3 performances. **The Production Fee's will increase everyday they are past due by \$25. If you need to arrange a payment plan you must contact the Artist Liaison before the Production Fee Due Date.**

BYOV Production Fee: \$200.00

This fee covers the cost of box office services, venue site management and volunteer coordination for 3 performances. (This is for BYOVs only)

Please Note: Each performance company is allotted a three performances. Choosing to perform less shows does not lower your fees. If you would like less than three shows you must communicate with Fringe Producers by email at producer@fringefestivalfortcollins.com. Artists will not be able to change their desired number of shows following May 1, 2018.

Withdrawals and Refunds

All withdrawals from the festival must be made in writing via our online Withdrawal Form by the company's primary contact.

The following is a timeline to determine how much of a refund you can receive following your withdrawal:

- A notification received by **April 28, 2018** will receive a **90% refund**.
- A notification received by **May 1, 2018** will receive a **50% refund**.
- A notification received by **June 1, 2018** will receive a **25% refund**
- A notification received after **June 1, 2018** will receive a **0% refund (all fees will be forfeited)**.

Once a company withdraws, they will not be admitted back into the Festival that year. Applicants on the waitlist may withdraw at any time at no charge.

Payments

Payments may only be made via Visa, or MasterCard or with a PayPal account.

Payments made via Stripe on our [website](#) under “Get Involved” and “Fees & Products”.

Fines

There are several instances when an Artist/Performing Group may be charged a fine. They are as follows:

- Shows running longer than their allotted 60 or 30 minute performance time will be cut off and charged a **\$50.00** fee per occurrence.
- Leave no trace. If the house manager is left to clean up a messy green room, storage area or stage, the responsible company will be charged a fee of **\$50.00** per occurrence.
- At the Fringe's discretion we will also withhold your company's final box office payout and will use these funds to cover any and all expenses incurred in the disposal/storage of your set and props. Any remaining fees will then be returned only when the space has been cleared and inspected.
- Fees pertaining to Changing Information and Late Submission of Forms
 - If your company needs to change information regarding your SHOW (Company name, show description, etc) via the [Change of SHOW Info Form](#), there will be no fee before May 15th. There will be a **\$30 fee** if submitted between May 15th - June 1st-June. No changes after June 1st.
 - There will be a **\$30 fee** if you submit your [Technical Questionnaire Form](#) after the deadline of July 1.
 - There will be a **\$30 fee** if you submit your [Program Information Form](#) after the deadline of May 15.
 - [Please see “Artist Forms” section on page 8 for more details]
- Cancellation of Shows
 - Canceled shows affect the box office, marketing and the other shows sharing your venue. If you must cancel a scheduled performance, you will be charged a cancellation fee of **\$100** per performance cancelled.
- Venue Relations
 - Contacting the venue directly will result in a charged fee of **\$100** to the performing company, and possible removal from the festival. Please see “Venue Information” section for more details.

Venue Information

Our agreements with venues involved in the Fringe Festival state that no artist or performing company will contact the venues independently, and that all venue-related communications are processed through the Fort Collins Fringe Festival staff.

Contacting the venue directly will result in a charged **fee of \$100** to the performing company, and possible removal from the festival.

Small (20-40 seats) - Production Fees \$150

None for the 2018 Festival

Medium (41-75 seats) - Production Fees \$175

ArtLab (60 seats)

Lyric Cinema (66 seats)

Wolverine Letterpress & Publick House (60 seats)

Large (76-99 seats) - Production Fees \$200

Bas Bleu Theatre (99 seats)

Museum of Discovery Otterbox Digital Dome Theatre (82 seats)

Museum of Discovery's The Big Backyard (99 seats)

BYOV (Bring Your Own Venue) Information

If you have been selected to participate in the 2018 Festival as a BYOV, please read the below information thoroughly. If you are a standard venue artist, you do not need to read this info.

As indicated in the “Fees, Withdrawals, Payments & Fines section” your production fee is lower than any of the standard venue production fees. This is because you are responsible for securing your own venue, technician and technical equipment.

Venue Requirements and Information

Your Venue **MUST** be approved by the Fringe and it must be within the boundaries of:

- No further South than Colorado State University- Laurel Street
- No further North than Vine Street
- No further East than Peterson Street
- No further West than Loomis Street

BYOV Venues may include (but are not limited to the following):

- Public Library and its related spaces and grounds
- Art Museum
- Parks and Rec Spaces
- Schools
- Art Galleries
- Retail Shops along Old Town.
- Rooftops
- Busses/Taxis
- Alleyways
- Poudre River Trail
- Hotels (The Armstrong)
- Churches within the stated Boundaries
- Restaurants/Coffee Shops
- Dance Studios

Please note that will need to know what venue you are planning on using before we can register your company as a BYOV.

BYOV Policies

Please read the below policies carefully and thoroughly.

- ALL registered BYOV performance groups are required to submit a letter of confirmation for scheduled appearances/performance from the venue to the Fort Collins Fringe staff by no later than **May 1st**.

- INSURANCE is the responsibility of the BYOV performing group and may be required at certain venues. There are a variety of one-time events policies that can be purchased online.
- Please remember that as a Fringe artist you are producing your own show and the Fringe Festival only provides limited services, ticketing, program listing, information, etc.
- As a BYOV Company you are soliciting, coordinating and establishing legal agreements with your venue. It is your responsibility to stay within the legal limits of the venue and/or public space.
- The Fringe Festival reserves the right to remove any group that does not comply with legal regulations and policies.

BYOV Scheduling

- BYOVs are allowed up to 3 performances in their venue, without incurring extra charges. Specific performance dates and times are scheduled and arranged with the venue by the company/performing group, between July 26th-29th, 2018.
- Those dates and times are to be provided to the Fringe staff by 11:59 on **June 1st**, to allow proper advertising in the Fringe program, on the Fringe website, etc.
- We require BYOVs to have the same times slots as the Fringe-managed venues e.g. Fri. 5 pm-10pm, Sat. 2pm-10pm, Sun. 3pm-6pm, while other Fringe shows are scheduled.

Box Office Policies

General Information

- There is General Admission seating for all performances
- All ticket sales are final. There are no refunds or exchanges.
- Fringe T-Shirts are the only merchandise sold at Fringe Central and Festival events.
- Artists are welcome to sell their own merchandise at their Venue Box Office as long as this activity does not interfere with the Fringe House Manager or the functioning of the box office
- Artists are fully responsible for the sale and monitoring of their merchandise.
- Artists are also welcome to pass out any programs or other materials at their Venue Box Office but are required to provide someone not in their performance to do so (a company stage manager, crew member, friend etc.)

Artist Payout Information

- 100% of net-profit ticket sales go to the performing company or artist for their corresponding shows.
- Artists set their own ticket prices between \$0 and \$10 on the [Program Information Form](#).
- Please note, in addition to the ticket price & typical service fees, a festival button will need to be bought by each patron to support the festival.
- We may be offering a variety of discount passes in 2018 including Frequent Fringer Passes, an All-Access Festival Pass, and other special deals that will be determined as the festival approaches.
- All artists are required to accept these All-Access Festival Passes (not the same as a festival button) to their shows and will receive a \$7 ticket price per use.
- All ticket sales will be paid out via check postmarked by September 30th.

Comp Tickets

- Since 100% of net-profit ticket sales go to the performing artist or company, complimentary tickets for their own shows will be given at the artist's discretion. However, the names of all individuals receiving comps must be on a list at the box office 30 minutes before curtain. Those patrons will still need to purchase a festival button to support the Fringe.
- It is recommended that you use your comps early in the festival as it encourages audience to generate word-of-mouth for your later shows.
- Other Fringe Artists will have free passes to all performances of all shows, including yours, based on unsold seat availability (see Artist Pass policy below).
- The Festival also reserves the right to offer complimentary tickets to your show to Press, Staff, Sponsors, Donors and Volunteers depending on unsold seat availability

Artist Passes

- Each person listed on the cast & crew list in the [Program Information Form](#) will receive an Artist Pass.

- Changes to the Artist Pass list made after June 1st will incur a \$30 fee.
- Artists will not receive their Artist Pass until each member of their group's Artist Pass List has filled out the [Participant Release Form](#).
- Artist Passes/Buttons are non-transferable.
- Lost Passes/Buttons can be replaced for a \$30 fee
- The Artist Passes will allow all Fringe Artists to see any of the other Fringe shows for free, as long as there are unsold seats available, proof of identity required.
- Artists can check in and sign up for a seat 15 minutes before the show. Available seats will be given on a first-come, first-served basis one minute before curtain.
- **Offering these passes/buttons is a courtesy the Fringe extends in order to encourage Fringe artists to see each other's work and to have the fullest Fringe experience possible. This is a great perk for all of the artists in the festival. If you or a member of your group is found to be abusing the Artist Pass privilege, your group's passes may be revoked.**

Housing & Transportation

Housing

For out of town performers, the Fort Collins Fringe will do our best to arrange for Billets (hosts) for you. However, this is NOT a guarantee. Very specific needs (i.e. private room, particular location, etc) may make finding a billet difficult, so it is advised to be as open to housing opportunities as possible.

In order to receive a Billet Host you MUST fill out the [Billet Request Form](#) by May 1st. We will not accept any requests for billets after May 1st. Billets are given on a first-come, first-serve basis.

Our Billet Hosts often come in at the last minute, so please be patient in receiving Billet information and it is CRUCIAL that you have a backup plan in place. You can always cancel a hotel reservation but you cannot always get one last minute. July in Fort Collins is a popular time for tourists.

You can find information about hotels in Fort Collins [here](#).

Transportation

All of our venues are located in downtown Fort Collins and are accessible by the public bus, bike, and walking. For bus schedules and information regarding public transportation, click [here](#).

Fort Collins is a very bike-friendly city and has a non-profit bike share system and several bike stores that rent bikes.

[Lee's Cycles](#)

[New World Sport](#)

[Recycled Cycles](#)

For a bike path map, look [here](#).

For transportation to and from the airport, the [Green Ride](#) (private shared shuttle) is a great option.

Marketing Support

Please see our Marketing Handbook for Marketing Support. The below information is all contained in this.

Please also signup for our FREE [Marketing Bootcamp](#) on May 12th from 12pm-2pm.

- General Marketing Tips & Resources
 - Tips on Effective Show Descriptions
 - Tips on Effective Show Photos
 - Tips on Creating a Press Release
- Guidelines for Printed Materials
 - Things that must be on your printed materials
 - Recommended Printers
 - Info regarding distribution
- Social Media Resources
 - General Tips
 - Using Facebook
 - Using Twitter
- Other Ways to Market
- Media List & Online Calendars Info
- Our Media Partner--TBD
- Additional Marketing Resources

Contact Information

The Foco Fringe Staff is always happy to help answers any questions you have not answered in this handbook. Please read below to find out who to contact depending on what information you are looking for.

Kirsten Easton, Artist Liaison

Kirsten is your main contact as an Artist. Any questions pertaining to policies, requirements, fees, logistics, housing and general info should be directed to her. When in doubt, reach out to Kirsten. If she cannot answer your question, she will direct you to the appropriate person.

Natalie Scarlett, Advertising and Sponsorship Liaison

Natalie is advertising and sponsor coordinator, helping us connect the Fringe with the business community. If you know a person or business who would like to support the Fringe through advertising, sponsorship, grants or donations, reach out to Natalie.

Jesse Nyander, Marketing Specialist

Jesse is video meister-extraordinaire and helps guide the marketing team. He will be leading artists through a marketing boot camp to help you get the word out on May 12.

Rachel Messersmith, Volunteer Coordinator

Rachel is arranging and supervising the volunteer experience at the Fringe. She will help recruit and train volunteers for the Festival, including box office, ushers, and event helpers.

Jessica MacMaster, Executive Producer

While Jess is helping us prepare and plan our Festival with marketing, venue management and a thousand logistics, she will be away on maternity leave starting June 1. Look for her at the Festival with a brand new baby girl! TBA!

Dulcie Willis, Executive Producer; Director of Free Family Fringe, Sponsorship Supervisor and Festival Logistics Oversight

Dulcie is who you want if you have questions about sponsors, day-of festival logistics or would like to perform in Free Family Fringe.

Heather Ostberg, Festival Founder and Lead Executive Producer

Our fearless leader, Heather started the Festival six years ago. As Founder and Executive Producer, she has her eyes and ears on all things Fringe Festival.

More Festival specialists to come - we will keep you informed!

All can be reached at producer@fringefestivalfortcollins.com.

Final Information

Companies accepted into the Fort Collins Fringe Festival cannot sell or transfer their spot in the Festival to another artist or group. If a company sells, transfers or trades their space to another company, both companies will be removed from the Festival and all paid fees will be forfeited.

The Fort Collins Fringe Festival reserves the right to cancel confirmed applications should unforeseen circumstances arise. This includes anything that would interfere with the mounting of the production or the Festival as a whole.

The Fringe Festival will accept no liability for performance cancellations as a result of natural phenomena, war, or the actions of third parties. The Festival makes no guarantee whatsoever regarding the suitability of any particular venue for performance presentation. In the event of a loss of a venue (or an unforeseen loss of Festival revenue needed to operate a venue) the Festival reserves the right to cancel the performances in that venue. In such an event, cancelled groups will be placed at the top of the waiting list or they may withdraw from the Festival and receive a full refund of their LISTING & PRODUCTION FEES.

All performing companies agree to adhere to the laws of Fort Collins, Colorado, United States of America, and the policies, procedures and safety restrictions of the Fort Collins Fringe Festival and each of its participating venues. All companies are obligated to act in the best interests of the Festival as a whole at all times. The Fort Collins Fringe Festival reserves the right to cancel any or all performances of any performing company not adhering to these regulations.

Upon acceptance to the Fort Collins Fringe Festival, participants are required to submit all requested materials and information in full and on time. Failure to do so may result in additional charges to the performing company or artist, or removal from the Festival. In addition, all promotional and publicity materials must include the statement “(participating company/individual’s name) in association with The Fort Collins Fringe Festival presents (Title)”. No additional producers or presenters will be permitted.

Submission of the application and subsequent payments indicate your acceptance of and agreement to all listed terms and conditions of participation with the Fort Collins Fringe Festival contained herein.

Acknowledgment of Information

[Click here](#) to acknowledge that you have read this handbook in its entirety.

