

"fresh, unforced, and hilarious" -Juliana Biondo, BmoreArt.com

"an excellent indicator of Baltimore's burgeoning young theater scene." -WYPR

"We did it." -M. Brush



Charm City Fringe: Your Story

Welcome!

Are you ready to join Maryland's biggest fringe theatre and performing arts festival? We know you are. That's why you're reading this. The following pages will give you step-by-step directions on how to apply, and provide the details you need to know.

This year Charm City Fringe is looking at a range of exciting venues centrally located in the [Bromo Arts District](#). We are thrilled to be making the festival 100% more walkable, and 25% more fun. That's 125%, not mathematically possible, but we're not mathematicians.

Just a few more steps and you'll be on your way to performing in Baltimore's own Charm City Fringe Festival. So hunker down, think about your production, and show us what you've got!

We provide the spaces, the schedules, and alert the masses; you make your show shine.

To learn more, read on!

How Performances are Chosen

Companies participating in CCF in a Fringe Managed Venue are adjudicated. The adjudication process seeks to keep CCF productions diverse. Companies performing in a Bring Your Own Venue (BYOV) are accepted on a first-come, first-served basis.

Types of Performances

Virtually any type of performance art is welcome to apply. We particularly encourage original works and innovative adaptations. Categories include: drama, comedy, burlesque, cabaret, circus arts, dance, improv, interdisciplinary, multimedia, musical theater, poetry, puppetry, storytelling, sideshow, spoken word, variety, and other creative madness. **All shows must be between 40 and 60 minutes.**

Selection Process

The Charm City Fringe selection process focuses on peer review to create a diverse festival lineup. **This is how it works:** applications are reviewed by the Fringe Festival peer-review panel, composed of members of the theatre community. **The reviewers independently evaluate shows based on *artistic merit* and *fringe factor*.**

This is what they will be looking for:

- Applicant demonstrates competence and ability to successfully realize proposed work and has access to necessary materials and resources.
- Artistic concept or goal, whether technique, structure and/or objective, is well communicated.
- Work content is consistently engaging, outstanding, brilliant and/or exciting.
- Work is original to the applicant or is a unique adaptation.
- Applicant has relevant bio/experience.
- Content or theme is provocative, challenging or unusual.
- Form or structure is experimental, blurs categories or is unconventional.
- The work as a whole is risky, offbeat, eccentric, spicy or tasty-delicious.

After evaluating applicants by the above criteria, performance slots will be filled with the highest scoring applications first. The Fringe organization committee will also retain a small number of slots to ensure that the Festival lineup remains balanced and reflects a diversity of genre, culture, and in-town/out-of-town performers.

All applicants will be notified via email regarding their status in the Festival on July 1.

We understand that some companies prefer to perform at their own venue, or a venue of their choosing. Well, that's great, and we still want you to be a part of Fringe! You can line up your own venue and participate using the [BYOV option](#).

Application process & fees

Artists can apply for the 2018 Charm City Fringe Festival as follows:

- Early Bird: April 1 - May 31: \$35
- Regular: June 1 - June 24: \$55

Application fees are non-refundable and do not guarantee a spot in the Festival. Applicants for Fringe Managed Venues will be adjudicated per the aforementioned criteria, BYOV applicants are admitted into the festival on a first-come, first-served basis. If you are submitting applications for multiple works, you must supply a separate application and application fee for each work you submit to the Festival.

Upon gaining admittance to the festival as a performance artist/company, there is a \$275 production fee. This fee goes towards venue and equipment rental (Fringe Managed Venues), marketing the festival, creating schedules, printing, advertising, and securing venue staff.

If you are performing in a Fringe Managed Venue, you will receive a minimum of 80% of all net ticket proceeds from your show. Further details will be available with your festival acceptance packet.

If you are performing under our Bring Your Own Venue format (BYOV), you will receive 100% of all net ticket proceeds from your show.

All artists retain 100% ownership rights and future royalties to their show.

We strongly encourage online applications, available through our application page: <http://charmcityfringe.com/application>. However, you may also print and mail in your application using the paper application form attached below.

What Do You Get?

Entrance into a Fringe Managed Venue gets you:

Four performances: Each company performing in a Fringe Managed Venue receives a minimum of four performances.

Box office services: The Festival sells all performance tickets, without exception. The artist or company (primary contact) receives a minimum of 80% of box office revenue.

Marketing: We market the Festival as a whole. This includes print and digital media, social media, radio, and more. We are not in the business of marketing individual productions – that’s where you come in. We hook ‘em, but you have to reel ‘em in. In addition to marketing the festival, Charm City Fringe will provide each company with marketing tips and help to guide you through the personal promotion of your show.

Venue: We’ll match your production to the most suitable venue available. We promise a performance space, seating, sound system, a basic lighting rep plot, and a venue manager. If you have special requests, please make those known early on to allow us the maximum time to find a suitable space. Special requests are not guaranteed.

House Staff: These amazing staff and volunteers will manage your venue, tear your tickets, distribute your programs, and help your patrons navigate the Festival.

Artist Passes/Buttons: Each company will receive an allotment of free buttons in addition to artist passes for free tickets. This will allow you entry into all Festival performances with available seats.

Entrance into a Bring Your Own Venue gets you:

Performances: We request that each company operating under the BYOV model coordinate at least 4 performances within the festival period. It will be up to you to negotiate with your venue the specifics of your production and the performance times.

Box office services: All performance tickets are sold through the Festival’s online box office service, without exception. The artist (primary contact) receives 100% of their net box office revenue. Box office personnel may be available upon request.

Marketing: We market the Festival as a whole. This includes print and digital media, social media, radio, and more. We are not in the business of marketing individual productions – that’s where you come in. We hook ‘em, but you have to reel ‘em in. In addition to marketing the festival, Charm City Fringe will provide each company with marketing tips and help to guide you through the personal promotion of your show.

House Staff: All BYOVs receive a house manager to assist with ticketing and button sales, as well as festival operations. Additional staff may be available upon request.

Artist Passes/Buttons: Each company will receive an allotment of free buttons in addition to artist pass codes for discounted tickets. This will allow you entry into all Festival performances with available seats.

More Details on Marketing and Promotions Provided by CCF:

In order to promote the festival and all acts involved, Charm City Fringe will:

- Create a festival program with schedules, a map of the festival grounds, information on each host venue and participating company, and biographies or show synopses
- Print festival program and distribute through area print and digital media outlets, as well as online, including CharmCityFringe.com and via social media
- Provide updates and promotions on social media platforms, including Facebook and Instagram @CharmCityFringe
- Promote festival and provide special offers through area outlets
- Mobilize street teams to flyer and poster establishments across the city, promoting the festival and its events
- Provide quarter-card garden, a central Fringe area where all companies are welcome to display their poster, quarter cards, and other promotional materials
- Issue press releases to area media and theater publications, print and digital
- Opening party/Media Night: CCF will hold a media night and opening party. Media Night is a fantastic opportunity for shows to gain momentum, garner press, and build an audience before their show even hits the stage. Also, in addition to catching the inside scoop on what shows to see, patrons can pick up festival tickets and merch.
- Meet-and-greets: Leading up to the festival, CCF will host meet-and-greets for artists to network, meet one another, festival staff, and ask any remaining questions you may have regarding the festival.

What Do We Expect?

By providing you with a platform to stage your performances, we require that you do the following:

- Provide all materials requested by CCF by the dates specified
- Be available for all performances provided to your company
- Promote your own show to the best of your ability
- Meet deadlines set by CCF
- Be punctual
- Keep us in the loop. If you are having problems with your show, let us know!
- If you are performing under the BYOV option, inform us of show venue, times, and dates by September 1st
- Have only one point person (Primary Contact) in contact with us. Reference your company and show title in the subject line of all email communication.

Important Dates*

April 1 – June 24: Call for Applications

July 1: Artists notified of acceptance

**July 15: Early-bird Production Fee due
Participation packet artist meeting**

August 1: Standard-bird production Fee, Contract, W9 form/PayPal account email

August 5: Participation packet artist meeting

August 15: Show bios, Press photos, Poster

September 8: (BYOV only) Performance dates, venue, and times due

**September 8: (Fringe Managed only): Artists notified of venue, scheduling, tech
Schedule and Program Guide announced and published;
Tickets go on sale**

November 1 – November 3 (TBD): Opening Party/Media Night

October 30-31, November 5 – 6: Tech days, Load-in

November 1 – 11: Charm City Fringe Festival

November 11: Closing Party & Awards Ceremony

*Dates subject to change, please revisit site for periodic updates and news.

Things to keep in mind now, What to plan once accepted

Technical Rehearsal: Each production will receive one technical rehearsal at their assigned venue at an assigned date and time the week of the Festival.

Spaces are shared: Venues hold up to four productions. Resources are shared between these groups.

Storage space is limited: Most venues have little to no storage space. Please be prepared to leave the space empty, and you'll be pleasantly surprised if it turns out there is on-site storage.

Insurance: Each company is responsible for providing proof of insurance and/or acceptance of liability.

Load in/Load out: You will have 15 minutes to load in and set up your show before the house opens. Likewise, you will have 15 minutes to load out your show. No exceptions.

Simplicity is key: Fringe is not the right place to produce your pyrotechnically-enhanced, turntable-powered herculean adaptation featuring 756 lighting cues, and a non-stop soundscape of awesome. We wish that it were, because that show sounds fantastic.

Think of it this way: In the Fringe Festival, you are part of a larger community of artists who are as dependent upon you as you are upon them. Adherence to the spirit of the Festival and to the idea of simplicity will make everyone's experience the best it can be.

Rights: Artists are responsible for obtaining all rights, and the payment of all royalties associated with their performance, including script use, use of copyrighted music, etc. For information on obtaining these rights, visit the ASCAP, BMI, and SESAC websites:

- <http://www.ascap.com/licensing>
- <http://www.bmi.com/licensing>
- <http://www.sesac.com/licensing/licensing.asp>

Who to Contact

If you have questions or concerns regarding the application or application process, please contact us at Info@CharmCityFringe.com with the subject line: "2018 Application: [Your Company Name or Show Title]."

If your company is concerned about a part of your show and the possibility that it will violate any contract arrangements, if you are seeking permission or have a special request, or please contact us.