

What do I get for my Registration Fee?

Registration Fee structure:

\$300 per ticketed event, i.e. an event that costs to attend, regardless of price

\$220 per 'one off' ticketed event, i.e. an event occurring for one day only

\$220 per non-tickets events, i.e., events that do not cost to attend, e.g. visual arts

General advice, information and support

- Melbourne Fringe employees; a number of staff who are available to assist you with your registration and event planning
- One on one consultation with a staff member (by appointment)
- E-mail correspondence with up-to-date Festival information and exclusive offers to artists

Fringe Resource Publications

- 2009 'Festpack', full of valuable information for producers
- Marketing Handbook
- Publicity Handbook

Fringe Forums

- Covering topics such as publicity, production, management, sponsorship and funding

Festival Publicists

- Advice, information and support
- Media Release template
- Promotion of the Festival as a whole as well as a central point of contact for the media
- Media Kit – containing a Media Release for all registered events which is distributed to more than 60 media outlets and journalists
- *Please note that the Festival publicists cannot offer dedicated services to individual events*

Festival Guide listing, including image

- In 2008, 70,000 copies were printed and distributed

Festival Website listing, including image

- In 2008 there were 614,210 hits to the Festival website during the Festival period, with 75,472 unique visitors.

Discounted advertising rates in the Festival Guide (to be confirmed)

- Opportunity to further publicise your event within the Festival Guide in addition to your guide listing with image

Additional Festival marketing campaign, including

- Print Media advertising
- Radio advertising
- Television advertising
- Rock Posters (large street posters)
- Cafe posters
- Festival Mini Guides

Invitation to Festival Launch

Entry into the Fringe Awards (event must run for a min. 3 days). In recent years major prizes included:

- The Melbourne Airport Award for Outstanding Fringe Newcomer
- Touring Awards for both Visual and Performing Arts with event presentation/exhibition at the Adelaide Fringe Festival
- Melbourne International Arts Festival Award, mentorship and professional development opportunity with the Festival Director
- VicHealth Community Cultural Development Award
- The Gasworks Venue Award for creative development in dance / physical theatre.
- The Linden Award for a visual artist; an exhibition in Gallery 5 at Linden
- The Village Festival, Edinburgh Gardens award to remount a short work in the handmade portable theatre environment
- Melbourne Dramatists Emerging Writers Award supported by MTC, awarded for the best text based theatre work

Artist Passes

- Free entry to Festival Hub events (space permitting)
- Discounted drinks in the Club on Sunday Nights

Public Liability Insurance (PLI)

- Opportunity to purchase discounted insurance via Melbourne Fringe's umbrella policy
- Please note that your registration fee **does not** include PLI

What is PLI?

PLI covers you if a member of the public is injured due to an act or omission of anyone in your event (cast and crew). You are responsible for the public (your audience) in the venue you are staging your event.

Don't assume that your event is safe. For example, if an audience member trips over a power cord or a prop accidentally left out, you may have to pay their medical expenses. No matter what type of event you are staging, Melbourne Fringe highly recommends you consider PLI as an integral part of your risk management plan. If your event is being presented at the Festival Hub in North Melbourne you are contractually required to have PLI.

As part of the on-line registration process you can register your interest to be included (at your own cost) under the umbrella Melbourne Fringe PLI policy. Fees will differ from event to event as each event is subject to an assessment by the Melbourne Fringe brokers. This is completed after registering and policies are issued just prior to the Festival opening.

Alternative PLI options worth investigating are:

www.duckforcover.com.au

www.communityinsurance.com.au

For some events, particularly solo shows, these policies may prove to be more beneficial.