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GENERAL

- Amsterdam Fringe Festival works with an open call. Artists can apply with (a concept for) a performance/production via the online application form. When Amsterdam Fringe receives more applications than available spots at the festival, there will be made a selection out of these applicants. Circa 50 productions can be hosted during the festival of Amsterdam Fringe 2021.
- Performance do not have to be made yet to be eligible for a spot at the Amsterdam Fringe Festival. Premieres are warmly welcomed and encouraged (but not a condition).
- The selection of applicants (that will form the program of Amsterdam Fringe 2021) will be made by the artistic team of the festival.
- Applications will first and foremost be judged on their level of professionalism and the productional feasibility of the proposed production within the conditions of Amsterdam Fringe Festival.
- The festival organization strives to create a selection of works in which both Dutch, Flemish and international artists are represented and that to our best abilities, reflects the great diversity and pluriformity of the performing arts outside the mainstream. We try to honor and mirror trends that may occur in the total pool of applications. We have a strict preference for artists and companies that do not receive structural funding.

FORMAL CRITERIA

- Amsterdam Fringe Festival welcomes application from the full spectrum of the performing arts (and her crossovers). Exceptions being: music concerts and stand-up comedy. Productions of these genres will not be eligible for a spot at the festival unless an applicant can sufficiently make clear the 'cross over' or experimental quality of the work.
- The maximum allowed duration of a performance is 60 minutes.
- The performance/production needs to be of a professional level.
- The production needs to be fit for and able to be executed within the productional conditions of Amsterdam Fringe. This means that a performance:
 - Can be performed in smaller (black box) theatres and/or non-theatrical venues. (maximum capacity 100 persons)
 - Does not have too complicated technical requirements

- Does not require a big storage space for decor or props.
- Has a short build up and strike down time. As build up time in between shows we have a (max.) duration of 30 minutes as rule of thumb.
- The production does not perform in Amsterdam and vicinity in July and August 2021.
- The artist/company is during the festival period, 2-12 September 2021, at least 4 days available to perform.
- Originality and experiment in theme, artistic form and/or performance venue is highly stimulated and will be a proverbial leg up.

WHAT DO WE OFFER

Application/selection/cancellation

- Application for Amsterdam Fringe Festival is free.
- If your performance gets selected for Amsterdam Fringe 2021, you'll receive a spot at the festival and will be assigned a venue (free of charge). Once the selection has been announced and we've received your confirmation, you are considered to be officially part of the program of Amsterdam Fringe 2021.
- When you cancel your participation in the festival after 23 July 2021 without compelling reasons (such as force majeure), a fine of 150 euro will be charged to compensate the festival for (extra) administrative costs.

Finances / ticket sales

- Amsterdam Fringe organizes and takes care of the tickets sales of all shows. The festival thus takes care of the 9% VAT within the ticket prices.
- Participation in Amsterdam Fringe Festival is for the most part 'at your own risk'. Every Fringe participant will receive a guarantee sum (starting sum) of € 150 per performance (day), which comes down to € 600 in total when performing 4x at the festival. When the income of the ticket sales of your show are higher than the 150eu per performance, you'll receive a 70% percentage of the additional income of the ticket sales of your show. The other 30% goes to the performance venue and festival organization.
- Amsterdam Fringe does not provide fees, travel costs, housing, meals or technical/productional assistance. We can however advise you in finding affordable options and/or raising funds.
- Ticket prices will be determined by Amsterdam Fringe Festival, partly based on the duration of the performance. Ticket prices are on average between € 8,00 and € 13,00. Amsterdam Fringe offers her audiences promotions and discounts via partners like We Are Public and Stadspas. These promotions will only be applicable for your performance upon your agreement.

Program schedule and venues

- Amsterdam Fringe Festival takes care for and is responsible for providing you with a venue, deciding upon the number of performances, the performance dates and times. In scheduling we try to accommodate to your production's (technical) requirements and artistic profile as well as we can.
- Artists/companies partaking in Amsterdam Fringe can also 'bring' their own venue when agreed upon by the festival organization.

Coaching and support

- Amsterdam Fringe Festival offers coaching, support and advice on the promotion and production of your performance via a. o. the How2Fringe workshops, intake conversations, speeddates and a main contact for artists within the Fringe team.
- The How2Fringe workshops are especially designed for participants of Amsterdam Fringe Festival to help you create a succesfull festival experience. The workshops cover topics such as marketing, financial organization and fundraising and networking and the Dutch theatre field.
- The festival offers updates and information via our Artist Dashboard, Artist Toolkit and mailings as well. Make sure to read them!

Promotion

- Amsterdam Fringe Festival is responsible for the promotion and marketing of the festival as a whole. A.o. via posters, flags, program booklets, website, social media and free publicity and press.

WHAT WE EXPECT FROM YOU

Self-sustainability

- Amsterdam Fringe Festival expects from all her partaking artists that they are able to realize the production with which they applied financially, productionally and artistically.
- Amsterdam Fringe Festival presents the production, but does not produce it. The artist / company is responsible for the (productional) realisation of the performance. Amsterdam Fringe offers support by providing a venue (no rent) and coaching (via a.o. the How2Fringe workshops).
- The artist / company is responsible for arranging a technician to build and run the show. At most (theatre) venues you will receive support by their technical staff in building up your show, yet in all venues you have to run the show yourself.
- The available technical set-up can differ per venue. Please keep in mind that for additional and/or complex requirements (for example, beamers, projection screens, piano's....) extra costs can be charged. These costs will be on your budget.

Promotion

- Amsterdam Fringe Festival expects from all her participants that they'll provide the festival with promotional material (text and image) and that they take care of a good promotion of their show via a.o. social media, flyers and posters.
- We expect a pro-active attitude with regards to the promotion of your production and that you seize opportunities to promote your performances both those provided by the festival as those created by yourself.
- We expect you to meet deadlines for providing publicity materials so Amsterdam Fringe can include your show in our promotion of the festival as a whole. These deadlines can be found in the Artist Dashboard and Toolkit.

(Mandatory) participation in the How2Fringe workshops

- From artists partaking in Amsterdam Fringe Festival is expected that they'll attend at least four of the How2Fringe workshops.
- The dates of the How2Fringe workshops and speeddates are:
 - 22 March 2021 (mandatory for all!) - #1 How 2 Fringe
 - 12 April 2021 - #2 Money
 - 10 May 2021 - #3 Marketing: creating a campaign
 - 4 June 2021 - #4 Networking and PR
 - 14 July 2021 - #5 Marketing: social media
- Speeddate marketing: 24 May – 28 May 2021 (on demand)
- Speeddate finishing touches: 9 August – 13 August 2021 (on demand)
- It is not necessary to attend the workshops with your whole crew, but of course you are very welcome to!
- **As long as the COVID-19 regulations are in place, workshops will take place online.**
- Are you not able to attend a workshop? Please contact the festival about alternative arrangements.

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- Participating artists need to comply to the safety rules and regulation within the Dutch performing arts. The festival is not accountable for accidents or damages and loss of items by members of a company or venue.
- Participating artists/companies need to own the rights of the production and/or images and music used in the performance.

SELECTION PROCEDURE

Application

- The application for Amsterdam Fringe Festival 2021 is open from 4 January until 5 February 2021, 23:59 hrs.
- Applying is possible via the online application form. You need to fully fill out the application form. Incomplete forms will not be considered for selection.
- Additional attachments such as CV's and photos need to be send on 5 February 2021 the latest via a WeTransfer-link.
- Send in materials will not be send retour after the application process.
- Do you have questions about the application? Please send an email to application@amsterdamfringe.nl.

Announcement selection

- Monday 8 March 2021 we will let you know via e-mail whether your proposal is selected for Amsterdam Fringe 2021.
- You can receive 3 possible outcomes after application: 'selected', 'wait list' or 'not selected'.
- When you receive the outcome 'wait list'; your production will be put on the waiting list for Amsterdam Fringe 2021. If a performance that is selected cancels, your production will be eligible to become part of the selection instead.

- When you receive the outcome 'selected', we will invite you for the first How2Fringe workshop and an intake via email or phone.

DISCLAIMER

Amsterdam Fringe Festival reserves the right to refuse performance without stating reasons. Amsterdam Fringe is not responsible for any kind of damage with regards to submitted material.

Data of persons and companies who have applied for Amsterdam Fringe Festival will be stored in a (digital) file; this information will not be shared with third parties. By filling out the application form, the artist or company commits to performing at Amsterdam Fringe Festival when selected and agreeing upon the participation terms and conditions as stated above.

No rights can be derived from the above principles.