

AMSTERDAM FRINGE FESTIVAL 2024 - RULES OF THE GAME

Thank you for applying for the Open Call of Amsterdam Fringe Festival 2024!

Amsterdam Fringe Festival will take place from September 5 to 15, 2024.

Last year we had over 430 (!) applications, of which we were able to select 55.

We are very much looking forward to the new festival edition, hopefully with you as one of the artists!

Amsterdam Fringe Festival is not a standard festival in which we program and you will receive a full fee. It is a place for experimentation, development and research, with workshops on professionalizing yourself as a maker.

Please read the following rules carefully, so you know what it means to participate, especially the financial conditions (in chapter 'What we offer')!

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GENERAL INFO

- ★ Amsterdam Fringe Festival works with an open registration; the open call. Theater makers, dancers, performance art artists, artists; anyone who feels appealed can apply via the online application form with a performance or a plan for a performance yet to be developed.
- ★ Approximately 55 productions will be selected for the program of Amsterdam Fringe Festival 2024. The selection will be done by the artistic team of the festival.
- ★ The festival organization aims for a program with both Dutch, Flemish and international shows. Innovation, daring topics/forms and diversity are encouraged. There is a preference for non-structurally subsidized groups.

CRITERIA FOR PERFORMANCES AND SELECTION

- ★ Amsterdam Fringe Festival is open to applications from the full range of the performing arts and its crossovers. Exceptions are music concerts and stand-up comedy acts; these are not accepted unless the maker can show it has a crossover with other genres or has an experimental character.
- ★ Performances do not have to be made yet to be selected. So you can also submit a plan for something you still want to make/develop.

- ★ Premières during the festival are encouraged.
- ★ Your plan will be judged on diversity of genre and theme, artistic and professional quality, uniqueness and originality, and the feasibility of being produced within the production framework of Amsterdam Fringe.
- ★ The performance must be feasible within the production frameworks of Amsterdam Fringe. This means that the performance:
 - Must be able to play in the smaller theaters and/or at special locations
 - Is not too technically complicated
 - Does not require large storage space in terms of decor/props
 - Can be built up or taken down in a short time. The maximum time is 30 minutes.
 - The maximum duration of the performance is 60 minutes.
 - The performance will NOT take place in Amsterdam or its surroundings in the period July/August 2024.
 - The makers/artists of the performance are available during the festival period, September 5 to 15, 2024 to play the performance 4 times.
 - Originality or experimentation in terms of theme, artistic form and/or play location is encouraged and is preferred.

REGISTRATION & ANNOUNCEMENT OF THE SELECTION

- ★ Registration for Amsterdam Fringe Festival 2024 is open from December 13, 2023 till January 31, 2024, 11:59 pm. Entries sent after that time will not be considered.
- ★ Registration is possible via the online registration form. It must be completed in full. Incomplete forms will not be considered.
- ★ Additional attachments to the registration form must be sent to Amsterdam Fringe Festival via a WeTransfer link in the registration form no later than January 31, 23:59.
- ★ Submitted materials will not be returned.
- ★ Do you have questions about the application procedure or the application form? If so, please contact Willem at willem@amsterdamfringe.nl
- ★ Between March 18 and March 22, 2024 we will let you know by email if your performance has been selected for Amsterdam Fringe 2024.
- ★ There are two different results you can receive: "selected" or "not selected". Correspondence about the result is not possible. We ask for your understanding, because we work with a small team and handle hundreds of applications.
- ★ When you've been "selected", you will receive an invitation for the first How2Fringe workshop on Monday March 25, 2024 (SAVE THE DATE!) and an intake via ZOOM or phone. For more info, see page 5.

WHAT WE OFFER

General

- ★ Registration for Amsterdam Fringe Festival is free.
- ★ If your performance is selected for the program, you are guaranteed a slot. From that moment on, your performance is considered part of the programming.
- ★ Amsterdam Fringe Festival takes care of the promotion of the festival as a whole, including posters and flags in the city and our website, active presence on social media and free

publicity (media attention).

Important: The promotion of the performances as such is done by the makers themselves.

- ★ Amsterdam Fringe Festival takes photos and videos during the festival and during the performances for the use of the organization; promotion, social media, website, accountability etc. By participating in the festival, you agree to this.
- ★ From March until July we offer one How2Fringe workshop per month in which you and your team can participate for free.

Financial info & ticket sales

- ★ Please be aware that Amsterdam Fringe does NOT offer high fees (we are not a regular festival), but rather puts a lot of time and attention into workshops for you and your team, so you can develop professionally within the professional performing arts.
- ★ Do you see this festival only as a place to perform and you're not interested in attending the workshops? Then this is NOT the right festival for you.
- ★ Amsterdam Fringe takes care of the ticket sales for all performances and the payment of 9% VAT.
- ★ Participation in Amsterdam Fringe Festival is largely at your own expense and risk.
- ★ Fringe offers a guarantee sum of € 250,- ex VAT per performance up to a maximum of € 1000,- ex VAT, assuming you play 4 performances. From each ticket sold you will receive 70% of the ticket price. If your ticket sales exceed € 1000 over the entire performance period, you will receive that amount on top. The more tickets you manage to sell, the higher your income will be!
- ★ The festival organization does not provide fees, travel expenses, lodging, meals or technical and production support. However, we can advise on finding affordable options or raising additional funds. We will go into more detail on this during the How2Fringe workshop #2 about money.
- ★ Ticket prices will be set by Amsterdam Fringe Festival. We will announce these prices in the spring. There will be multiple ticket prices depending on the length of performances. There are also special promotional offers arranged by the festival organization such as CJP and We Are Public (this will be in consultation with the makers).

Venues and the program

- ★ Amsterdam Fringe Festival is responsible for choosing the performance location, number of performances, performance dates and times. In doing so we try (in consultation) to take into account as much as possible the technical aspects and profile of your performance, as indicated in the application form.
- ★ Each performance will be programmed 4 times between September 5 and 15, 2024, unless we agree otherwise with the maker because of special requests.
- ★ Amsterdam Fringe Festival will arrange and pay for the performance locations on the performance days.
- ★ If you want to rehearse on the location on other days than the performance dates, you arrange that yourself and the costs are for your own account.
- ★ Participants can also suggest their own location. It is much appreciated if you think along and suggest a (unique) location that suits your performance.

Guidance and support

- ★ Amsterdam Fringe Festival offers support and advice on producing and promoting your performance with How2Fringe workshops, intake interviews and 1 steady contact within the festival organization.
- ★ The How2Fringe workshops are created especially for Fringe participants to create a successful participation in the Fringe and teach you how the Dutch theatre field works. During the workshops we cover topics such as marketing and publicity, business organization and fundraising, networking and insight into the Dutch theater field.
- ★ Regular updates and information can also be found on the Artist Dashboard, Creators Toolkit and mailings. Reading these carefully is vital to successful participation in Fringe.

WHAT WE EXPECT FROM YOU

Production & venue

- ★ Amsterdam Fringe Festival expects all its participants to be able to independently realize the submitted plans financially, productionally and artistically.
- ★ Once selected in March, we expect you NOT to cancel the performance. Be aware that we have had to turn down hundreds of applications, so we are really trying to give a stage to makers who are able and willing to perform. Do you have any doubts about being able to play the performance in September? Please tell us right away! This way, we can think with you what's best.
- ★ Amsterdam Fringe Festival presents the performance. The makers produce the performance. Makers are responsible for the production and realization of the performance.
- ★ Makers are responsible for arranging and paying for a technician to set up and run their performance.
- ★ Most mainstream theaters provide support for the building up of the performance. Available technics and technical support may vary per venue. Keep in mind that some (additional) technics sometimes requires additional payment (think of projectors for example, but also special objects such as pianos). These extra costs are at your own expense.
- ★ In consultation with the performance venue, you talk about how much you can rehearse and build up there. Additional costs for rehearsal days are at your own expense, and will not be paid by Amsterdam Fringe.

Promotion

- ★ Creators are responsible for promoting their own performance. The better your promotion is, the more visitors will see your performance.
- ★ Makers proactively promote their own performance.
- ★ Makers submit promotional material for their performance to Amsterdam Fringe Festival and keep to the deadline set for this. Only then can we include your performance in the overall promotion of the festival. What you need to submit and what those deadlines are, we will share later and well in advance.

How2Fringe workshops

- ★ Taking part in Amsterdam Fringe Festival also means taking part in a minimum of 4 workshops. These are specially designed for the makers to help you get started in the best possible way.
- ★ The dates of the 5 How2Fringe workshops are:
 - > Monday, March 25 (mandatory!) 11:00 to 17:00 - #1 What the Fringe?! & #2 Money.
 - > Monday, April 22 - 15:00 to 18:00 - #3 Marketing.
 - > Monday, May 20 - 15:00 - 18:00 - #4 Networking
 - > Monday, July 1 - 15:00 to 18:00 - #5 Social Media & almost start of ticket sales
- ★ You don't have to attend with your whole company, but they are welcome as well!
- ★ Do you live abroad, have you participated in Amsterdam Fringe before or are you unable to attend the workshops for other reasons? Then you can make alternative arrangements with the festival organization.

Other info

- ★ Participating companies must comply with the safety standards within the performing arts. The festival organization is not liable for accidents and damage or loss of property of groups or performance venues.
- ★ Participating companies need to have the performance rights of their performance and/or the music used, if applicable.
- ★ Participating companies will have an insurance for accidents and for their own risk. The festival is not responsible for this.

DISCLAIMER

Amsterdam Fringe Festival reserves the right to refuse performances without giving reasons. Please note that we receive a minimum of 400 applications, making it impossible for our small team to send feedback.

Amsterdam Fringe cannot be held responsible for any damage caused as a result of the use of submitted data by participants.

The data of individuals and groups that have registered are documented by Amsterdam Fringe Festival in an (electronic) file; this information is NOT shared with third parties. By completing the registration form, the registered participant or companies commit to show his/her/its performance at the Amsterdam Fringe Festival. If selected, you agree to the terms of participation of the Amsterdam Fringe Festival.

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