

## **AMSTERDAM FRINGE FESTIVAL 2025 - RULES OF THE GAME**

Thank you for applying for Amsterdam Fringe Festival 2025!

Amsterdam Fringe Festival will take place from September 4 to 14, 2025.

Last year we had over 480 (!) 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 only programs an act, and you will receive a full fee. It is a place for experimentation, development and research, we provide workshops for you 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 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 2025. 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. Experiment, urgency and daring topics/forms are encouraged.  
There is a preference for non-structurally subsidized makers and theatre companies.

### **CRITERIA FOR PERFORMANCES AND SELECTION**

- ★ Amsterdam Fringe Festival is open to applications for the full range of 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 ready yet in order to be selected. 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 fit in the smaller theaters and/or at special locations
  - Is technically not too 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 1 hour.
  - The duration of the performance is between 20 and 60 minutes.
  - The performance will NOT take place in Amsterdam or its surroundings in the period July/August 2025.
  - The makers/artists of the performance are available during the festival period, September 4 to 14, 2025 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 2025 is open from December 2, 2024 until January 13, 2025, 11:59 pm. Entries sent after the deadline 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 13, 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](mailto:willem@amsterdamfringe.nl)
- ★ On March 18<sup>th</sup>, 2025 we will let you know by email if your performance has been selected for Amsterdam Fringe 2025.
- ★ 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 Tuesday March 25, 2025, 11 AM until 5 PM (SAVE THE DATE!) and an intake via ZOOM or phone. For more info, see page 5.

## WHAT WE OFFER

### General

- ★ Applying for Amsterdam Fringe Festival is free.
- ★ If your performance has been 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 invests a lot of time and attention into workshops for you and your team, so you can develop yourself professionally within the performing arts scene.
- ★ Do you see our 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 ticket sales for all performances and the payment of 9% VAT.
- ★ Participation at Amsterdam Fringe Festival is largely at your own expense and risk.
- ★ Fringe offers a guarantee sum of € 375,- ex VAT per performance up to a maximum of € 1500,- ex VAT, assuming you play 4 performances. From each ticket sold you will receive 70% of the ticket price. If your ticket sales exceed € 1500 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 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 #1 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 4 and 14, 2025, 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 can arrange that yourself and the costs are for your own account.
- ★ Participants can also suggest their own performance 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 a contact person from the festival organization.
- ★ The How2Fringe workshops are created especially for Fringe makers, to make sure you will have a successful participation at the Fringe. And it will 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 an 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 realize their plans financially, productionally and artistically.
- ★ Once selected in March, we expect you NOT to cancel the performance. Please 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 along with you what's best.
- ★ Amsterdam Fringe Festival is presenting the performance. The makers are producing 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 building up of the performance. Available technics and technical support may vary per venue. Keep in mind that some (additional) technics require additional payment (such projectors, but also special objects such as pianos). These extra costs are at your own expense.
- ★ In consultation with the performance venue, you can decide how much you can rehearse and build up there. Additional costs for extra rehearsal days are at your own expense and will NOT be paid by Amsterdam Fringe.

### **Promotion**

- ★ Makers are responsible for promoting their own performance. The better your promotion is, the more visitors will attend your performance.
- ★ Makers proactively promote their own performance.
- ★ Makers submit promotional material for their performance to Amsterdam Fringe Festival within the given deadline. 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 of minimum of 4 workshops. These are specially designed for makers to help you get started in the best possible way.
- ★ The dates of the 5 How2Fringe workshops are:
  - > Tuesday, March 25 (mandatory!) 11:00 to 17:00 - #1 What the Fringe?! & Money.
  - > Tuesday April 22 - 14:00 to 18:00 - #2 Marketing.
  - > Monday, May 19 - 11:00 - 17:00 - #3 Networking & Location Theatre
  - > Monday, June 23 - 15:00 to 18:00 - #4 Social Media & preparing for ticket sales
- ★ You don't have to attend with all company members, but they are welcome as well!
- ★ Do you live abroad, have you participated at Amsterdam Fringe before or are you unable to attend the workshops for other reasons? You can make alternative arrangements with the festival organization.

### **Other info**

- ★ Makers 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.
- ★ Makers need to have the performance rights of their performance and/or the music used, if applicable.
- ★ Makers will need insurance for accidents and for their own risk. The festival is not responsible for this.

### **DISCLAIMER**

Amsterdam Fringe Festival reserves the right to decline open call performance plans without giving reasons. Please note that we receive a minimum of 450 applications, which makes it impossible for our small team to send personal 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 makers which have registered are being documented by Amsterdam Fringe Festival in an (electronic) file; this information will NOT be 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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