

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

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



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 marketing, the schedules, and gather the masses; you provide the entertainment.

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 basis.

Types of Performances

Virtually any type of theater performance 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 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. Don't worry though, remember to have fun with it!

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 2017 Charm City Fringe Festival as follows:

- Early Bird: April 1 - May 31: \$35
- Regular: June 1 - June 25: \$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 and advertising, and securing technicians and 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?

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

Entrance into a Fringe Managed Venue gets you:

Four performances: Each company performing in a Fringe Managed Venue receives four performance slots, including at least one “primetime” slot.

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 a class to guide you through the personal promotion of your show.

Venue: We’ll match your production to the most suitable venue available. If you have special requests, please make those known early on to allow us the maximum time to find a suitable space. We make no guarantees that we can accommodate special requests – however, we promise a performance space, seating, sound system, a basic lighting rep plot, and a venue manager.

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 a class 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 Twitter @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 the week prior to the festival. This will take place at a third-party location. 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 25: Call for Applications

July 1: Artists notified of acceptance

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

July 31: Artist Info, Contract, Press Packets, & Standard-bird Production fees due

August 5: Participation packet artist meeting

September 15: (BYOV only) Performance dates, venue, and times due

October 1: (Fringe Managed only): Artists notified of venue, scheduling, tech
Schedule and Program Guide announced and published;
Tickets go on sale

November 2 – November 4 (TBD): Opening Party/Media Night

November 6 – 7: Tech days, Load-in

November 8 – 12: Charm City Fringe Festival

November 12: 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: Each venue will hold up to four productions. This means that resources are shared between these groups.

Storage space is limited: Most venues have little to no storage space. Please be prepared, 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 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 a typical production situation, you are the only show in the venue and the technical process is all about your production. 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 basic rules 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 are a part of one of Charm City Fringe's Fringe Managed Venues, **do not contact your venue.** We will handle all details for your use of the space. Please direct all inquiries to the Fringe staff (Venue Manager). The venues are not familiar with the policies of the Festival and may give you incorrect information. Additionally, we request that the venues make us immediately aware of any attempt to contact them directly. Believe me when I say they'll narc on you. When you contact them, it jeopardizes this relationship and makes venues less willing to participate in future Fringe events.

If you are participating in Charm City Fringe through the BYOV option then all requests regarding the arrangements must be made between you and the venue owner. CCF is not responsible for arrangements made between your company and your chosen venue.

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

If you have questions or concerns regarding the application or application process, please contact us at Info@CharmCityFringe.com with the subject line: "2017 Application: [Your Company Name or Show Title]."

Charm City Fringe Application Checklist

- Application fee
 - \$35 or \$55 check made payable to Charm City Fringe, Inc., or by online payment through PayPal on our application page.¹
- Completed application
- Reliable contact information
- Proposal & Project Information
- Work Samples
- Technical Information
- Signed Agreement

Note: Incomplete applications and applications submitted without an application fee will not be considered.

View and complete the application form and pay your application fee online:

<http://charmcityfringe.com/application>

If you prefer to mail in your application, please see the attached document below.

¹ Early Bird: April 1 - May 31: \$35; Regular: June 1 - June 25: \$55

Contact Information

Individual/Group Name: _____

Are any participants under the age of 18? Yes No
(All performers under the age of 18 must submit a letter of consent from a guardian)

Due to the number of different artists participating in the 2017 Charm City Fringe Festival, it is important that participants designate one individual who serve as the Primary Contact for the production. The Primary Contact will need to be knowledgeable about a host of issues ranging from marketing to box office needs. Choose a person that is available between now and November 13th.

Please print clearly or type:

Primary Contact First Name: _____

Primary Contact Last Name: _____

Address Line 1: _____

Address Line 2: _____

City: _____ State: _____ Country: _____ Zip Code: _____

Telephone: _____

Email: _____

Project Information

Title of Production: _____

Type of Production (if applicable):

- | | | |
|-----------------------|-------------------------|--------------------|
| _____ burlesque | _____ cabaret | _____ circus arts |
| _____ comedy | _____ dance | _____ drama |
| _____ improvisational | _____ interdisciplinary | _____ magic |
| _____ multimedia | _____ musical theater | _____ poetry |
| _____ puppetry | _____ storytelling | _____ sideshow |
| _____ spoken word | _____ variety | _____ Other: _____ |

Approximate Running Time: _____

Performances must be between 40 and 60 minutes in length.

Number of participants in production (actors, crew/staff): _____

Is your show a premiere? If not, give a brief history of the show below. *We encourage you to attach any supporting materials, such as scripts, reviews, pictures, drawings, storyboards, web site links, DVDs, CDs, etc. with the application. No binders, please. Please do not assume that the selection committee is familiar with you or your work. Put your name on all materials.* PLEASE NOTE: We cannot return any of the supporting materials, so please do not send us original or irreplaceable materials.

Intended Audience:

Young All Ages Parental Guidance Mature Audiences Only

Venue Needs: Please note that for most venues, stage dimensions are very minimal. If you absolutely require a large space (which we may or may not be able to provide), please explain:

Please check any of the following that describe your project:

<input type="checkbox"/> Adult Content/Situations	<input type="checkbox"/> Ethnic Themes	<input type="checkbox"/> GLBT Themes
<input type="checkbox"/> Gunshots	<input type="checkbox"/> Nudity	<input type="checkbox"/> Open Flames
<input type="checkbox"/> Women's Themes	<input type="checkbox"/> Smoking	<input type="checkbox"/> Strobe Lights
<input type="checkbox"/> Simulated Violence		

The Proposal

Pitch the project to us in 200 words or less. What is the show about? What is the concept? How does it achieve its artistic goals? What types of performance elements does it include? Sell us on your vision:

If you think it necessary, provide a bio of the individuals associated with the project (work samples may be attached if desired, please keep it organized and brief).

How did you hear about Charm City Fringe?

<input type="checkbox"/> Facebook	<input type="checkbox"/> CCF Website	<input type="checkbox"/> Friend/Word of Mouth
<input type="checkbox"/> Local Theatre	<input type="checkbox"/> Twitter	<input type="checkbox"/> Other Festival
<input type="checkbox"/> Peter Laird	<input type="checkbox"/> Other (explain)	_____

Technical Information

(Fringe Managed Venue applicants only)

Please list any special needs that will affect the choice of venue or enhance your production. This information will help us place you in the best venue suited for your project but does not guarantee all requirements will be made available to you. **Please keep in mind that we cannot offer technical support for your production; all we provide is a venue set up with basic lighting and audience seating.** What you list below are items you yourself will use/run (as applicable):

1. Lighting: _____
2. Sound: _____
3. Video/Projection: _____
4. Dance Floor: _____
5. Electricity: _____
6. Other needs (please explain): _____

Signed Agreement and Checklist

If your company is accepted into the Charm City Fringe Festival, this application will be considered a signed agreement between you and the Charm City Fringe, Inc. Application fees will be processed upon receipt and are non-refundable. Cancellations are accepted only from the Primary Contact in writing. Please review the following list carefully and initial next to each applicable item.

_____ I have read the application information and policy pages and made a copy of my completed application form for my records.

_____ I understand that submitting this application does not guarantee that my company will be accepted to perform at the Fringe Festival.

_____ I acknowledge that I am responsible for acquiring all applicable permits, rights, licenses, permissions and visas, etc. and for the payment of all applicable taxes and fees.

_____ I have included biographical information about me and/or my performing group.

_____ I have described the concept and content of my show.

_____ I have described the technical requirements of my show.

_____ I have included supporting materials and labeled them with my name.

_____ I have signed the application.

_____ I have included a non-refundable fee of \$35 or \$55 (checks made payable to Charm City Fringe, Inc. or your PayPal receipt.)

Signature: _____
Primary Contact for the Performing Company

Date: _____

We encourage online applicants. However, if submitting your application by mail, mail or deliver signed application (pages 9-12), supporting materials, and payment (check or PayPal receipt) for the non-refundable application fee to: **Charm City Fringe, c/o Artist Selection Committee, 2842 St. Paul St., Apt. 3, Baltimore, MD 21218**