

# SHARE THE RISK



**Fáilte Ireland**  
National Tourism Development Authority

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The mechanics of a Fringe festival are fairly simple. The most important element in the [administration](#) that creates a Fringe festival as opposed to a "normal" [arts festival](#) is the unjuried nature of the performances. All performers are welcome to apply, regardless of their [professional](#) or [amateur](#) status. No restrictions are made as to the nature, style or theme of the performance.

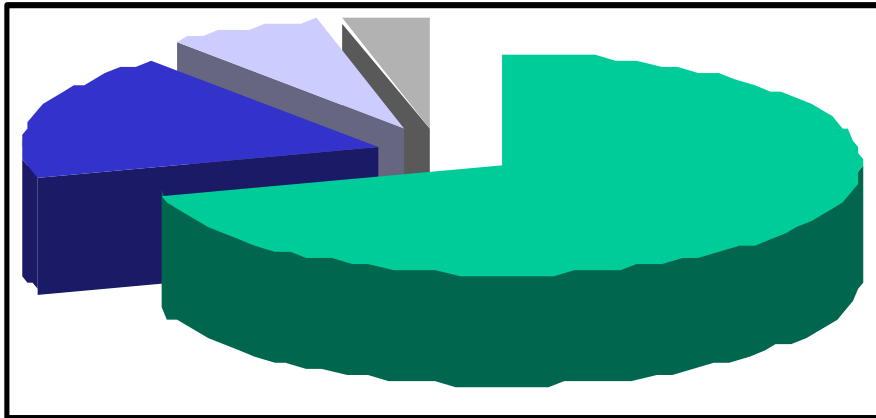
# Fringe History

- 1947 Creation of the Edinburgh International Festival and birth of the Fringe
- 1948 Fringe got its name
- 1955 Central Box Office
- 1958 Festival Fringe Society was created

# How To Do a Show on the Fringe

- Choice of Show
- Register with the Fringe Office
- Choose a Venue
- Fringe Programme Entry
- Dealing with the Press
- Marketing your show
- Make it happen

# Why Performers Come



- Career Development
- Part of it
- Press Coverage
- Money



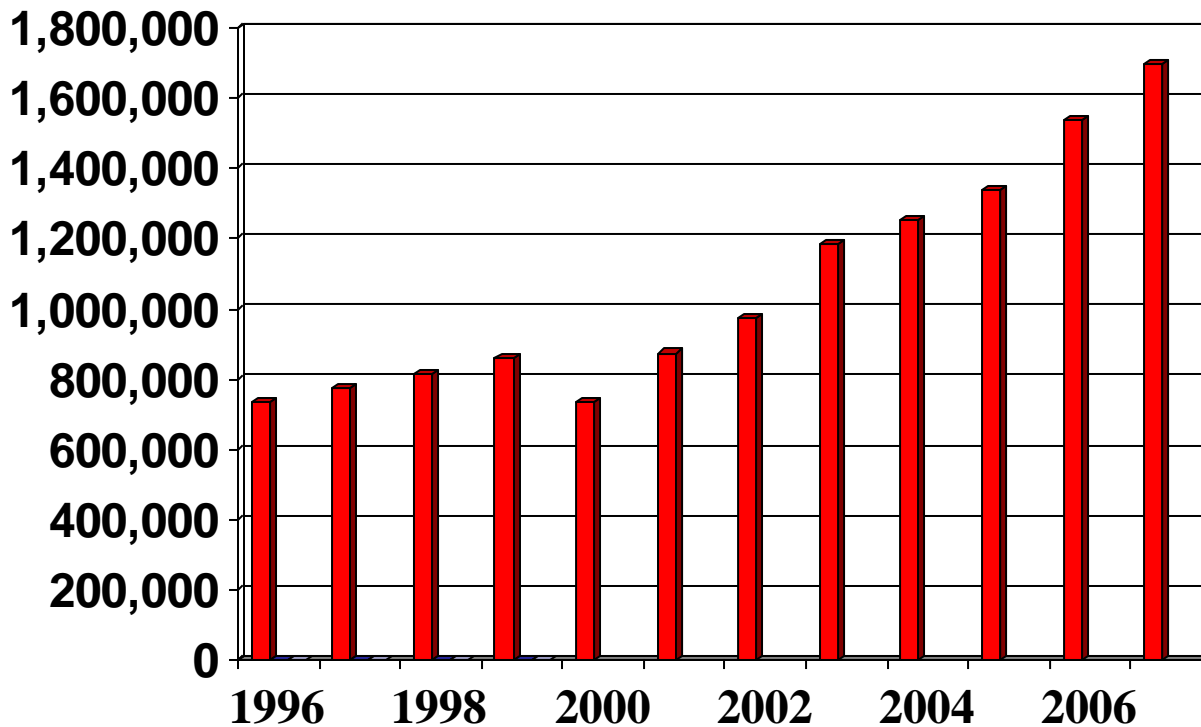
# Where is the Fringe today?

- 2,453 Shows
- 40,254 Performances
- 1,955,913 Tickets Sold
- 21,000 Performers
- £80 Million Economic Benefit to the City

# Fringe Statistics 1981 - 2010

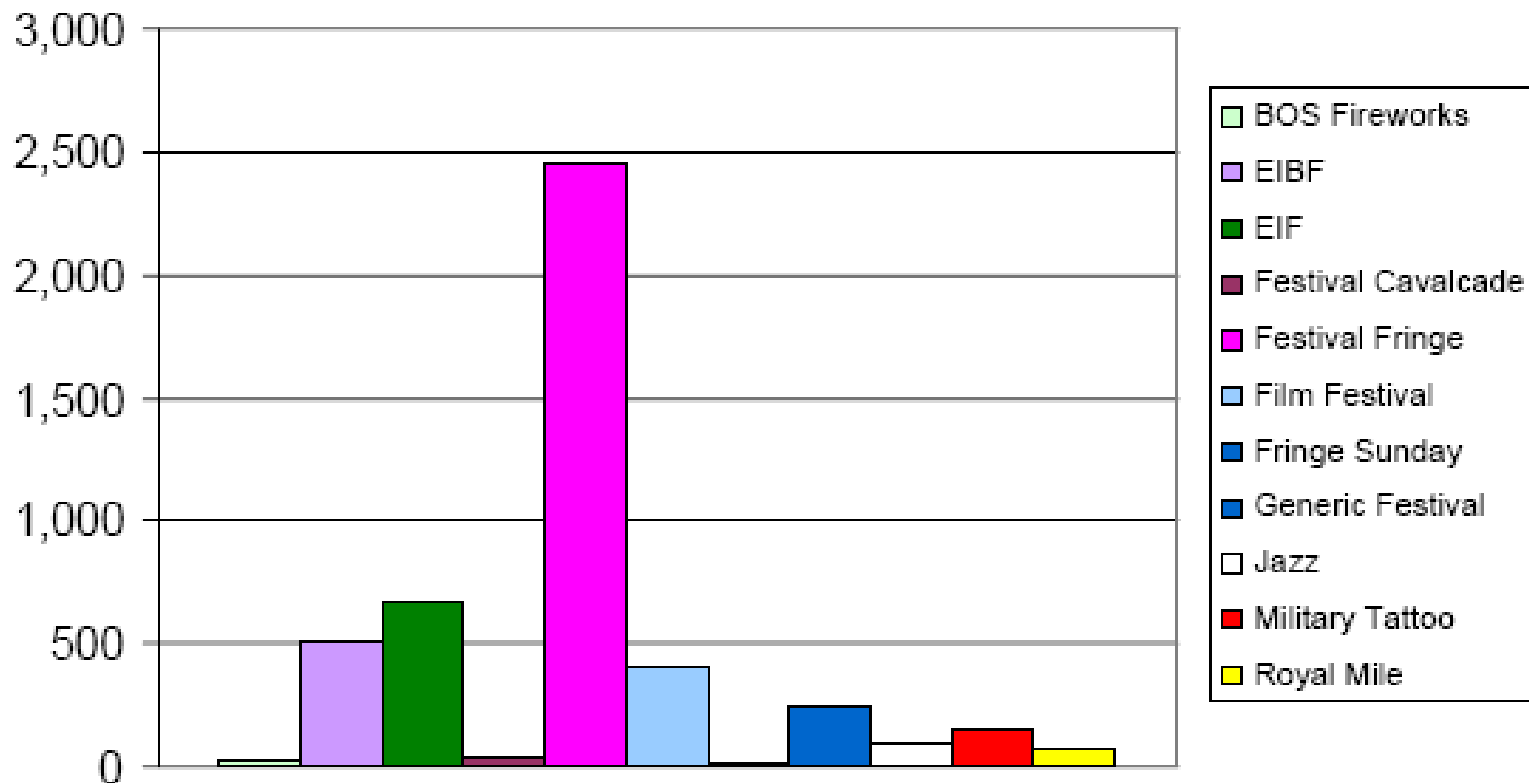
	1981	2007
Shows	740	2,453
Performances	6,484	40,254
Tickets Sold	392,000	1,955,913
Total Box Office	£672,945	£18,903,635

# Ticket Sales 1996 - 2007



# Press Coverage

Figure 10.1: Volume of coverage by festival



# FRINGE FESTIVALS WORLDWIDE

## UK

Buxton Fringe - [www.buxtonfringe.com](http://www.buxtonfringe.com)  
Bath Fringe Festival - [www.bathfringe.co.uk](http://www.bathfringe.co.uk)  
Cheltenham Festivals - [www.cheltenhamfestivals.co.uk](http://www.cheltenhamfestivals.co.uk)  
Edinburgh Fringe - [www.edfringe.com](http://www.edfringe.com)  
Llangollen Fringe Festival - <http://www.llangollenfringe.co.uk>  
N16 Fringe Festival - <http://www.n16fringe.co.uk>  
Newbury Fringe Festival - [www.newburyfringefestival.org](http://www.newburyfringefestival.org)  
Norwich Fringe Festival - [www.norwichfringefestival.co.uk](http://www.norwichfringefestival.co.uk)  
Nottingham Goose Fringe Festival - [www.nottinghamfringe.com](http://www.nottinghamfringe.com)  
PULSE Fringe Festival –  
St Ives Fringe Festival - [www.stivesfringefestival.co.uk](http://www.stivesfringefestival.co.uk)  
Stockton Riverside Fringe Festival - [www.fringefestival.co.uk](http://www.fringefestival.co.uk)  
Stroud Fringe Festival - [www.stroudfringe.co.uk](http://www.stroudfringe.co.uk)  
Swansea Fringe Festival - <http://www.swanseafringe.com>  
Wombledon Fringe Festival (UK) - [www.wombledon.org.uk](http://www.wombledon.org.uk)



## America

Berkshire Fringe - [www.berkshirefringe.org](http://www.berkshirefringe.org)  
Boulder International Fringe (Colorado) CAFF - [www.boulderfringe.org](http://www.boulderfringe.org)  
Capital Fringe Festival (Washington) - [www.capfringe.org](http://www.capfringe.org)  
Cincinnati Fringe Festival, CAFF - [www.cincyfringe.com](http://www.cincyfringe.com)  
Greensboro Fringe Festival - <http://www.greensborofringefestival.org>  
Houston Fringe Theatre Festival - <http://www.theaterlabhouston.com/Fringe%20Festival.htm>  
Indianapolis theatre Fringe, CAFF - <http://www.indyfringe.org>  
Iowa Fringe Festival - [www.iowafringe.com](http://www.iowafringe.com)  
Kansas City Fringe Festival - <http://www.kcfringe.org/>  
Minnesota Fringe Festival, CAFF - <http://www.fringefestival.org>  
New York International Fringe - [www.fringenyc.org](http://www.fringenyc.org)  
Orlando International Fringe, CAFF - <http://orlandofringe.org>  
Ottawa Fringe Festival, CAFF - <http://www.ottawafringe.com>  
Philadelphia Philly Fringe - [www.livearts-fringe.org](http://www.livearts-fringe.org)  
Piccolo Spoleto Festival - [www.piccolospoleto.com](http://www.piccolospoleto.com)  
Regina International Fringe Festival, CAFF - <http://www.reginafringe.com>  
San Diego Super Fringe International Theatre Festival, CAFF - [www.actorsalliance.com](http://www.actorsalliance.com)  
San Francisco Fringe, CAFF - [www.sffringe.org](http://www.sffringe.org)  
Seattle Fringe - [www.seattlefringe.org](http://www.seattlefringe.org)  
St Louis Fringe - [www.stlfringe.com](http://www.stlfringe.com)  
Winnipeg Fringe Theatre Festival, CAFF - [www.winnipegfringe.com](http://www.winnipegfringe.com)

## Asia

Bangkok Fringe Festival (Thailand) - [www.patravadietheatre.com/](http://www.patravadietheatre.com/)  
Hong Kong Fringe (Hong Kong)  
Seoul Fringe Festival (Korea) - <http://www.seoulfringe.net/>  
Singapore Fringe (Singapore) - <http://www.singaporefringe.com>

## Australasia

Adelaide Fringe (Australia) - [www.adelaidefringe.com.au](http://www.adelaidefringe.com.au)  
Brisbane Festival Theatre Fringe - [www.brisbanefestival.com.au/thefringe](http://www.brisbanefestival.com.au/thefringe)  
Canberra Fringe Festival (Australia) - [www.canberrafringe.com](http://www.canberrafringe.com)  
Darwin Fringe Festival (Australia) - [www.darwinfringe.octa4.net.au](http://www.darwinfringe.octa4.net.au)  
Dunedin Fringe (New Zealand) - <http://dunedinfringe.org.nz/>  
Hobart Fringe Festival (Tasmania) - [www.hobartfringe.org](http://www.hobartfringe.org)  
Melbourne Fringe (Australia) - <http://www.melbournefringe.com.au>  
Ponsonby (New Zealand) - [www.ponsonby.org.nz](http://www.ponsonby.org.nz)  
Wellington Fringe (New Zealand) - [www.fringe.org.nz](http://www.fringe.org.nz)  
Western Australia Fringe (Australia) - [www.wafringe.com.au](http://www.wafringe.com.au)

## Canada

Athabasca Country Fringe Festival, CAFF - [www.athabascafringe.ab.ca](http://www.athabascafringe.ab.ca)  
Atlantic Fringe Festival, CAFF - [www.atlanticfringe.ca](http://www.atlanticfringe.ca)  
Calgary Fringe Festival, CAFF - <http://www.loosemoose.com/fringe/index.htm>  
Cowichan Fringe Festival, CAFF - [www.cowichanfringe.com](http://www.cowichanfringe.com)  
Edmonton International Fringe Festival <http://www.fringetheatreadventures.ca/>  
Festival St Ambroise Fringe De Montreal - <http://www.montrealfringe.ca>  
Fraser Valley Fringe Theatre Festival, CAFF - <http://www.ragmag.net/fringe>  
Hamilton Fringe Festival, CAFF - <http://www.hamiltonfringe.ca>  
London Fringe Theatre Festival, CAFF - <http://www.londonfringe.ca>  
Saskatoon International Fringe Festival, CAFF – <http://www.saskatoonfringe.org>  
Swift Current Fringe Festival, CAFF - [www.saskfestivals.com](http://www.saskfestivals.com)  
The Fringe of Toronto Festival, CAFF - [www.fringetoronto.com](http://www.fringetoronto.com)  
The Grand Little Fringe, CAFF - <http://www.gpfringe.com>  
Thunder Bay Fringe Festival, CAFF - <http://www.tbfringe.com>  
Vancouver Fringe Festival, CAFF - <http://www.vancouverfringe.com>  
Victoria Fringe, CAFF - [www.victoriafringe.com](http://www.victoriafringe.com)

## Europe

Avignon Public OFF (France) - [www.avignon-off.org/site/apo/index.php](http://www.avignon-off.org/site/apo/index.php)  
Dublin Fringe (Ireland) - [www.fringefest.com](http://www.fringefest.com)  
Fringe Italy (Italy) [www.fringe.it.com](http://www.fringe.it.com)  
Opera Fringe (Northern Ireland) - [www.operafringe.com](http://www.operafringe.com)  
Prague Fringe Festival (Czech Republic) - [www.praguefringe.com](http://www.praguefringe.com)  
The Dutch-Flemish Theatre Festival (Brussels) - [www.theaterfestival.org](http://www.theaterfestival.org)  
Waterford Fringe Festival (Ireland) - <http://www.waterfordfringefestival.com>  
Wexford Fringe Festival (Ireland) - [www.wexfordfringe.ie](http://www.wexfordfringe.ie)

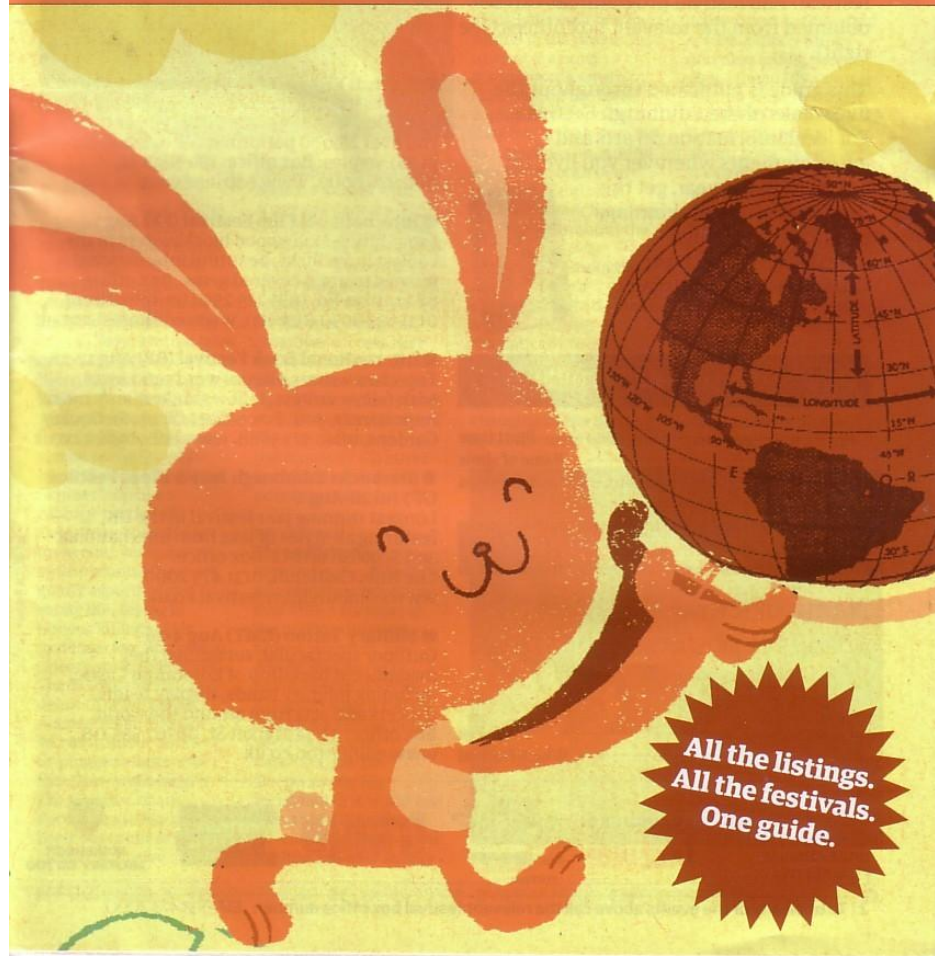
## Africa

Grahamstown Fringe Festival (South Africa) - [http://www.nafest.co.za/p\\_fringe.htm](http://www.nafest.co.za/p_fringe.htm)

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# BRIGHTON FRINGE



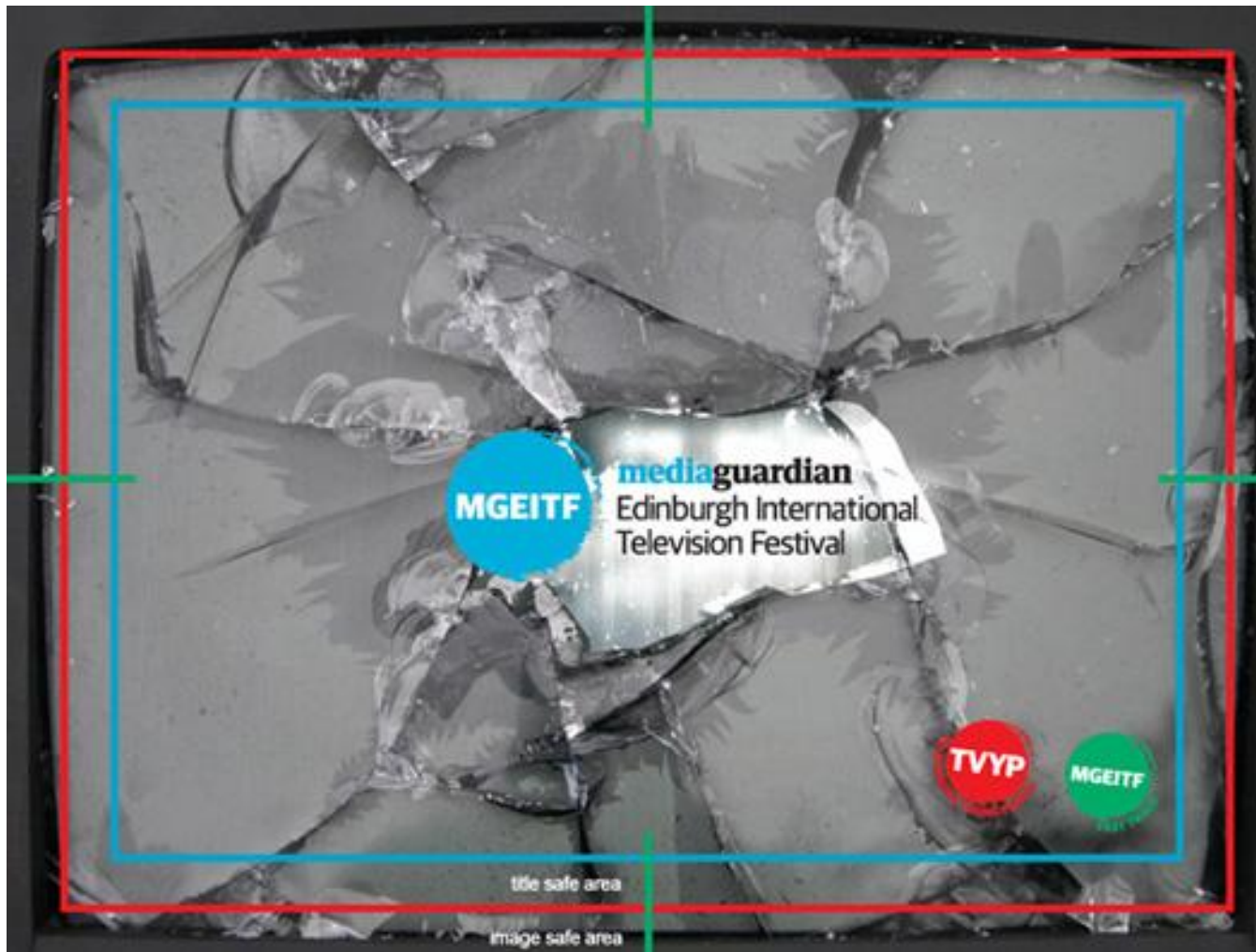
# AMSTERDAM FRINGE

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FESTIVAL



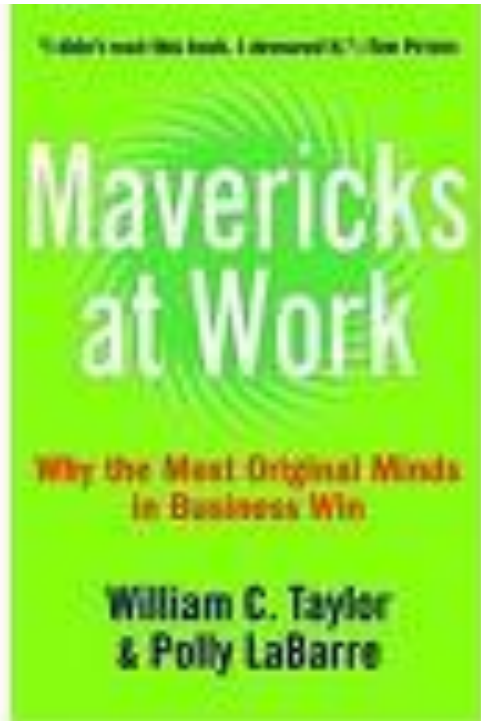
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# EDINBURGH TELEVISION FESTIVAL



# HELLEY REGATTA AND FESTIVAL





*“What works in Edinburgh each summer has worked in so many situations in this book – an architecture of participation through which head-to-head competition leads to group collaboration. To make your organisation as competitive as possible, maximise the opportunities to collaborate with as many smart people as possible outside your organisation.”*

# Questions

