

sweet

V E N U E S

EXPANDING THE VIEW

Performer's Pack

Edinburgh Fringe 2017



Welcome.

Sweet Venues is situated in the luxury surroundings of the Apex Grassmarket Hotel on the beautiful and thriving Grassmarket, less than five minutes' walk from the Royal Mile.

Apex Grassmarket is the home to five spaces: Grassmarket 1 (115 seats), Grassmarket 2 (60 seats), Grassmarket 3 (24 seats), Grassmarket 4 (30 seats) and Grassmarket 5, the car park.

These are highly flexible spaces suitable for a multitude of performance requirements. We are looking for a wide variety of acts for our 2017 programme from new writing to the revival of old classics, children's shows, theatre, comedy, music, dance, spoken word, opera and musicals. We employ a full team of technical, box office and front of house staff and also offer press and marketing support as part of our service to companies who perform with us.

You can apply directly on our site through our online form, simply pop to www.sweetvenues.com and click on the Edinburgh tab.

To keep up to date with the latest developments coming from Sweet Venues and those performing with us follow us on social media. you'll find us on Twitter @sweetvenues and can like us at facebook.com/sweetvenues

If you have any questions about any of the information contained within this pack, please give JD Henshaw a call on 07740 575 670 or email us on info@sweetvenues.com and we will be happy to help. In the meantime, thank you for your interest and we look forward to receiving your application soon.



What we do for you.

Sweet Venues is committed to bringing you the best experience you will find as a performer at the Fringe, whatever your show, whatever your reason for performing.

To that end, our core team of staff is made up entirely of Fringe veterans, not only in working at venues, but also as performers and producers of Fringe shows themselves. We know how important getting everything right is for you, because we've looked for those very same things during our own productions.

From your first enquiry, we will begin working on getting your show to the Fringe and to help you achieve the best results for your project. Our venue management and press team are working all year round in order to provide the highest level of dedication in creating an environment of creativity and professionalism to develop your show. Once the Fringe gets going, our venues are fully manned from 9am until our last show completes with friendly and efficient Box Office and Front of House staff, working alongside our technical team to ensure that everything runs smoothly for each and every show. Outside the venue, our street team will be tirelessly promoting all the great productions at Sweet in 2017 on the Royal Mile and beyond.



Press & Marketing.

Our Press & Marketing team is already working on making 2017 the most successful Fringe at Sweet Venues yet! Our P&M Manager, Annie Marrs, will be on hand to deal with all of your queries and wonderings from now until after the final ticket has been torn on the 29th of August.

We look to provide you with as full an account of your run as possible, with all your reviews found and as much contact with the press, producers and all other publicity approaches as we can muster on your behalf.

Sweet Venues print a full colour guide for our Fringe programme, which is distributed across Edinburgh, alongside our online presence and our street team.

Our online presence is already active, with our website, facebook and twitter already working away to promote our venues. As soon as we have your copy and image, we will upload you into all our systems and start promoting you instantly. We want your show to have the greatest results that can be achieved.

We have a house style and dress for our posters and fliers, which will be available for download from our site. If you find yourself struggling to pull together that vital design, we are happy to offer advice, or to put you in touch with our in-house graphic designer if you require further assistance. Charges for use of our designer would be discussed on a project-by-project basis.

We are also happy to provide printing services for our performers, with delivery of fliers and posters to our venues on your behalf. Rates would be based on print run, but we promise competitive rates and high quality media, as per your requirements.

The final deadline for submission of poster and flyer art and copy is the **19th of April 2017**

The final deadline for submission of press releases is the **1st of May 2017.**



Services.

Alongside our regular services, we also offer additional help to your production should you need it. Every production that begins on the 3rd of August will receive up to a three-hour technical rehearsal. This will be held with one of our technicians at no additional charge. We will book in this time for you as part of your show's run. For shows commencing later in the Fringe, we will endeavour to provide you with as much tech rehearsal time as we can, up to three hours.

If you find that you are in need of a technician to operate light and sound for your show – no problem. We can provide you with one of our fully trained technicians for £12.50 per show. We also guarantee that your technician will be with you from your tech rehearsal until the final performance as part of that provision.

For productions that have additional requirements from our Front of House staff beyond our standard ticket-tearing and audience seating, we are happy to offer an additional dedicated member of staff to help out. We charge this at £12.50 per show. We will ensure that you have a meeting with your Front of House member to go over all the needs of your show.

We can also help take some of the pressure off your promotion worries by letting you work with our street team. For £8 per hour you can have access to one of our terrific team to help push your show out there on the Mile and its surrounds. To maintain our high standards, our team member will attend your show and have a meeting with you and our P&M Manager, Annie Marrs, so you can outline your show's key points and we can help get that message out there for you. Please note, our street team will have limited availability in order to make sure we only advertise to our highest ability, so book in early.

All of these services, should you require them, can be deducted from your final ticket income – so there is no need to worry about upfront payments alongside your rental payments.



Our Facilities.

Please find all our technical specifications for our rooms below.

In addition to our comprehensive performance rooms, we offer extra facilities to all our performers. Our Grassmarket venue has full dressing rooms, air-conditioned like our performance areas. You will find limited storage in these as well – small props and costumes are welcome in these spaces. Do bear in mind that these are shared rooms with your fellow performers. Our Operations Manager will help provide you with space upon your arrival for your sole use during your run.

We also have storage rooms that can handle larger props, set or instruments. Once again, these are shared spaces and our staff will help you with a suitable allocation.

Do get in touch before committing to large pieces of set so that we can ensure that we have the ability store and move them around during your get in/get out periods.

Last, but certainly not least, our venues are serviced with four-star quality in their bars and restaurants. As our performers, you are entitled to healthy discounts in all of these, making our venues one of the cheapest places to drink for performers at the whole Fringe!



Costs.

The cost of using our facilities does vary depending on the ticket price of your show. We work with you in order to set the best ticket value for your production depending on several variables. We advise setting the price of tickets between £7 and £10 for any production with Sweet Venues.

We operate on a rental, which is based on 22% of the gross value of each room, based on the ticket value we work together to set for your production.

Example: International 2 is a 60-seat venue. Using the £8.50 average rate, the room is worth £510 per show. If you were to take a week long run, the room's value is £3,570 (based on 7 shows). Therefore, our guarantee value would be £785.00 (22% of the room's value) for the week's run.

This is only a guide to show how we work out the rental value. Please contact us for an exact quote for you production.

The rental model shown above is for a slot of ninety minutes, including get in and get out.

The rental is paid in three stages – one third upon **accepting your contract**, one-third by the **10th of May**, and the final payment by the **28th of June**.

We do operate a Press & Marketing fee as part of your contract. This is set at £70 per week, or £180 for shows doing a full run of the Fringe. This fee covers our programme guide and our P&M staff throughout the year. As part of your contract you are entitled to full advice from our P&M team from the moment we take on your production including support for press releases and social media in advance of arriving in Edinburgh and throughout the Fringe itself. We are also more than happy to provide advice and support with finding the right path for your show once the Fringe is over, in terms of touring, future productions or simply preparing for your next Fringe experience.



Show Registration.

We will register your show on your behalf with the Fringe Society. In order for us to do this for you, you will be expected to fill out a short form providing us with your show details, alongside sending us an electronic copy of your show image. There is a charge for this, covering the registration fee.

For Early Bird applications, this charge is set at £300.

For final deadline applicants, the charge is £400.

These charges must be paid ahead of your registration in order for them to be processed.

Final deadlines for show registrations with Sweet are as follows:

Early Bird – **28th of February 2017**

Final Deadline – **29th of March 2017**



Other Costs.

There are other costs in taking part in the Fringe.

We operate a 3% charge for ticket handling from our box office. This covers all additional costs incurred through phone sales, etc.

The Fringe Office operates a 4% (+VAT) charge for ticket handling.

Please note, that these charges are only for tickets sold through *either* vendor. You cannot be charged both fees on one ticket sale. It is a charge brought in solely in either box office at point of sale.

PRS – if your show uses copyright music, you will be charged for use of license by the PRS. However, this is not something to worry too much about. The Fringe Society work closely with the PRS to ensure a fair rate for all performers and will provide you with the correct paperwork to register your show. PRS payments are always deducted from your final takings – never up front. Again, check in with the edfringe website for further information.

Foreign performers – please contact the Fringe Office in order to ensure you have the correct paperwork in order to deal with UK tax laws. Information is easily available from edfringe.com.



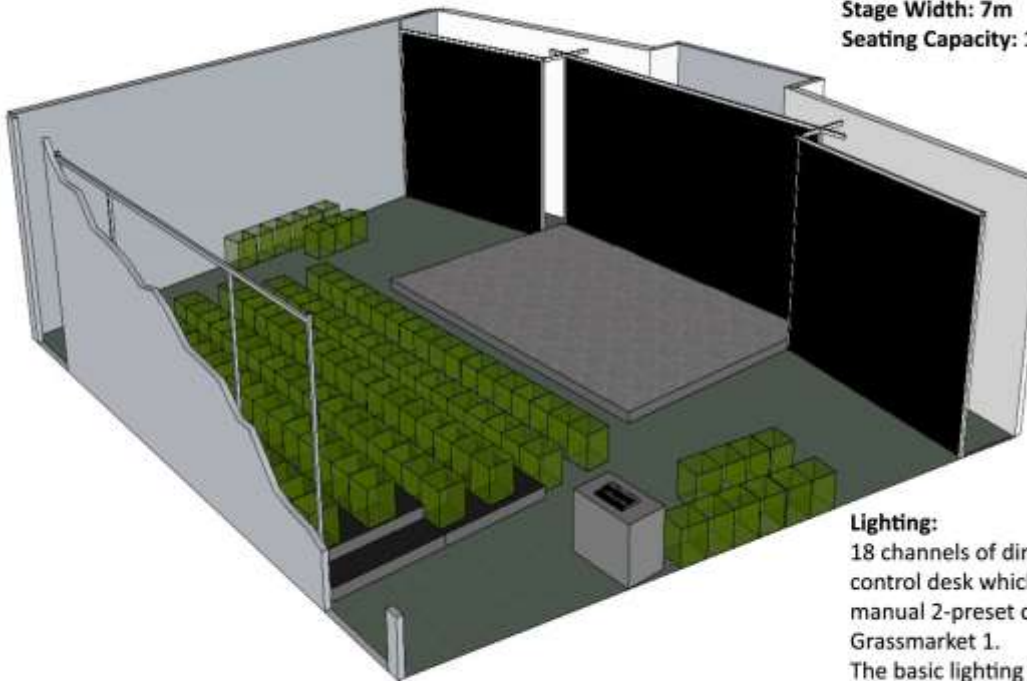
Insurance.

You must have Public Liability insurance to perform with Sweet Venues. This is straight-forward to obtain and many companies offer comprehensive cover packages. We advise Wrightsure/Performers – they offer excellent rates and have a special package created specifically for Fringe participants. You can find them at www.wrightsure.com. Members of Equity or international equivalents may have individual cover through those bodies, so please check your personal and company coverage before you arrive in August.

GRASSMARKET 1

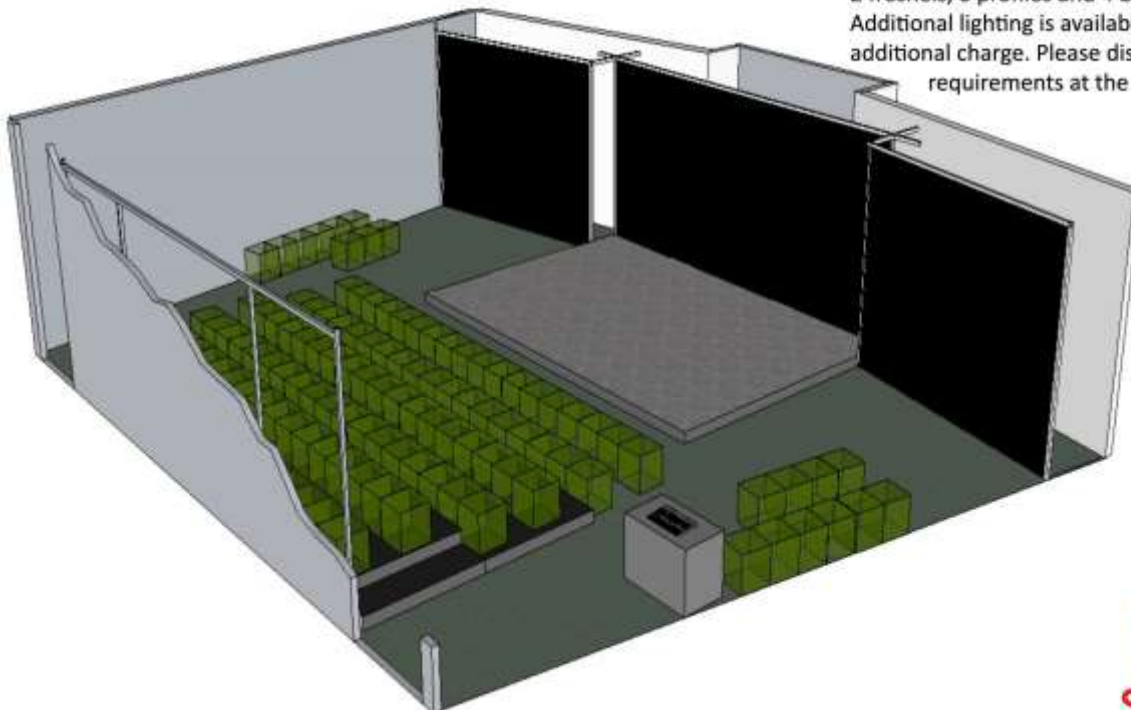
Grassmarket 1 is our largest space in Edinburgh with 115 seats. It has a large stage raised by just 15 cm making it an accessible choice for both performer and audience member. Audience seating is on three levels with flexible seating to the left and right of the stage. Grassmarket 1 has ample backstage space for larger casts and can store some set and scenery, but this must be cleared with management in advance.

Room Depth: 10.5m (from rear of stage)
Room Width: 15.5m approx (at widest point)
11.5m approx (at narrowest point)
Room Height: 3m
Stage Depth: 4m
Stage Width: 7m
Seating Capacity: 115

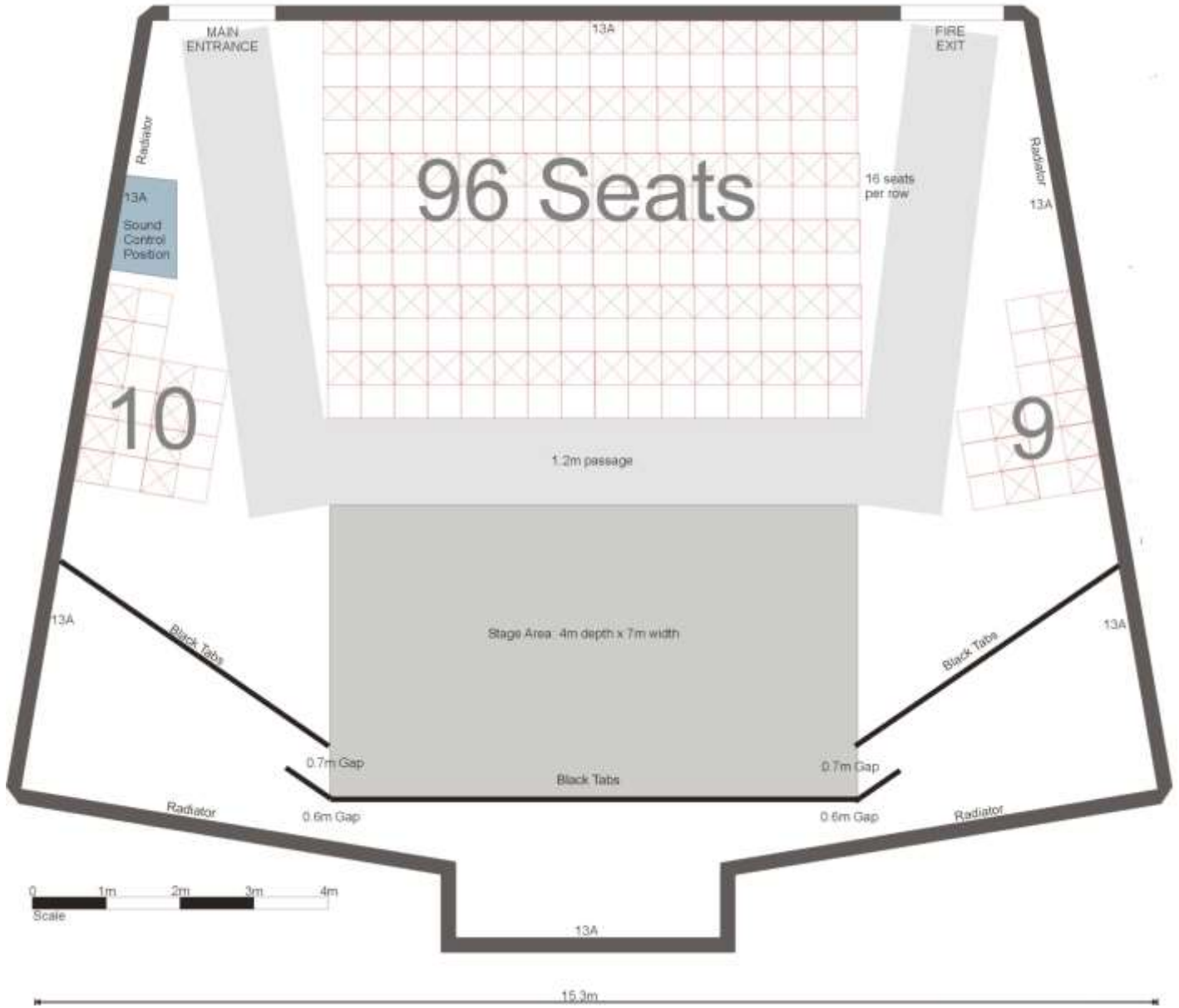


Sound Equipment:
A full PA System is provided in this room with speakers either side of the stage. Input for mini-jack and a CD player plus two microphones are provided. Additional equipment for livemusicians is available at an extra charge. Please discuss these requirements at the time of booking.

Lighting:
18 channels of dimming with a programmable control desk which can also be used as a manual 2-preset control desk is provided in Grassmarket 1. The basic lighting rig contains 4 parcans, 2 fresnels, 6 profiles and 4 birdies. Additional lighting is available at an additional charge. Please discuss these requirements at the time of booking.



GRASSMARKET 1



GRASSMARKET 2

Grassmarket 2 is the second largest space with a capacity of 60 seats. The stage is at floor level with seating on two levels including floor level making this a fully accessible venue for both performer and audience member. This room has generous back stage space for performers with storage located in the shared storage room.

Room Depth: 7.4m

Room Width: 8.1m

Room Height: 2.5m

Stage Depth: 2.7m

Stage Width: 4.2m

Seating Capacity: 60

Lighting:

12 channels of dimming with a manual 2-preset control desk. The basic lighting rig consists of 4 birdies, 1 profile, 3 fresnels and 2 parcans.

Additional light equipment is available at an additional charge.

Please discuss these requirements at the time of booking.

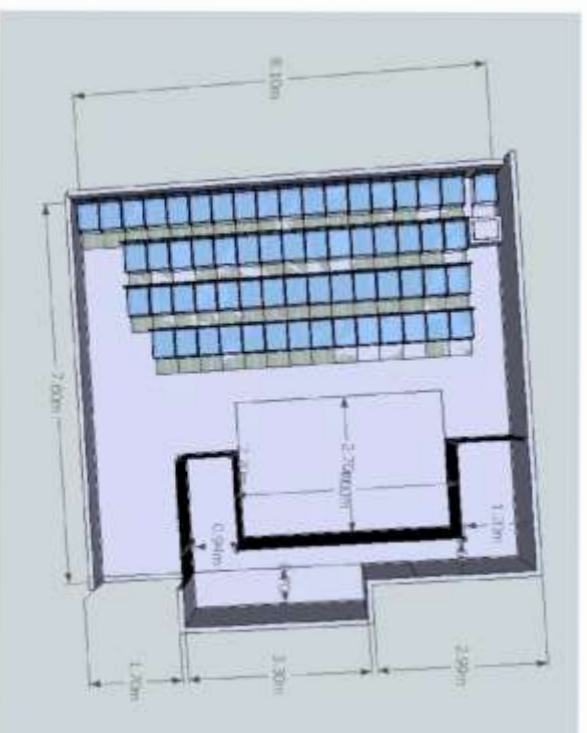
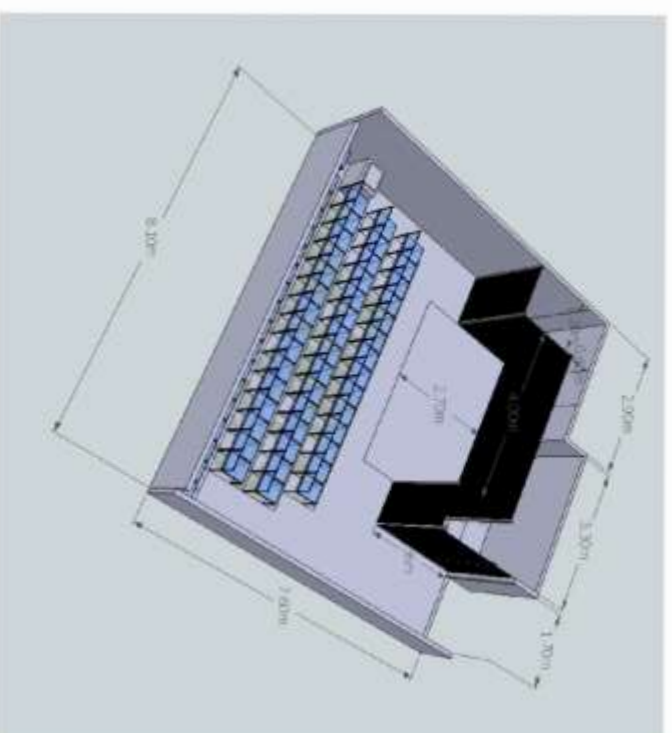
Sound Equipment:

A full PA System is provided in this room with speakers either side of the stage.

Input for mini-jack and a CD player plus two microphones are provided.

Additional equipment for live musicians is available at an extra charge.

Please discuss these requirements at the time of booking.



GRASSMARKET 3



Grassmarket 3 is our flexible black box space with a capacity of 24. With no raised stage or seating performers can configure the seating in multiple ways to suit a variety of performances. Previous performers have even removed the seating completely for an immersive theatre experience. Storage is located in the shared storage room.

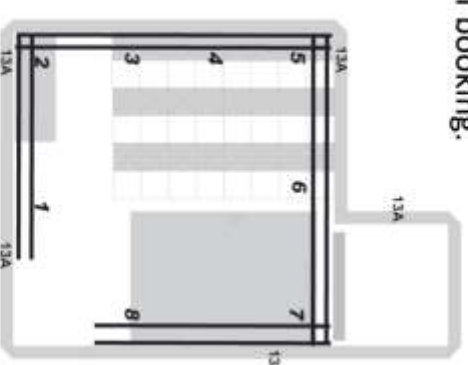
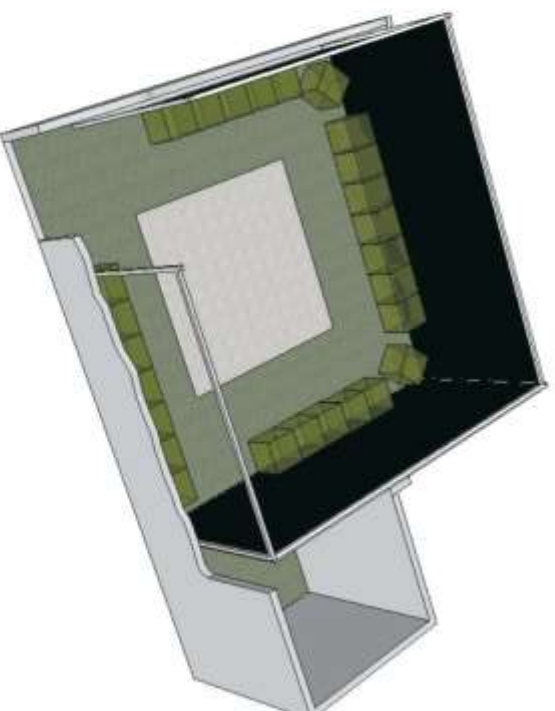
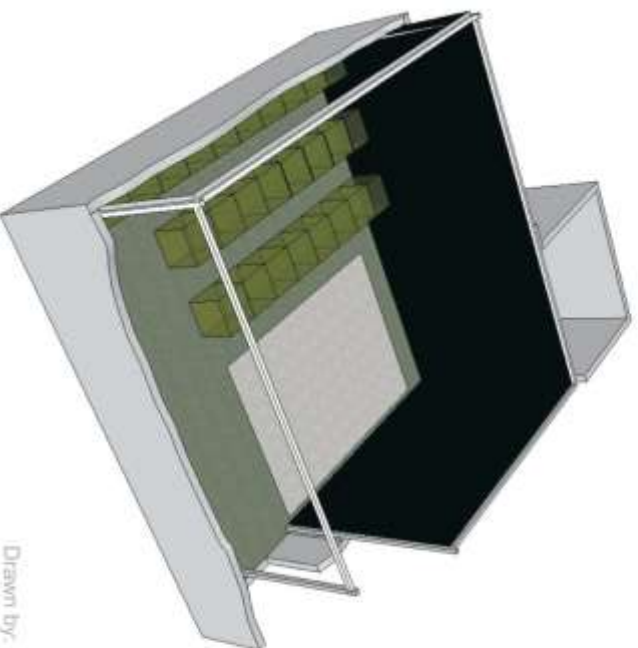
Room Depth: 5.1m
Room Width: 5.2m
Room Height: 2.5m
Stage Size variable – refer to drawings
Seating Capacity: 24

Lighting:

8 channels of dimming with a manual control desk. The basic lighting rig consists of 4 birdies, 4 fresnels and 2 parcans. The positioning of lights is flexible. Additional light equipment is available at an additional charge. Please discuss these requirements at the time of booking.

Sound Equipment:

A full PA System is provided in this room with speakers on long cables for positioning in multiple locations. Sound desk is also moveable. Input for mini-jack and a CD player plus two microphones are provided. Additional equipment for live musicians is available at an extra charge. Please discuss these requirements at the time of booking.



Lighting Circuit Layout
(not to scale)

13A Scaffolding Bar

13A 13 Amp power socket

4 Stage Lighting Circuit Outlet



GRASSMARKET 4

Grassmarket 4 is a perfectly sized, intimate venue with a capacity of 30. With no raised stage and seating on two levels including the floor level this space is fully accessible for both performers and audiences.

This room includes standing wing space at either side and crossover of 45cm wide. Storage is located in the shared storage room.

Room Width: 4.2m
Room Height: 2.5m
Stage Width: 3m
Stage Depth: 2m
Seating Capacity: 30

Lighting:

8 channels of dimming with a manual control desk. The basic lighting rig consists of 1 profile and 4 fresnels.

Additional light equipment is available at an additional charge. Please discuss these requirements at the time of booking.

Sound Equipment:

A full PA System is provided in this room with speakers at either side of the stage. Input for mini-jack and a CD player plus two microphones are provided.

Additional equipment for live musicians is available at an extra charge. Please discuss these requirements at the time of booking.

