



ARTIST COMPS

TO BOOK YOUR OWN COMPS THROUGH THE FRINGE WEBSITE

- The Artist Services Coordinator will send you a show-specific Coupon Code after August 7
- Go to tickets.vancouverfringe.com. Find your show, select your tickets, and insert your coupon code at check out. The Artist Services Coordinator will send out more detailed instructions at the beginning of August.
- Tickets sales and Artist Comp Bookings begin August 8.
- You can go on to the Fringe website to book comps at any time, up until 45 minutes before your show starts. See below for details about booking comps after the 45 minute mark.
- You can forward the Print at Home tickets to your guests, or print them and hand them out. Remember - there will be **no at door pick ups**, as there is no will call.
- **You cannot cancel booked comp tickets.** Once a comp ticket is booked it cannot be returned or resold at any time.
- We recommend that you do not pass your Comp Code around, as the Fringe is not able to revoke tickets once they're booked.

TO BOOK YOUR COMPS 45 MINUTES BEFORE YOUR SHOW IN PERSON

- Pending availability, Comps can also be booked 45 minutes before your show with the Venue Captain (the Volunteer who runs your Front of House) at the Box Office outside your venue. Please provide the Venue Captain with the names of your guests.
- The Main Box Office cannot book comps for you.

COMP BOOKING POLICIES

- Memberships **ARE** required for all your guests; they can purchase a membership at the venue, or at the box office, in advance.
- Comped Patrons **must have their tickets with them; they will not be able to pick them up at the door.**
- Complimentary tickets also **cannot be picked up or booked at the Box Office.**
- Complimentary tickets booked in advance will not be resold, even if that person does not show up.
- 100% of the house can be sold/booked in advance.
- The Festival offers complimentary tickets to Fringe Staff, Media, important Theatre Community representatives, Sponsors and Donors, and Volunteers and Artists with a Rush Pass. A maximum of 15% of tickets can be booked by the Fringe as comps in advance.
- There is no limit to Artist Comp bookings.
- One seat is always reserved for Golden Ass Pass holders, (reviewers from major newspapers and award adjudicators). If, at 45 minutes before start time, the media seat is not filled, we will sell the seat.
- One seat is always reserved for the usher. We will never sell the usher seat, under any circumstances.
- **Never**, under any circumstances, will you be allowed to add more seats to the venue.



MEDIA POLICIES FOR ARTISTS

Articles and interviews always turn up that we at the Fringe had no idea were happening! That's why **artists should pursue their own media coverage in addition to the coverage the Fringe pursues**. We love that everyone does their own publicity on top of ours! All the publicity for the Festival helps all artists at the Festival.

For the Fringe's overall publicity strategy, we look for themes that turn up in the Festival. For example, if we have a lot of clown shows, we'll pitch that to a media outlet. We try to approach each media outlet with a different theme so there's no overlapping coverage. We aim to chat with the editor or reporter to find out what they may be looking for and then suggest three to four shows (depending on how much they think they can cover) that fit. We don't usually discuss this with the artists since there are so many of them.

We suggest that you approach the media as well and suggest that you **focus on the niche**. For example, try pitching to:

- Local newspapers. If someone in your show is from Richmond or Surrey etc., then the local papers there are always hungry for ways to cover the Fringe.
- Multicultural or religious focused media, or media that publishes in different languages: Is someone on your team a certain cultural background? Or maybe they speak another language? These media outlets are looking for content that fits their mandate.
- University and college media: again, if there is someone in your group that is alumni from a local university or college, they tend to want to cover alumni news.

SHARING YOUR PRESS KIT WITH THE FRINGE

In addition to all this, we ask that artists upload their press kits to our Google Drive folder, which we also share with media outlets. For info on uploading your press kit, see the instructions here:

<http://www.vancouverfringe.com/artist-resources/#Publicity>. If you are having trouble uploading your press kit, contact the Artist Services Coordinator at artist@vancouverfringe.com or the Communications Director at publicity@vancouverfringe.com.

Once your press kit is uploaded, email the Communications Director, who will then share a media list with you! **Please do not mass email this list**. Rather, pick and choose media outlets that you think are a good fit for your show.

For any media relations questions, contact the Fringe's Communications Director at publicity@vancouverfringe.com.

HOW MEDIA COMPS WORK, AND THE POLICIES YOU SHOULD FOLLOW

- **Media Comps:**
 - Media people who review *4 or more shows* are provided a Super Pass by the Communications Director. They may use this pass to book themselves into whatever shows they want, and **artists may have a reviewer in their show and never know**. If a

reviewer connects with an artist and says they will be reviewing multiple shows, please direct them to the Communications Director at publicity@vancouverfringe.com.

- For media who will review *3 or fewer shows*, the Communications Director will provide them with comp tickets and a complimentary Membership, however, **comps will not be provided for guests** of the media. *Artists may provide media guest comps if they like, but Memberships will not be provided.*
 - If an artist connects with a reviewer directly and would like to comp them into a show, please email the Communications Director at publicity@vancouverfringe.com at least 24 hours before the show (although preferably much earlier) that they want to attend. If the show is not sold out, they will have a ticket and a Membership reserved for them. **In order to book the comp, the media person must provide the following information:**
 - **First and last name; media outlet; email address; phone number**
 - Media guest comps can also be booked via the artists this way, however guests will not be provided a Membership. Please make this clear to the media you are working with.
 - The Communications Director will connect with the media person and cc the artist so that the artist knows everything is ready to go.
 - If there are any problems at the door (like the media person has not been added to the will call list), the Volunteer Venue Captain can radio for the Communications Director (Debby Reis) or the Director of Patron Development (Robyn Kurtz), both of whom can verify that the media person is on a list.
- **Non-Media Comps:** Artists are able to comp as many tickets to their own show as they want! And this year, artists will be able to book their own comps. The Artist Services Coordinator will send out more information on how to do this.