



SIX THINGS THAT SHOULD APPEAR ON YOUR MARKETING MATERIAL

- **THE FRINGE LOGO**

The Fringe logo will be available for download in both Web (JPEG) and print (TIFF, JPEG) formats at www.vancouverfringe.com/artist-resources . Be sure to note the logo usage guidelines.

- **THE FRINGE WEBSITE**

Fringe Website – vancouverfringe.com – should appear directly on your materials. It’s where people get tickets!

- **TICKET PRICE AND ADVANCE TICKET SALES INFO**

The only source for guaranteed seats at the Fringe, advance ticket sales will be available through vancouverfringe.com. This year, all tickets will cost \$15 including fees, plus a \$7 membership. It’s important to state these details clearly on the posters and flyers. A good example of ticket pricing for posters would be:

Tickets are available at vancouverfringe.com for \$15 plus Membership.

There are NO ticket sales over the phone. Please DO NOT include the Fringe phone number on your promotional materials.

- **YOUR PERFORMANCE DATES AND TIMES**
- **YOUR VENUE NAME AND ADDRESS**
- **SOMETHING TO MAKE PEOPLE WANT TO SEE YOUR SHOW**

Ideally, you should use the same image on your promotional material that you submit to us for the printed Fringe program. It might seem like more fun to use lots of different images, but you will be more recognizable among the thousands of impressions about hundreds of shows that people will be seeing if you are consistent in all your materials.

Other things you might want to include:

- Published Playwright (if you are using another’s work the author must be cited)
- Primary artists (Producer, director, actors, musicians, etc...)
- Website connected to yourself or your work/piece
- Reviews / Quotes
- Compelling Graphics
- Remember: what, where, when, why, and how much
- Less is more!! Attempt to entice, not overdo it!!