



## SIX THINGS THAT SHOULD APPEAR ON YOUR MARKETING MATERIALS

### 1. THE VANCOUVER FRINGE LOGO

The Vancouver Fringe logos are available for download at <https://www.vancouverfringe.com/logos/>. Be sure to note the logo usage guidelines, which can be found on the same webpage.

### 2. THE FRINGE WEBSITE

Fringe Website – [vancouverfringe.com](http://vancouverfringe.com) – should appear directly on your materials. It's where people get tickets!

### 3. TICKET PRICE AND ADVANCE TICKET SALES INFO

The only source for guaranteed seats at the Fringe are advance tickets. Ticket sales will be available through [vancouverfringe.com](http://vancouverfringe.com). All regular tickets are \$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](http://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.

### 4. YOUR PERFORMANCE DATES AND TIMES

### 5. YOUR VENUE NAME AND ADDRESS

### 6. SOMETHING TO MAKE PEOPLE WANT TO SEE YOUR SHOW

Ideally, you should use the same image you submit to us for the printed Fringe program on your promotional materials. It might seem like more fun to use lots of different images, but you will be more recognizable among the 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!!