



## SIX THINGS THAT SHOULD APPEAR ON YOUR MARKETING MATERIAL

### 1. THE FRINGE LOGO

The Fringe logo will be available for download in .png format at <https://www.vancouverfringe.com/logos/>. Be sure to note the logo usage guidelines.

### 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 is advance ticket sales, which will be available through [vancouverfringe.com](http://vancouverfringe.com). 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](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 that you submit to us for the Fringe program guide for your promotional materials. It might seem like more fun to use lots of different images, but you will be more recognizable 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!!