

**NATIONAL ARTS FESTIVAL,  
MAKHANDA**

# **FRINGE 2020**

**PARTICIPATION GUIDE FOR PRODUCTIONS**

**25 JUNE TO 5 JULY 2020 - EASTERN CAPE, SOUTH AFRICA**



Photo by Val Adamson

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**Remember!**

The info in this Guide forms part of the Fringe Contract and that means you **HAVE** to read it in order to understand how the Fringe works and what the rules are. As soon as you submit your application, you agree to the terms and conditions of participation in the National Arts Festival Fringe, as laid out in this Guide and in the Application Form. Please read it through and shout if you have any queries.



# dates to diarise

Date	Due
31 December	Early bird deadline
20 January	Closing date for submission of the Application Form
31 January	Final date for payment of the application fee (R3 000)
21 February	Last date for the cancellation of a production
28 February	Submission of Independent Venue documents
16 March	Submission of the marketing form, programme advert artwork & website info
4 May	Booking opens nationwide
15 May	Technical Questionnaire deadline
30 May	Posters to reach the Fringe Office
23 June	National Schools' Festival starts
25 June	National Arts Festival starts



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Filmmakers, visual artists and contemporary musicians or bands should check out the guides applicable to their genre - follow the link below:  
[www.nationalartsfestival.co.za/artist-zone/2020-fringe/](http://www.nationalartsfestival.co.za/artist-zone/2020-fringe/)



[nationalartsfestival.co.za](http://nationalartsfestival.co.za)



[nationalartsfestival](https://www.facebook.com/nationalartsfestival)



[@artsfestival](https://twitter.com/artsfestival)



[NationalArtsFest](https://www.youtube.com/NationalArtsFest)



# things to think about ...

The National Arts Festival Fringe is the only open access festival in South Africa - it offers an incredible opportunity for all artists to showcase their talents to a diverse audience; it is a priceless network opportunity and gathering of art-industry professionals from across South Africa and abroad; and it is known as a market place for theatres, festival directors, and producers. The Fringe offers the opportunity for good productions to extend their seasons beyond 11 days in Makhanda, and the chance of fabulous opportunities and recognition for individual actors, directors and writers.

But, it's also a major commitment - it's expensive to get to Makhanda, stay in Makhanda, and play in Makhanda. It's unlikely you will make enough income to cover all your production costs... remember it's not just while you're at the Festival - you will need to cover pre-fest costs like artist fees, rehearsal fees and venue rental, performance rights licences, printing or advertising, making or hire of costumes, sets, props etc.

So, consider all the pros and cons before making a decision - check out the [budget calculator](#) and the info below and do your sums properly so that you are fully prepared and not undone by some unexpected costs. If you need any advice - ask us - or join the Fringe Facebook group - there is loads of help out there.

**The closing date for Fringe applications is 20 January 2020 ... and we are strict!**



## MONEY... MONEY ... MONEY

You need to pay an application fee when you apply - otherwise you won't be accepted.

The application fee must be paid by **31 JANUARY 2020** at the very latest. If possible, pay your application fee when you submit the form on 20 January ... but we know it's a tough month...

### Your R3 000 application fee gets you

- ☺ Performance scheduling
- ☺ Use of subsidised venues and technical equipment
- ☺ Advertising in the Festival Programme and on the Festival's website
- ☺ Invitations to organised networking sessions, producers' showcases, etc.
- ☺ Inclusion on the ticketing system nationwide and Internet booking facilities
- ☺ Access to technical advice and assistance
- ☺ General media publicity
- ☺ Festival Fringe Finance Services

AND

- ☺ R2 000 towards your venue hire or marketing costs.

### Costs you'll be invoiced for in May 2020:

- ☺ Balance of venue hire  
(for prices, see **venues**)
- ☺ Any additional **marketing**  
you have chosen (digital poster, website, business cards etc.)
- ☺ Extra rehearsal time (R400ph if applicable)
- ☺ Piano or equipment hire  
(if applicable)

**EARLY BIRD DISCOUNT: SUBMIT YOUR FORM & APPLICATION FEE BEFORE  
31 DECEMBER AND GET 10% OFF. YOU ONLY NEED PAY R2 700  
PLUS YOU'LL GET A FREE DIGITAL POSTER!**

### You may pay by direct deposit or electronic transfer:

Account Name:	National Arts Festival
Bank:	Standard Bank, Makhanda
Branch Code:	05-09-17
Account Number:	08 198 7536
Swift Code:	SBZAJJ (for international payments only)
Reference:	<b>TITLE OF YOUR FRINGE PRODUCTION</b>
EMAIL PROOF OF PAYMENT TO:	fringe@nationalartsfestival.co.za
OR FAX TO:	086 233 2119

If you want to use your credit card to pay the application fee - you'll need to call us and provide your card details - we'll process the payment while you're on the line.... but we don't recommend that you get into debt for the fest... so think carefully before going this route.

**NB: If you don't send us proof of payment, we may not pick up your payment and you may lose out on a spot on the 2020 Fringe... fax or email your POP to us as soon as you've paid.**





# budget items

## COSTS IN MAKHANDA

We have no control over **accommodation** prices and the cost of **shuttles** to and from Makhandanda. Shop around for the best value for money - try hiring a house - or even staying out of town... take a look at the Festival's [Hospitality Brochure](#) for up-to-date info on loads of types of accommodation from Rhodes residences to farm stays and B&Bs on the beach - and for contact details for transport companies in the area.



**Food and shopping** costs in Makhandanda will be pretty standard - there's a Pick n Pay, Checkers, and Spar (no Woolies Food - but we survive). Restaurants and pubs are plentiful but they're in 'high season' so can be pricey - and there's plenty of pop-up places, take-away options, and of course the Village Green Food Court.

**Venue hire** ranges from R300 to R650 per 1-hour performance depending on the venue allocated to your production. For budgeting purposes, you should use the amount allocated to the venue that you feel is most suitable for your show. *Remember that R2000 of the initial application fee you pay is a pre-payment on venue hire and/or marketing costs.*

There are various options available to market your production ... don't neglect **marketing** - it can make or break your festival experience - just choose wisely. Be careful of printing too many posters - they're costly and they kill the trees - we're aiming for a green NAF in future years - try the digital options rather.



- ☺ programme adverts from R2000 - R6500
- ☺ business card flyers 200 copies for R400
- ☺ additional website adverts - R200
- ☺ digital posters at R350 (or free with the Early Bird discount)
- ☺ print posters - you'll need to get your own quotes for this item

**Additional rehearsal time** - every production gets a two-hour rehearsal prior to their opening performance - if there's time available and you ask us very nicely, we will give you extra time at R400 per hour... you need to book early for this and it's not always possible as the venues are usually jam-packed.

**Piano hire is a once off charge of R750 or R550.** Pianos required for theatre/music theatre productions are keyboards or uprights (R550); concert grand pianos are available for recitals in certain music venues only (R750). Charges for keyboards may vary depending on the venue and the number of other productions using the keyboard (cost will be shared).



There may be **other costs** that apply to your production - you may need to hire microphones, buy gels, source some furniture, or get a massage... make sure you include these costs as well as pre-fest costs - and then add a **contingency** as well. This will give you a scarily realistic budget! And then you'll need to start finding some funds to make it all happen!

## FUNDING & THE FRINGE

We encourage you to raise funds to help subsidise the costs your production will incur. It's a tough funding environment so be willing to pound the tarmac. Here are some contact details for organisations that assist artists in South Africa, but we suggest you approach businesses or apply for corporate or commercial sponsorship as well. And remember that 'in kind' sponsorships also help keep the wolf from the door.

- ➡ The National Arts Council (NAC) requires that you complete an official application and provide a budget and motivation.  
[www.nac.org.za](http://www.nac.org.za) / [info@nac.org.za](mailto:info@nac.org.za) / Tel: (087) 700 0683 / Fax: (011) 838 6363
- ➡ Business Arts South Africa (BASA) has a matching grant scheme. If you have raised funds from a business, you may apply to BASA for a grant.  
[www.basa.co.za](http://www.basa.co.za) / [info@basa.co.za](mailto:info@basa.co.za) Tel: (011) 447 2295 / Fax: (086) 681 8075
- ➡ **The National Lotteries Commission (NLC)** funds various arts projects. They require that you meet certain criteria, complete an official application form and include a budget.  
[www.nlcsa.org.za](http://www.nlcsa.org.za) / Tel: (086) 006 5383
- ➡ Companies from abroad should apply to their embassies and cultural organisations for the assistance.





# ticketing

## TICKET PRICES

Determining your ticket price is an important part of your Fest prep - it influences your budget calculations and can be a massive determinant for ticket sales ... so think carefully. Put yourself in an audience member's shoes...

Fringe tickets usually range between R20 and R125 (the average price in 2019 was R65) and must be rounded off to the nearest Rand. Try to keep the ticket price as reasonable as possible.

## DISCOUNTS

There are three standard discounts that you can choose - we recommend you offer some or all of them ... but, it's up to you.

- ☺ The **CONCESSION PRICE** [full price less R5] is for children (U18), students, and pensioners (65+);
- ☺ The **GROUP PRICE** [full price less R7] is for bookings of 10 or more tickets to a performance.
- ☺ The **TWO-FOR-ONE** discount is a real ticket sales driver - audiences definitely look out for these discounts... you can offer this discount on a max of two performances.

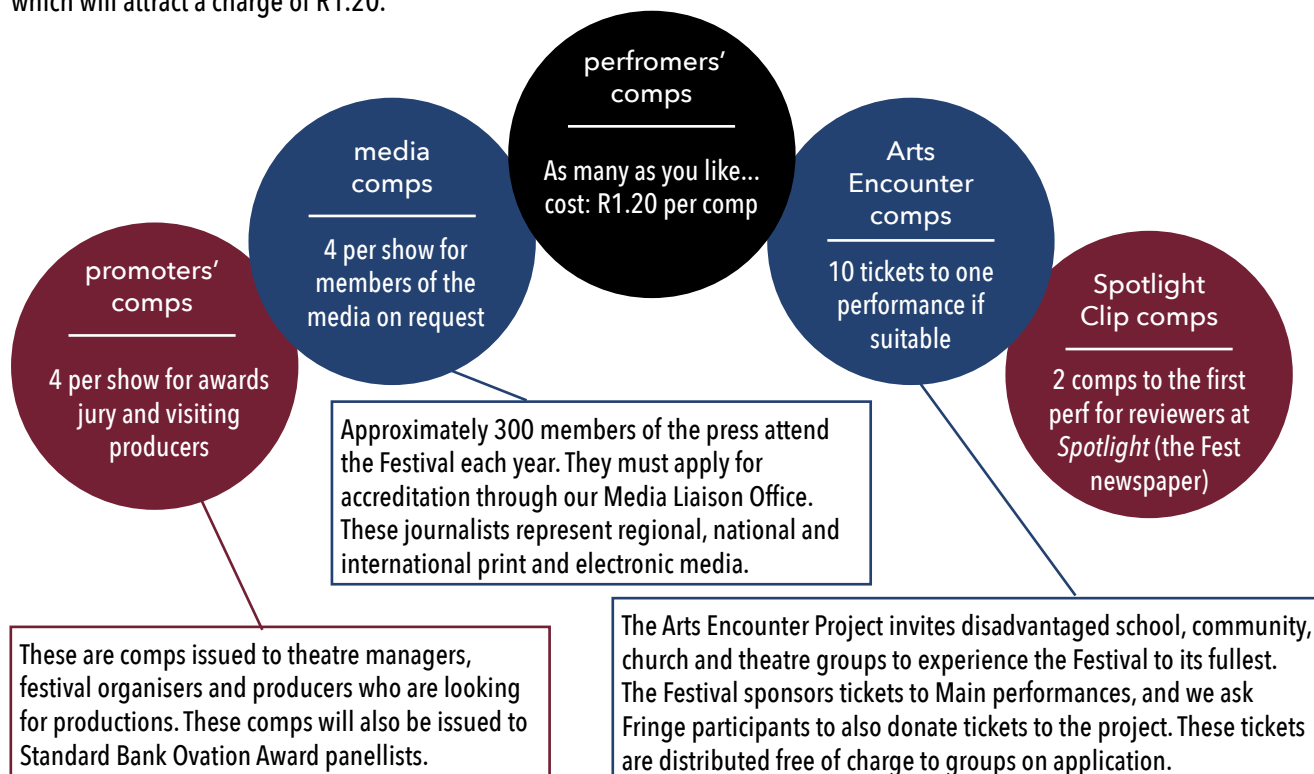
## COMMISSIONS

DEDUCTIONS: 10% NAF Commission + 8% Ticket Hut Commission  
 ARTIST RECEIVES: 82% of ticketing income

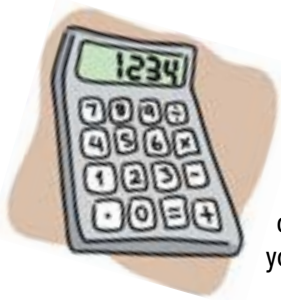
Full price R60	Concession R55	Group R53	
Artist gets R49.20	Artist gets R45.10	Artist gets R43.46	

## COMPS

The cost of all comps drawn against your show will be covered by the National Arts Festival - **except** Performer's Comps which will attract a charge of R1.20.



# calculations & cancellations



## BUDGET CALCULATOR

Once you've gone through the rest of this guide, looked at all the options and found answers to your questions, you'll have all the variables you need to make an informed decision. Budgeting can put a dampener on your excitement - but rather be prepared than not! So, put the figures into the budget calculator - then... sit down, rework the sums - and do it again, and again ... and eventually - hopefully - you can then make the big commit and we'll see you in Makhanda. Shout if you need any help with this.

## VAT AND THE FRINGE

All prices quoted are inclusive of Value Added Tax (VAT). In line with new legislation, invoices issued by the Festival Office must reflect both our VAT number and yours (if applicable). If you are a VAT Vendor and require an invoice in order to claim VAT, submit your VAT Registration Number. Your Ticket prices and box Office earnings are inclusive of 15% VAT.

## MORE POINTS TO PONDER...

- ☺ Are you willing to raise your own funds and get yourself to the Festival?
- ☺ Will you be able to find cast and crew who will work with you at risk?
- ☺ Do you have a piece that is ready to go - or nearly!
- ☺ Do you have the time to rehearse and prepare?
- ☺ Can your production be adapted easily to the fest venues with minimal sets and props?
- ☺ Do you have a support system that can help you with fund-raising, marketing or stage-management?



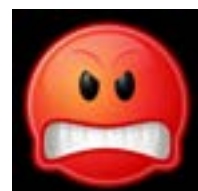
If there's any chance that you might have to cancel - take careful note of the dates and implications of cancellation below.

## CANCELLATIONS AND 'NO-SHOWS'

The National Arts Festival is taking a hard line against any production company or individual that fails to turn up for performances in Makhanda, particularly those companies that do not inform the Festival Office that they will not be participating. The cost to the Festival is enormous, not to mention the cost to the reputation of the Fringe. Any company that cancels their production in the two week period prior to the start of the Festival or during the Festival, or that simply fails to arrive for rehearsals / performances, will be excluded from future participation in the Festival for a period of three to five years.

We are aware that, in the majority of cases, non-arrival at the Festival is due to a lack of funding or of sponsorship falling through, but there needs to be awareness on the part of the artists of the responsibility they have committed themselves to by applying to the Fringe. We expect a certain level of professionalism amongst all artists and the onus is on you to ensure that you have sufficient funding to cover your costs prior to committing yourself and entering into the Fringe Contract with the Festival.

- The final date for cancellation of any production is **21 February 2020**. Productions cancelled prior to this will be refunded **70%** of the Application Fee they paid. **Cancellations must be made in writing.**
- Companies/groups/individuals who cancel productions **after 21 February 2020** will forfeit the **full Application Fee**, and may be held liable for the balance of venue rental if we are unable to schedule another production in the performance slots prior to the printing of the Festival Programme. Depending on the circumstances, other penalties may apply - e.g. exclusion periods, further monetary liability etc.
- Companies/groups/individuals that simply **fail to arrive** at the Festival, and/or fail to notify the Fringe Office of their non-participation, will be excluded from the Festival for a period of three to five years and will be liable for all costs incurred for their production.



**Extenuating circumstance can, and do, occur and, if this is the case, please contact the Fringe Manager to discuss the situation.**



# filling in the form

## GENERAL

'The form' is an online form available on the Artist Zone on the Festival's website - click [here](#) to download. The Form and this Guide are your contract with the National Arts Festival - so make sure you understand your commitments and responsibilities as well as NAF's.

We've used 'help bubbles' as explanations and reminders throughout the form (especially for the more complicated questions) so filling it in should be pretty simple.

You can fill in part of it, save it, and come back to complete it later on.

You'll need to upload your programme info when you apply so make sure you've read through that section carefully and have thought about the descriptive text and image you want to represent your show.

Submitting the form is the same as signing a contract - it means that you accept and understand the terms and conditions of Fringe participation... Once you've clicked SUBMIT - the hard work starts!

Application forms are processed as quickly as possible by the Fringe Office. You will receive confirmation of receipt of your form and the application fee together with a unique Festival Reference Number as soon as your application has been processed. If you do NOT receive confirmation within 5 days of submission, the onus is on you to contact us to check if your form has been received.

**Remember to join the chat on social media as you prepare - and keep in touch with us - we're happy to answer your questions and we'll nag you when we need to...**

## CHILDREN'S THEATRE

All productions in the Children's Theatre genre will be scheduled for performances at the traditional Children's Theatre venues in Makhanda as well as one performance at the new community centre in Joza Location and/or the Nombulelo School Hall. Venue hire will not be charged for performances in Joza and all performances will be advertised in the community on a 'pay what you can' policy at the door - pre-bookings will remain at the regular ticket price. Children, teachers and community carers will not be turned away if they cannot pay an entry fee but everyone will be encouraged to pay something - even very small amounts will be accepted. All door takings will be donated to Child welfare to purchase books and toys for their crèche at Nompumelelo Community Centre. Productions will receive a guaranteed R600 or their ticket sales - whichever is greater.

## ACCESSIBILITY

In 2020 NAF is offering a limited number of productions that address issues of disability a special deal on the Fringe: venue hire will be waived if the production is selected. If your production addresses disability issues through its content or theme, or the use of interpretative devices such as sign language, subtitles, etc. or if members of your cast or crew are disabled, please let us know, so that a) the production can be considered for the special dispensation, and b) so we can accommodate your needs as best as possible.

## PERFORMING RIGHTS

The onus is on you to ascertain whether you require performing rights for the script and/or any music you will be using in your production, and to obtain any necessary rights. You will be required to submit performing rights licences to the Festival Office on request.

[www.samro.org.za](http://www.samro.org.za)

Tel: 011 712 8000

[www.dalro.co.za](http://www.dalro.co.za)

Tel: 011 712 8330



# important stuff



## BOX OFFICE EARNINGS

At the end of the Festival, your production will be issued with a complete statement of income and expenses that includes all ticket sales, charges and commissions, as well as expenses such as venue hire, application fee, advertising fees, etc. Final statements will be emailed to you during August 2020. The Finance Office is located in the Monument building and is open from 08:30 to 18:00 during the Festival. You can obtain sales reports from the Finance Office in the Monument as well as from the artists' window in the Village Green Box office.

- ☺ Box Office takings, less commissions and charges, will be paid to Fringe participants within 7-14 working days of the conclusion of the Festival.
- ☺ Cash payments can be made to the authorised representative on application but only on authorisation from the Fringe Manager, the balance will be paid by direct deposit.
- ☺ No cheque payments and no advance payments will be made to any performer or group.



## ARTBUCKS

The Artbucks Programme rewards Festival-goers with 10% of the value of every full price ticket they purchase at the Festival as a credit for ticket purchases at the following year's Festival. Members can choose to either use their credit to purchase tickets, or they can donate their credit to the Festival's Arts Development Projects. Membership is free and members can benefit year round with special offers and discounts from our Artbucks partners. If you attend the Festival regularly, and purchase tickets to shows, you may wish to consider joining this programme – visit [www.nationalartsfestival.co.za](http://www.nationalartsfestival.co.za). Artbucks tickets drawn against your production have no effect on your ticket prices or box office earnings – the Festival covers the 10% value-back.

## ACCESS PASSES



As is the norm at other Festivals, NAF allows participating artists access to Main and Arena shows if there is space in the auditorium once the paying audience has entered. Some Fringe companies have indicated that they would prefer not to allow artist access to their performances, so we have decided to try a new system for 2020. This year, you will indicate on your application form whether or not you are happy to allow fellow artists free entry to your show if there is space. If yes, you will be issued Access cards on arrival in Makhanda that you may use to gain entry to Festival shows that allow Access - as long as there is space in the auditorium after the paying audience has entered. As the deal is reciprocal in nature, if you have not offered access to artists at your shows, you won't receive

access to other Fringe shows. Attendees using Access tickets at your performances will be recorded and accounted for on your Box Office statements so that your shows have an accurate count of attendees.

## INSURANCE

It is your responsibility to insure the equipment, sets, props, costumes, and personal belongings you bring with you. In the past, we have, unfortunately, had occurrences of theft from dressing rooms and venues – if your dressing room does not lock, keep your possessions with you. The Festival Office does not take any responsibility for any loss you may incur during the Festival. Ensure that you bring duplicate CDs of sound effects and music you use in your production – if your CD is stolen or misplaced at least you will be able to continue with the show.

We urge you to be vigilant and to exercise care when storing and / or using equipment (including personal belongings, costumes, props, etc.) in your venue. Do not leave valuables unattended or in the public eye. Ensure that your things are safely locked away after performances, or take them with you if there is no storage. Take care when walking around, especially in the evenings - as with all big events, the bad guys also come to the party. Please take care and look after each other and your belongings.

## PUBLIC LIABILITY

The National Arts Festival, its directors, officials, agents or employees shall not be liable to any Fringe participant for any loss, injury, damage or expense of whatsoever nature and howsoever caused which may be suffered by such Fringe participant arising from or during the Fringe participant's involvement in the Fringe. You are responsible for the payment of royalties, all expenses incurred and all persons that you have undertaken to remunerate. The Festival is not bound by any other agreement that you have made or might make outside the terms of this document. The National Arts Festival covers Public Liability.



# technical stuff



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Makhanda's venues are converted school, church and community halls. Many do not have storage space, dressing rooms or large back stage areas, etc. Be prepared to be flexible, innovative and accommodating! Please read the details here and on the tech specs for your preferred venues carefully so that you know exactly what to expect when you arrive in Makhanda.

*It is in your interest to provide us with a clear picture of your production's technical need so that we can allocate it to the most suitable venue. Please provide accurate, detailed info in this sections of the form..*

## SOUND



The sound equipment supplied to all performance venues is adequate for effects, incidental and backing music, voice-overs, etc. Please be specific as to how you plan to playback your music.

The Festival provides limited backline and specialised equipment in specific venues only. If you have any requirements other than simple playback, please list them in detail.

NAF does not provide mics unless special arrangement is made. You'll need to bring your own or hire some in Makhanda.

## TECH RIDERS



If you have a tech rider or stage drawings for your show, upload them with your application form. It will help us to allocate the most suitable venue for your production.

## LIGHTING



Venues are equipped with basic fixed lighting rigs. You may not alter or refocus the general lighting rig and you must supply your own gels.

Depending on the venue, the lighting rig may include a certain number of "specials" which you may refocus and gel according to your needs.

You may bring additional lighting as long as you have cleared this with the Tech Office. They will know whether the venue's electrical capacity will handle the proposed equipment and advise you accordingly.

Additional equipment brought in by you must stay in place for the duration of your production's run and will only be dismantled at a time suitable to the venue schedule and technical staff.

All equipment will be subject to inspection and testing by the Chief Electrician to ensure that electrical safety is maintained. Should equipment fail such a test, it will not be allowed to be used.

## SPECIAL EFFECTS



The Festival is required by law to obtain safety certificates for effects involving open flame, smoke or pyrotechnics from the local authorities. So, in turn, we need YOU to let us know if you plan on using any effects in your production.

If your production make use of any special effects or rigging you are required to complete both a Risk Assessment and Notification Form. We are happy to assist you with this forms - just give us a shout.

We are required to post notification to audiences about the use of strobe lighting, simulated gunshots or effects that may alarm, provoke or cause harm. Please let us know if you plan on using any such effects.

Should you fail to alert the Festival about the use of any special effects and/or rigging, the Festival may be forced to cancel your production.

Productions that feature any livestock / animals will be governed by the relevant legislation on Health & Safety and Animal Projection and will be required to complete and submit documentations in this regard.

# technical stuff



## EQUIPMENT HIRE



If you need any equipment over and above what is allocated to your venue e.g.: smoke machines/ microphones/di boxes/lights, the Technical Office will be able to assist you through their tech suppliers in Makhanda.

Any additional equipment hired through NAF will be invoiced accordingly. Please make contact with the Technical Office **before 15 May** with your requirements.

If more than one company in a venue requires the same additional equipment, the equipment will be shared and the hiring costs split between the companies.

If we are unable to assist you with your request we will put you in contact with one of the hiring companies in town.

The Festival Office does not hire or provide any furniture, costumes, props or other incidentals. You need to bring your own or arrange hiring of any props, furniture, sets or costumes before you come to Makhanda.

## SETS & PROPS



Your set must be portable and simple. You will be sharing the venue with other productions and will need to cooperate with them and our staff to ensure that the venue runs as smoothly as possible and that performances start at scheduled times.

Sets must be free standing. **No nails, screws or other damaging objects** may be used on floors or walls to fix sets in place.

Provide a list of any large props and a description of your set so we can allocate you a suitable venue. We can't provide rigging positions for lights directly over the stage in many venues, so this will inform our venue allocation.

You may submit stage drawings if you think this will assist in venue allocation. And, if your set contains large pieces or suspended elements you will be required to submit detailed plans for approval.

The NAF is duty bound to ensure that overhead rigging and set construction is completed in accordance with the regulations laid down by the Occupational Health and Safety Act and may require extra info from you in order to comply.

## SET-UP & STRIKE



Fringe shows are given 40 minutes to set up and a 10-minute strike – this is *not negotiable* and the smooth running of all venues depends on it.

Auditorium doors will be opened to the audience 10-minutes prior to the advertised starting time.

## REHEARSALS



Do not expect extensive rehearsal and set-up time. Fringe productions receive a 2-hour rehearsal before their first performance. This should not be seen as a full rehearsal you will only have time for a CUE-TO-CUE rehearsal.

Additional rehearsal time may be purchased for R400 per hour, provided that the production is in Makhanda at the beginning of the Festival, the venue is ready and sufficient time is available. Extra rehearsal time must be pre-booked.

## TECH CREW



The Festival provides stage assistants and operators that will be able to operate the lighting boards and sound desks but you need to bring your **own technician/stage manager** with you to run your production.

Please make sure the stage manager is in contact with the NAF Technical Office regarding venue specs, equipment etc. long before you leave for the Festival.

## STORAGE SPACE



Fringe venues are created especially for the Festival. The majority of venues have limited storage and dressing room space.

If you need storage space, please organise this before your arrival in Makhanda by contacting the NAF tech office.





# venues

Click on the venue pic to access the full set of specs, photos and drawings for a venue. Cost indicated is per hour. . For a full list visit <https://www.nationalartsfestival.co.za/artist-zone/performance-venues/>



## ALBANY CABARET CLUB

Cap: 100 w x d: 6m x 3m  
R395 raised stage  
cabaret / music / comedy



## B2 ARENA

Cap: 115 w x d: 5m x 3.5m  
R425 raked seating  
theatre / physical theatre



## BEETHOVEN ROOM

Cap: 150 w x d: 9m x 4m  
R555 raised stage  
music / recital



## BOWLING CLUB

Cap: 250 w x d: 7m x 3m  
R645 raised stage  
comedy / music theatre / music



## CENTENARY HALL

Cap: 300 w x d: 11m x 9m  
R690 raked seating  
dance / physical theatre



## CITY HALL

Cap: 240 w x d: 12m x 8m  
R615 raked seating  
music theatre / music / dance



## DICKS

Cap: 100 w x d: 7m x 3m  
R395 raised stage  
theatre / comedy



## DRILL HALL

Cap: 200 w x d: 8m x 5m  
R475 raked seating  
comedy / theatre



## GLENNIE HALL

Cap: 220 w x d: 9m x 8m  
R690 raked seating  
theatre / physical or musical theatre



## GRAHAM HOTEL

Cap: 120 w x d: 5m x 2m  
R400  
music



## GYMNASIUM

Cap: 240 w x d: 8m x 6m  
R645 raked seating  
theatre / physical theatre



## KINGSWOOD THEATRE

Cap: 220 w x d: 9m x 8m  
R575 raked seating / raised stage  
theatre / music theatre

# venues



This is not a full list of venues - these venues are generally used most often for Fringe productions. The full list is available online at <https://www.nationalartsfestival.co.za/artist-zone/performance-venues/>



## LIBRARY HALL

Cap: 100 w x d: 7m x 3m  
R395 raised stage  
theatre / comedy



## MASONIC BACK

Cap: 110 w x d: 6m x 5m  
R410 raked seating  
theatre / illusion



## MASONIC FRONT

Cap: 100 w x d: 6m x 4m  
R400 raked seating  
theatre / illusion



## MEMORY HALL

Cap: 250 w x d: 6m x 4m  
R385 raked seating  
children's theatre



## NELM THEATRE

Cap: 125 w x d: 7m x 5m  
R385 raked seating  
talks / poetry / children's theatre



## NG KERK HALL

Cap: 120 w x d: 6m x 6m  
R455 raked seating  
theatre



## NOMBULELO HALL

Cap: 200 w x d: 9m x 6m  
R - raised stage  
music / music theatre / children's



## PJ'S

Cap: 200 w x d: 11m x 7m  
R690 raked seating  
theatre / physical theatre / dance



## PRINCESS ALICE HALL

Cap: 170 w x d: 9m x 6m  
R625 raked seating  
theatre



## REHEARSAL ROOM

Cap: 142 w x d: 8m x 5m  
R550 raked seating  
theatre / physical theatre



## ST. ANDREW'S HALL

Cap: 259 w x d: 8m x 6m  
R690 raked seating  
theatre



## VICTORIA THEATRE

Cap: 354 w x d: 15m x 8m  
R690 raked seating  
theatre / music theatre





# more about venues

## INDEPENDENTLY HIRED VENUES

Independent venues are subject to the same health and safety regulations as any other venue and the Festival will only advertise a production or event in a venue that has provided the requisite documentation to the satisfaction of the Festival's Technical Director.

The venue you plan on using will need to have certain documentation available - these can include all or some of the following:

A fully inclusive and preferably to scale site plan detailing the structural layout of the site, planned exit routes, emergency vehicle access and amenities.

- A detailed contact list indicating the Site Management Structure.
- A comprehensive schedule of planned events.
- A copy of the application to the Local Emergency Services for a Temporary Population Control Certificate and verification of the issue of the certificate post site inspection. If the site already holds a permanent certificate the organisers may not allow the capacity of the venue to exceed number of that certificate during any National Arts Festival ticketed or sanctioned events
- A copy of all certificates of compliance issued for all temporary structures and temporary electrical installations.
- Proof of appropriate Public Liability Insurance.

Then you'll also need to provide a comprehensive Health and Safety Policy that includes a risk assessment of all activities planned on the site, including both performance and catering activities, and:

- A Major Incident Plan
- A detailed description of Emergency Procedures and an Evacuation Plan
- Details of Traffic Management including parking provisions or use of public transport systems
- Description of site security measures that shall be implemented while the site is in operation and closed to the public
- A sanitation and waste management plan.

These requirements are in accordance with SANS 10366:2009 and are required to be submitted in terms of the Safety at Sports and Recreational Events Act of 2010. A separate form will be emailed to you for completion by the venue and certain documentation will be required to be submitted to the Festival Office on or before **28 February 2020**. Should you require assistance with obtaining these documents, please contact the Technical Director Nicci Spalding: [nicci@nationalartsfestival.co.za](mailto:nicci@nationalartsfestival.co.za).

**Application fees for an Independent venue are R1 200. Schedules for independent venues must be submitted by 31 January 2020.**

## VENUES UNDER COLLECTIVE MANAGEMENT

Artists and organisations can apply for collective management of a venue - basically that means that you schedule the venue's performances and you can advertise and market all the productions in the venues under one umbrella - current examples are Followspot Productions at Kingswood; The Edge at Princess Alice; and Siv Ngesi Productions at the Drill Hall.

You need to submit a detailed proposal applying to run a collective venue - the application needs to be in as early as possible but definitely by the end of November the year preceding the Festival - i.e. November 2020 for Fest 2021.

If you are interested and have sponsorship available, please send a proposal to [zee@nationalartsfestival.co.za](mailto:zee@nationalartsfestival.co.za) - we'll let you know if we need any more info once we've looked through the proposal and give you an answer by the time we close down for our year end holiday (this year, that will be 13 December 2019). Collectives are given three year contracts that are subject to strict compliance and performance regulations.

Have any questions? Give our team a call on 046 603 1153/4





# international participants

## WORK PERMITS

The Department of Home Affairs has waived the need for foreign artists to obtain work permits for participation in cultural festivals in South Africa. This concession is only applicable to artists participating in festivals for a period of not longer than 30 consecutive days. It is your responsibility to apply for and obtain visas, if applicable, from the South African Embassy in your country of residence.

## PAYMENT OF FEES

When making payments from any country other than South Africa, please make sure that you pay the full amount due, as well as any **bank charges** that are incurred for the transaction. Please note that the Festival Office is charged a handling fee for any foreign currency deposited into the Festival Account. When depositing foreign exchange please ensure that you add **R200** to cover this fee.

## VISAS

All international performers and artists need to make visa enquiries from the South African embassies in their home countries **in good time**. In the past productions and exhibitions have had to be cancelled at the last minute due to the relevant visas not being issued timeously. Remember that if your production is cancelled after scheduling has commenced, you forfeit any monies you have paid for registration and venue hire, and will be held liable for any balances outstanding. The cut-off date for cancellation is **21 February**, so please ensure that all necessary travel documents are applied for well in advance of Festival.

## PAYMENT OF BOX OFFICE EARNINGS

Payment of Box Office earnings can be made to international artists in cash the day after their final performance or via Paypal account **provided that all details required by the South African Revenue Service have been submitted**. International transfers can take up to 3 months to process and require a lot of paperwork.

Please ensure you discuss your options for payment of your box office earnings when you arrive at the Festival so there are no delays at the end of your season in Makhanda.

## TAX

Payment to non-South African productions will only be made once the relevant tax has been deducted by the Receiver of Revenue. If applicable, tax will be deducted from earnings and you will be provided with relevant documentation to submit to your home income tax authority.



Photo by Suzy Bernstein



Photo by TAD Images



# scheduling

## 1 TIMING

- Festival productions *must* start on time.
- Audiences *will* be allowed to enter venues 10 minutes prior to the advertised starting time.
- At most Fringe venues, late-comers *will not* be permitted entry after a show has started.
- Any performance that does not start on time will be fined 10% of their ticket sales for that performance
- Venue Managers are authorised to close down any performance that over-runs its allocated time period.

As you can see - we're serious about making sure that Festival venues operate smoothly and that shows go up and come down when they are supposed to. Festival audiences can attend 7 performances a day and if just one of those over-runs it messes up the whole day's bookings. **Bottom line - don't let your show over-run!**



## 2 DURATION

- Make sure you give us an accurate running time (duration) of your production - we not only use this to allocate you performance slots, but it is also listed in the programme and on the website, and printed on the tickets so audiences know how long the show is. **MAKE SURE YOU GET IT RIGHT!**
- The bucket seats we use in Fringe venues get very hard after about an hour so, in the interest of our audiences' butts, we prefer to schedule shows that are between 45 and 65 minutes long.
- We can only schedule Fringe shows that are longer than 70 minutes on special request from a company, and if there are slots available in a suitable venue. NB: Shows that run for longer than 70 minutes will attract additional venue hire

## 3 PREFERENCES

- For the purposes of scheduling we have divided the Festival into two halves - **25 to 29 June** and **30 June to 5 July**. There will be overlap but you need to indicate into which half you would *prefer* the majority of your performances to fall.
- You may indicate the *preferred number* of performances you would like to do and, bearing the *scheduling guidelines* listed below in mind, the Fringe Office will do its best to accommodate your preferences.
- All productions will be required to be in Makhanda a **full 24 hours** before their first scheduled performance.
- Remember: productions will only be scheduled if the company / individual has submitted the application form **AND** paid the application fee in full. *Late applicants and non-payers will not be scheduled.*

## 4 SCHEDULING GUIDELINES

- The number of performances allocated to any production will be determined by several factors, including:
  - » Any preferences you have indicated on your application form regarding dates and the number of days you will be available
  - » The number of venue slots available for the particular genre
  - » The availability of technical resources required by the production
  - » Any overlap of cast and crew with other Festival productions
- Fringe **newcomers** will be allocated **FOUR** or **FIVE** performances over a period of 3 to 5 days. Newcomers can submit a motivation for a run of more than 4/5 performances, but this must be made in writing and submitted with the application form.
- Requests for **more than 8 performances** will only be considered if a production company has a proven track record of good attendance at previous Fringe Festivals or for other persuasive reasons and/or motivations.
- All productions will be required to be in Makhanda a **full 24 hours** before their first scheduled performance.
- Additional rehearsal time (i.e. more than two hours) may only be available prior to the start of the Festival.



# scheduling



## 5 OVERLAPPING SHOWS

Where cast and/or crew are participating in more than one Festival production, this does affect scheduling, specifically in relation to times and number of performances. Please be absolutely sure of any overlap between your presentation and any other Festival event – it has a huge impact on the scheduling process and once the schedule has been finalised it cannot be changed.

### PLEASE NOTE THAT:

- Cast and crew cannot participate in more than two productions that may overlap.
- No artists in any one production may participate in more than **ONE other** production **requiring scheduling on the same days**.

## 6 FREE FRINGE FEST

The idea behind the Free Fringe is to

- ☺ give artists access to a wider audience base,
- ☺ encourage a larger audience than would otherwise purchase tickets, and
- ☺ increase the word-of-mouth for subsequent ticketed performances by the company.



The Free Fringe is optional! If you've elected to participate in it, the first performance of your run will be free and audiences will be asked to make a donation to the company at the end of the performance based on how much they enjoyed the show. 2020 will see the introduction of **BUCKETEERS** - special guys that'll pro-actively solicit donations and collect these for you at the free performance. Whatever donations are collected, will accrue directly to the company and will be accounted for on the production's Box Office statement.

## 7 50% FRINGE

The 50% Fringe was introduced to increase attendance over the last weekend of the Festival, and has been a great success with many more patrons attending events on the final day of the Festival. Note the following:



- ☺ Tickets to all Fringe performances on Sunday 5 July will be sold at 50% of their full price and venue rental will also be charged at 50%.
- ☺ Performances will be scheduled between 10am and 5pm only – there will be no evening performances.
- ☺ Any company that wants to perform on Sunday 5 July *must* sell their tickets at half price – it's not optional – so you need to let us know whether you would like to perform on Sunday 5 July. *Please note that we are unable to fulfil all requests for these performances.*

## 8 NATIONAL SCHOOLS' FESTIVAL FOR GRADE 12s

Due to the shifting of the school terms, the National Schools' Festival will begin just prior to the National Arts Festival and overlap with NAF's first weekend. The Schools' Fest team will be on the look out for productions and workshops for Grade 12 learners over this weekend. If you will be available over these dates and your production is suitable and/or you (or your team) have a workshop you would like to present to the matric learners, please let us know on your application form. Alternatively, you are welcome to email [l.may@foundation.org.za](mailto:l.may@foundation.org.za)



In addition, the Schools' Festival team hopes to revive the regional schools' festivals for Grade 11 learners in the Western Cape, KZN, Free State, Eastern Cape and Gauteng. Please visit the Foundation's website for dates and further info - [www.foundation.org.za](http://www.foundation.org.za)

23 - 27 JUNE  
2020  
MAKHANDA /  
GRAHAMSTOWN



# outreach, arts encounter, sundowner concerts

...

## FESTIVAL OUTREACH

**The Festival OutReach Project** organises performances in Makhanda's hospitals, prison, clinics, old-age homes, and shelters. We ask Fringe participants to volunteer for these performances – dance, music and children's theatre are the most suitable types of productions. Productions that can be adapted to performance without any technical back-up, and that are accessible and suitable for community engagement, can volunteer to perform at one of the institutions visited by the Festival's Outreach Project. Whilst these are enriching and rewarding for both artists and audiences, please ensure that your production is suitable before volunteering.



## THE ARTS ENCOUNTER PROJECT

**The Arts Encounter Project** enables local disadvantaged school, community, church and theatre groups, to experience the Festival to its fullest. NAF make tickets available to Main performances, and we ask Fringe participants to also donate tickets to the project. These tickets are distributed free of charge to groups on receipt of an official application. Tickets are donated to organisations such as the Eluxolweni Shelter, Child Welfare, Raphael Centre, Amaphiko Dancers and others,

- ☺ If you **don't want to donate** any tickets to the project, let us know - otherwise, if your show is appropriate, we'll allocate 10 tickets to one of your performances.
- ☺ If you would like to allocate **more than ten** - we'd be delighted - fill it in on the form and we'll give them out.

## SUNDOWNER CONCERTS

The Festival Sundowner Concerts, held in the Fountain Foyer of the Monument every evening from 17:00 to 18:00, are an excellent forum at which to publicise your production. Music, comedy and dance extracts of **maximum 6 minutes** are guaranteed a large captive audience every day. Please note that experience has shown that serious drama pieces do not go down well at Sundowner Concerts – light entertainment seems to have more appeal for these audiences. We respectfully suggest that companies presenting the more serious theatre pieces use the opportunity to pass out flyers and other publicity material rather than performing extracts from their productions. Performance slots are allocated on a first-come, first-served basis, and **must be booked once you have received your performance schedule**. To book, email [fringe@nationalartsfestival.co.za](mailto:fringe@nationalartsfestival.co.za).





# awards, amaz!ng stages, parades ... and more



## STANDARD BANK OVATION AWARDS

The Standard Bank Ovation Awards recognise excellence on the Fringe, and seek out those productions that stand out from the crowd and are innovative, original and creatively outstanding. **Only Festival premièrès will be considered for this award – i.e. Fringe productions that will be performing for the first time in Makhanda as part of the Festival programme.** Nominations for the award come from accredited journalists and theatre impresarios covering the Festival, or from members of the Award's judging panel. If productions get sufficient nominations, members of the judging panel will go and see the production to determine whether or not it should receive the award.

Throughout the Festival recipients of the Standard Bank Ovation Award are announced (the jury meets daily to discuss and select new recipients). Once a production has made the list, they can include the Award logo on their posters, flyers and adverts, giving them a marketing boost during the Festival and beyond.

At the end of the Festival, Gold, Silver and Bronze Ovation Awards will be presented to the most deserving productions in various categories. Standard Bank Ovation Award-winners are invited to apply to participate in the Arena Programme for a period of two years.



## AMAZ!NG STAGES & STREET PARADES

The Village Green's Amaz!ng Stages and Fingo Festival both offer slots for a bit of family friendly busking or advertising; Makhanda's pubs and clubs offer opportunities for musicians and comedians; LitFest is a great platform for poets and imbonghis; the [Children's Arts Festival](#) is always looking for performances and workshops for primary school ages, Creativate looks for shows, workshops and experiences that integrate the arts and technology; and the annual street parade that closes the Fest is an awesome give-back opportunity for artists from outside the city - and such a cool way to end 11-days of arts festivity.

The Fringe team will let you know about these and other chances that pop up - keep a close eye on your email and keep checking the artists' FaceBook page.

**SUNDOWNER MC'S:** Should any actor/s or presenter like to MC the Sundowner Concerts on one or more evenings during the Festival they should contact the Festival Office as soon as possible. This service would be on a volunteer basis and no remuneration is offered. It is, however, an opportunity to obtain a few minutes of advertising for your own production. MCs will be selected by the Festival Office and will be required to adhere to certain basic rules.

**NB: The Sundowner concerts are family gatherings - language / actions / visuals which may offend younger or more sensitive viewers, cannot be included in presentations at these concerts. Any presentation that is deemed by the organisers unsuitable will be stopped mid-performance.**





# festival programme entry

The Festival Programme is the most important marketing tool you have – every Festival-goer uses it to plan their visit to Makhanda. You need to submit your marketing info when you apply in January so you'll need to know names of cast and crew, age restrictions, languages etc. Make sure that the information you supply is accurate; make sure names of the people involved are spelt correctly; and, make sure that the 50-word description you supply reads well and is a good, accurate description of your show. Please think very carefully when putting the text together - it's so important - it's going to sell your tickets!

The pic you choose to advertise your show must be striking, clear and must relate to your production (obviously!).

- DON'T include any text on your pic - e.g. don't put the title of the show or actors names or anything like that on the pic (being reproduced so small will render text illegible and/or meaningless)
- The image can be a photograph or a graphic - just make sure that it works for your show
- The size of the pic should be 40mm wide x 32mm high (i.e. landscape) - if you can't get it to exactly that size - don't stress as long as it is a landscape-oriented pic, we can resize - we will also, if necessary, crop pics, if we need to. Rather send exactly what you want - to size - to avoid unwanted cropping.
- The image must be high resolution (300+dpi - around 1Mb in size). It should be sent as a JPG, PNG or PDF file.
- VERY IMPORTANT: Do *not* send a place-holder pic - there is a chance that the place-holder pic will get used in the programme - it's happened before so don't take the chance.
- The programme image is used in both the programme and on the website, so please choose your photograph or graphic carefully, ensure that it is clear and will reproduce well, and ... **MAKE SURE THAT YOU HAVE PERMISSION TO USE IT**
- Do not send images that have copyright watermarks on them (obviously).
- If a photographer requires crediting, you need to include the credit in your 50-word description.

One last thing... the Programme is used by people of all ages and sensibilities - we don't censor productions but we do need to ensure that language and images used in the programme are acceptable. We'll discuss with you if we pick up a problem.

The pic below shows you how your info will be displayed in the programme.

**Labels pointing to the production entry:**

- Title of production
- Presenting company
- Description of production
- Production image
- Director
- Choreographer
- Cast
- Venue
- Performance schedule
- Ticket prices
- Free / Preview
- Show information
- Writer
- Composer

**Production Entry Example:**

**BUTLERS AND BOMBSHELLS**  
*Slick 'n Sleeve*  
 An actor's life can be... murder! When a group of aspiring performers audition for a coveted role, dead bodies start piling up. Some people will do anything to get a big break. A 'whodunnit' murder-mystery with ingenious plot twists... plus the audience gets to kill off characters during the show!

Justin Wilkinson

Elizabeth van Vuuren, Ian van der Westhuizen

Disco

27	28	29	30	1	2	3	4	5	6	7
18:00	20:00	12:00	14:00	16:00	18:00	22:00	10:00	18:00	18:00	
						2-4-1	2-4-1			

SA BS

Indicates productions that are offering a Two-for-One-discount on certain performances.

**Age recommendations**  
 ALL = All ages  
 PG = Parental guidance  
 16/13+ etc. = Ages 16/13 & above and reason for recommendation:  
 S = Sex;  
 V = Violence;  
 L = Language;  
 P = Prejudice;  
 M = Mature themes  
 Ad = Adults only  
 NFC = Not for very young children

**Ticket prices**  
 R80 (Full) / R75 (Concession) / R73 (Group)  
 Concession price includes Learners, Students, and Pensioners

**Free / Preview**  
 Indicates that the performers are offering a discount on their first performance in order to get word out - discounts are between 25% to 75% or is completely FREE!  
 (Please note that these examples may not be the actual case for this show. See listing on page 184)

**Show information**  
 Duration  
 Age Recommendation  
 Predominant Languages

We do understand that between January and June, things might change - actors or directors might not be available; age restrictions may need to be increased; new pics might become available, etc. We can make changes to your production entry on our website - and, if the changes come in early enough, we can try and get changes made to the online PDF or even (if you're very lucky) to the print version. BUT, please try not to make too many changes after you have submitted the application form - errors have a nasty habit of slipping in when last-minute changes are made.

# advertising @ fest



## MARKETING FORM

You will be obliged to submit a second form providing us with the details on your production that we can use in the Festival Programme. This form, together with a document outlining the Festival Programme advertising options and various marketing packages, will be sent to all fully registered Fringe productions as soon as their application has been processed.

You need to complete a marketing form - visit the artist zone or...

Click here for the marketing form

submission  
DEADLINE  
16 MARCH

## PROGRAMME ADVERTS

**BOOKING DEADLINE: 20 JANUARY 2020**

**PAYMENT & ARTWORK DEADLINE: 28 February 2020**

There is no doubt that a full page ad is striking and, if well designed, will cause people to look twice. Equally, though, a poorly designed ad will get ignored and is a waste of your money. Your budget will determine whether you choose this option - but one thing you might want to consider is buying a half-page ad, and then doing a composite ad for your production as well as a couple of other productions that are either in the same venue, or are the same genre or have some other link between them. That way you get your production profiled in a reasonably sized ad, and you can share the costs between two or three of you.

**Cost and size of Programme adverts (all adverts are full colour):**

Size (width x height)	Price (incl. VAT)
Full page - 192mm x 272mm	R6 500
Half page - vertical 94mm x 272mm	R3 500
Half page - horizontal 192mm x 134mm	R3 500
Quarter page - vertical 94mm x 134mm	R2 000
Quarter page - horizontal 192mm x 65mm	R2 000

templates for all adverts and posters are available on the artist zone on the NAF website:

[www.nationalartsfestival.co.za](http://www.nationalartsfestival.co.za)

## WEBSITE ADVERTS

All Fringe productions and exhibitions are advertised on the Festival's website.

**Additional** website advertising can be purchased at R200. You can include up to 4 images, 400 words of copy, and links to your social media account and/or website.

Click on the link below to submit a website advertising form - or visit the artist zone online to complete the form.



EXAMPLE WEBSITE ENTRY

## DIGITAL POSTERS

The Festival has digital screens in on Village Green and in the Monument that loop production and exhibition adverts. To get your production advert onto these screens, you need to design artwork on the templates provided on the Artist Zone on the website. Only correctly sized adverts will be screened. The cost for this invaluable advertising opportunity is R350.

**If you submit your application and pay the Early Bird Fee before 31 December 2019, you get a FREE digital poster!**

**Supply your artwork as BOTH portrait and landscape in order to be featured on all of the digital screens**

- 1360pixels high x 768pixels wide (portrait) and 768pixels x 1360pixels wide (landscape)
- Resolution: 150dpi maximum

Digital posters **must** be designed on the DIGITAL POSTER STRIP that can be found on the NAF website.

## BUSINESS CARDS

These mini flyers are great little, affordable marketing tools. They can be placed in a variety of spots - restaurants, pubs, box offices, noticeboards - and they don't irritate the locals coz there's NO PRESTIK!!

200 Business card sized flyers cost R400.

100 of the flyers will be distributed by the NAF team to the Festival Box Offices, restaurants and other venues in Makhanda, the balance will be given to you on your arrival in town.

You need to provide the artwork for the front of the card only - we insert the dates, times, ticket prices and other info on the reverse of the card.

Artwork should be **92mm wide x 52mm high**. Please use the **template** supplied on the next page and on the website when designing your artwork and ensure that you do not put info in the area where a hole will be punched to hang the card.





# business cards & posters



You design the front; we do the back

Cost: R400  
You get 200 cards

Due date for artwork: 15 May 2020



## PRINT POSTERS

Consider not printing posters... we're killing the trees... try and find other effective methods of advertising or cut down on the number of posters you print.



You may put up maximum of **100 (A2 or A3) posters** to publicise your production. A poster needs to have visual appeal and be informative in order to be effective. All Fringe posters must be designed on the template provided by the Festival and available on our website. Posters that do not have the logo strip will not be allowed to be placed anywhere in Makhanda.

The Fringe Office will place **10** of your posters **prior** to the start of the Festival. Send them to us and we'll get them up as soon as they're printed - our Box Office is open from 4 May so anytime after that is good. A regulatory document will be circulated to all Fringe participants. This document will indicate where and how posters may be displayed in town, at venues and on the streets, and other regulations as may be applicable.

**NB:** In all promotional and advertising material (i.e. posters, flyers etc.), whether issued by participants in the production or by sponsors, the Fringe logo strip must feature prominently. Should you obtain any sponsors, please draw this to their attention.



click [here](#) for a quick link to the advertising templates page for poster strips, templates and the marketing form or visit [www.nationalartsfestival.co.za/artist-zone](http://www.nationalartsfestival.co.za/artist-zone)



# media matters



**SASCHA POLKEY** from Rabbit in a Hat Communications is the media liaison for the National Arts Festival. She needs words and pics about your production so she can help create a media buzz about it.

[media@nationalartsfestival.co.za](mailto:media@nationalartsfestival.co.za)



**ANNE TAYLOR** from Words for the Web looks after the website and app content and usability, and monitors and posts on the various social media accounts.

[website@nationalartsfestival.co.za](mailto:website@nationalartsfestival.co.za)



The Festival Media Office carries out the vital task of publicising Festival events. It is impossible to give Fringe productions individual coverage but information on your production may be included in general Festival releases if suitable material is provided to us. Our team can send out your press releases or include snippets on your production in social media posts, press releases or newsletters etc. The earlier you send publicity material and photographs, the more likely they will be used. The better the pictures, the more likely the media will use them. All material you supply, regardless of when you send it to us, will be sent to the Festival Media Liaison Office, which distributes information to accredited media on request. We can't guarantee media coverage and we urge you to generate your own publicity.

You may submit your press release plus captioned photographs by email to [media@nationalartsfestival.co.za](mailto:media@nationalartsfestival.co.za) (please ensure that you include the production title in the file names of images and documents you send) or send hard copies by post to The Fringe Office, National Arts Festival, P O Box 304, Makhanda, 6140.

Comprehensive marketing guidelines and tools will be available on the Festival website that will cover social media, the marketing package, press kits, marketing gimmicks and advertising opportunities, as well as guidelines for promoting your production whilst in Makhanda.

Remember to join the Fringe artists' Facebook group - it's set to become the place to go to get advice, practical info, and ideas - plus to meet up with other mad people making their way to Makhanda, chat to colleagues about their shows, and start a networking journey.

Our media team will jump over hoops for you too if you give them the right material :-)

*[pics courtesy Cue Pix]*





This guide gives you the terms and rules of Fringe participation - when you submit an application to the Fringe, you acknowledge that you have read and understood this guide and that you agree to these terms. If you meet all the deadlines and pay the fees, and if we can accommodate your production in a suitable venue, then we'll see you in Makhanda in June/July 2020. Our team are on stand-by to help make the Fringe journey as smooth as we can - please shout if you have any questions.

**FILL IN THE FORM & APPLY**  
**[www.nationalartsfestival.co.za/artist-zone/](http://www.nationalartsfestival.co.za/artist-zone/)**

## **THE NATIONAL ARTS FESTIVAL IS PROUDLY BROUGHT TO YOU BY OUR PRESENTING SPONSORS**



**and our supporting sponsors,  
media partners and associate  
presenters**

**[www.nationalartsfestival.co.za](http://www.nationalartsfestival.co.za)**