

# KC Fringe Producer's Mini-Manual 2021

Welcome to the Kansas City Fringe Virtual Festival! This document should contain all the important information you need to produce your show. This will probably answer any question you have about the festival, but if not then feel free to contact us. Check back often because it's a living document that we will continue to update as the Festival gets closer.

## What's New?

All of this is new! But if we make an important update to the manual, we'll highlight it here so you won't miss it.

## Contacts

[gwampler@kcfringe.org](mailto:gwampler@kcfringe.org) - Grace Wampler, Artist Liaison

[bryancoley@kcfringe.org](mailto:bryancoley@kcfringe.org) - Bryan Colley, Graphic Designer  
Contact Bryan for technical questions about graphic design and marketing.

[aadelman@kcfringe.org](mailto:aadelman@kcfringe.org) - Anna Adelman, Digital Projects Manager  
Contact Anna for questions about the digital platform or Google folder

[ntodd@kcfringe.org](mailto:ntodd@kcfringe.org) - Nick Todd, Social Media Manager  
Contact Nick for questions regarding social media

[timothymakesnoirs@gmail.com](mailto:timothymakesnoirs@gmail.com) - Tim Harvey, Videographer  
Contact Tim for all your video recording and editing questions.

[ahelm@kcfringe.org](mailto:ahelm@kcfringe.org) - Ashley Helm, Facebook Livestream Manager  
Contact Ashley for questions regarding Facebook lives. Check out the Facebook page @ KC Fringe to see examples of our Facebook lives.

[cherylkimmi@kcfringe.org](mailto:cherylkimmi@kcfringe.org) - Cheryl Kimmi, Festival Director

# Calendar

## MAY

May 15 - Show images due - 16x9 ratio, 1600 x 900 at 300 ppi is ideal. jpg or png  
[KC Fringe Fest '21 Uploads](#)

## JUNE

June 15 - Show videos and short 1-2 minute teasers due (use same link as above)-  
[KC Fringe Fest '21 Uploads](#)

June 21 - Send out your press releases, posters, postcards

## JULY

July 2 - First Friday in the Crossroads  
July 18-Aug 1 - **VIRTUAL FESTIVAL**

## AUGUST

Aug 21 - Artist Payout

# Ticket Prices

## SINGLE TICKETS

\$5 Shows less than 45 minutes  
\$10 Shows 45 min or longer

## PASSES

\$25 One day pass  
\$60 Three day pass  
\$100 Seven day pass  
\$200 All Access Pass (the entire festival plus an additional bonus week: 3 weeks of Fringe!)

# Artist Payout Details

Fringe will pay artists in one of two ways:

- For all single ticket sales, artists will receive 70% of the ticket price (\$7.00 for each \$10.00 ticket, or \$3.50 for each \$5.00 ticket).
- 70% of the income from passes will be split with all the artists based on unique views, so you will earn more for each person that watches your show. Depending on the festival's

final revenue, we may use a payout formula that guarantees a base minimum, so that everyone gets something for participating in Fringe.

## Zoom Videos

Links to videos of our artist meetings

- Q&A #1 <https://youtu.be/5RFLoN3WW0k>
- Q&A #2 <https://youtu.be/qGyFfCsGRgQ>
- Best Practices #1
- Best Practices #2
- Marketing meeting #1
- Marketing meeting #2

## Social Media Tags

How to connect with KC Fringe through social media. **Please tag us in any social media posts!**

- Facebook - KC Fringe
- Instagram - @kcfringe
- Twitter - @KCFringe
- Youtube - KCFringe
- Email - info@kcfringe.org

## Press Contacts and Community Calendars

Please include this blurb in your press release, and don't forget the Fringe logo:

The KC Fringe Virtual Festival is happening online July 18 to August 1, 2021. Get tickets and passes at [kcfringe.org](http://kcfringe.org).

We will update our press contact list closer to the festival.

## Other Stuff

### **U.S. Association of Fringe Festivals**

Here's a video link showing all the Fringe Festivals in the United States in 2021. Feel free to share or embed. <https://vimeo.com/manage/videos/532959607>