

Stratford Fringe

Presented in conjunction with:

The Stratford Arts Commission
&
SquareWrights Playwright Center

INTERNATIONAL, LOCAL AND NATIONAL APPLICATIONS DUE. April 20th 2007.

PLEASE READ CAREFULLY BEFORE APPLYING & KEEP FOR YOUR REFERENCE!

SquareWrights Playwrights Center has staged more than fifty new works by local playwrights since it began in 2004. The **Town of Stratford** has been the host of nearly a hundred theatre events during the first two summers of its Summer Theatre Festival. Summer theatre in Stratford has been a tradition for more than half a century. We invite you to take part in that tradition by participating in **Stratford Fringe**.

Participating in the Stratford Fringe

Stratford Fringe is committed to giving theatre artists the opportunity to produce new theatre works in a fun, lively arena with an opportunity to advance to a final round (and possible awards).

Submissions will be reviewed by our play reading committee and participants will be announced on May 21st. The only constraints on material or content are the consideration of legality and the health and safety of all those involved, including artists, staff, volunteers and audiences. Stratford Fringe reserves the right to enforce necessary safety measures and decisions will be made base on the tastes and attitudes of the judges...

APPLICATION ACCEPTANCE PROCESS

ACCEPTANCE POLICY

We invite all theatre companies to submit a play for participation in the Stratford Fringe.

Entries will be considered with adherence to the following tiered quotas:

- ❖ 50% of the slots are reserved for **Connecticut** Theatre Companies (special preference given to companies applying from within Greater Stratford area)
- ❖ 3 spots are reserved for Youth Oriented Companies

APPLICATION TIMELINE FOR THE 2007 STRATFORD FRINGE

The application dates are as follows:

- ❖ We begin accepting applications on **April 2, 2007**.
- ❖ Deadline for applications is **Friday April 20, 2007**.
- ❖ Selection of participants will be announced on **Monday May 21, 2007**
- ❖ All applicants will be notified (via e-mail) of their acceptance / waiting list status
- ❖ Applications arriving after this date will be placed on a waiting list and assigned a venue slot as they become available.

APPLICATION PROTOCOL

- ❖ In order to be considered for acceptance into the Stratford Fringe, each company must submit a complete Festival Application Form (online: www.stratfordfringe.org) and submit a copy of the script for the play being submitted (to StratfordFringe@yahoo.com).

- ❖ **HAND-DELIVERED APPLICATIONS:**
 - ◆ All applications must be submitted online:
(form: www.stratfordfringe.org, and via email: StratfordFringe@yahoo.com)

- ❖ Questions and inquiries may be submitted to the Stratford Fringe Producer: J. Sibley Law (Sib) at: StratfordFringe@yahoo.com

APPLICATION FEES

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- ❖ There are **no fees** for producing companies from the festival or venues
- ❖ **Producing companies are responsible to pay for all fees they incur in the production of their submission. At this time, Stratford Fringe does not offer any financial assistance or scholarships of any kind to production companies.**
- ❖ **Waitlist Policy:** If we have more qualifying plays than we have spaces, we may put your production on a waitlist. At that time, we will ask you more information about your capability to participate on short notice should a spot become available.

ABOUT THE PLAYS

REQUIREMENTS

New Works – Plays should be unpublished and not have been produced by theatre companies other than the company submitting the piece

Length: 10 – 25 minutes in length

Staging: Minimal – Preliminary rounds will be at night (beginning between 9 & 10 p.m.) in restaurants in Stratford Center. Winners will advance to the final round in Stratford Theatre.

Cast Size: While we won't put a specific limit on size of casts, we ask theatre companies to respect the constraints of the space. If the cast is large, please explain how you will handle it.

VENUE ASSIGNMENTS AND SCHEDULING

- ❖ If your application is accepted, your show will be scheduled into ONE venue at the Stratford Fringe. Venues will be assigned with consideration to your technical requirements.
- ❖ **Festival scheduling:** All Stratford Fringe performances will be scheduled on one or all of the following dates June 22, 23, & 29, 2007 with the possibility of advancing to a final round at the Stratford Theatre on June 30, 2007.
- ❖ Curtain times will vary from day to day, venue to venue, but we believe most curtains will be later in the evening (after 9:00 p.m.)
- ❖ Time slots will be assigned to best accommodate each group, with the final decision at the discretion of the Stratford Fringe Producer.
- ❖ **Please note:** Artists participating in multiple shows assume the risk that schedules may overlap. Stratford Fringe makes **NO** guarantees it will be able to accommodate conflicts.

STRATFORD FRINGE STAFF / PARTICIPANT COMMUNICATION

- ❖ Stratford Fringe applicants will be informed via e-mail on Monday May 21, 2007 as to whether their application has been accepted or wait-listed.
- ❖ It is encouraged that each designated **Company Contact** is required to have an e-mail address and regular access to the Internet.
- ❖ In addition to the information posted on-line, Company Contacts will receive regular e-mails from the Stratford Fringe Producer. It is vital that Company Contacts read these e-mails promptly and thoroughly, as they contain vital information about Stratford Fringe policies, deadlines, events, opportunities, etc.
- ❖ Information for the program guide and PR campaign, technical needs, and other information will be requested via on-line forms and email. Deadlines for the completion of these forms will be sent out via participant e-mails.

BOX OFFICE AND TICKETING

- ❖ There will not be a charge to attend any of the preliminary round productions. We have partnered with local businesses to provide fun venues. In most cases they will clear out an open space in a restaurant and set it up theatre style for your production. We will encourage them to sell food and drinks to the patrons before and between performances.
- ❖ **Final Round Tickets at the Stratford Theatre**
 - ◆ Tickets to the Final Round of Stratford Fringe will be \$15.00. This is the only way to recoup any costs and make money for future Stratford Fringe events.
 - ◆ Each theatre company that advances to the final round will receive two complimentary tickets to the final round performance.
 - ◆ Stratford Fringe will sell up to 50% of the final round performance in advance, online, and our online box office will charge a service fee for each ticket sold.
 - ◆ “Day of” sales will take place at the Stratford Theatre.

TECHNICAL INFORMATION

- ❖ Tech requirements **MUST BE SIMPLE**, as Stratford Fringe venues may be equipped with **VERY LIMITED lights and sound (if any)**. Most likely, you will be able to work with a lights-up/lights-down lighting scheme.
- ❖ You will have only **3 minutes to set up** your show, and only **2 minutes to strike it**. This Stratford Fringe rule has **NO EXCEPTIONS**. Please plan accordingly!
- ❖ Stratford Fringe will assign a **Stage Tech/aka Stage Helper** to work with the companies at each Stratford Fringe-programmed venue. The Stage Tech has discretion over all tech conditions for his or her venue, and runs all the technical rehearsals for that venue. In performance, this technician is available to help, if needed for your production. If you have additional technical elements (video, slides, complicated sound cues, etc.), you must provide a technician (and possibly special sound equipment) to run these and be able to set/strike them in the time allotted (we will work to accommodate your show as best we can).
- ❖ There is enough time for each company to have **only ONE dress rehearsal** in the venue. Dress rehearsals are limited in length. **All dress rehearsals will take place early in the day of the first performance of the piece.** All companies should be advised that daytime dress rehearsals are unavoidable. If you know you have conflicts during the dress rehearsal, please notify Stratford Fringe prior to June 1, 2007.

MARKETING / PRESS INFORMATION

- ❖ Stratford Fringe collaborates with media sponsors to advertise the Festival, produce Festival posters, and print copies of the official Stratford Fringe Program Guide. Show descriptions, photos, and performance times of all Festival shows are printed in the

Program Guide, along with a schedule grid and other Stratford Summer Festival information.

- ❖ Stratford Fringe coordinates press relations for the Festival as a whole. We send out a Festival press kit and additional press releases, and make sure that local theatre critics are aware of the performance schedule. The Festival will also schedule opportunities for companies to participate in public Festival promotional events.
- ❖ In order to attract Festival audiences, **YOU MUST MARKET YOUR OWN SHOW** (sandwich boards, self-produced mailers, handbills, posters, face-to-face spontaneous sidewalk interaction, word-of-mouth, etc.). Put as much time and imagination into your marketing as you do your production. The more you promote your own show, the larger your audiences and the more audience input you will have toward an Audience Selection. So make sure your show stands out! Visual presence and accessibility is a must!