

FARNHAM  
**FRINGE**  
**FESTIVAL**

**2 – 17 JULY 2022**

**Showcasing performing arts in Farnham**

## **PARTICIPANTS' INFORMATION**

The aim of the Farnham FRINGE Festival is quite simply to build on the success of three years of the Farnham FLASH Festival, to give a boost to the performing arts scene in post-Covid Farnham to include as many live performance events as possible during the Festival, AND that these events should be as diverse and take place in as wide a range of venues as possible.

The Farnham Flash Festival is co-ordinated and facilitated by  
**Performers Together CIC in association with Farnham Town Council.**

Performers and performance groups, amateur and professional, and any organisations, institutions, companies, commercial or retail venues, restaurants, cafés or pubs with room for a performer or two are cordially invited to be part of this enterprise.

Anyone with an interest in supporting the performing arts in Farnham is very welcome to do so by sponsoring an aspect of the FFFestival, or by volunteering their time and expertise.

We want the process to be as simple and light-touch as possible organisationally. The FFFestival is not curated (you don't have to audition to get in) or managed (you're free to organise yourself). **Performers Together** aims to support performers and venues, to facilitate performances, and co-ordinate and promote the FFFestival as actively as possible.

Performers and venues are free to make their own arrangements, asking for assistance where needed, and are asked to provide information promptly to maximise what **Performers Together** is able to do.

## WE'VE TRIED TO PROVIDE ESSENTIAL INFORMATION IN THIS DOCUMENT

it may not answer all your questions, but should cover much of what you need to know

There are links to other sources of information, please use them!

If you still have questions, then please get in touch via [hello@farnhamfringefestival.org](mailto:hello@farnhamfringefestival.org)

## FFF FAQs

### I'm interested in being part of Farnham Fringe Festival, what should I do?

#### I have a show already scheduled in during the FFF dates

- Register it online and we'll include it on our website and in the brochure

<https://forms.gle/VuVHWDX4YuotzR3h6>

Contact links

#### I'd like to schedule a show during the FFF 2022

- let us know who you are and what you do
- look at the venue list on our website and see if there's anything suitable
- talk to them directly, or ask us to, and see what's possible
- decide dates and times
- register the show online and we'll include it on our website and in the brochure

<https://forms.gle/VuVHWDX4YuotzR3h6>

#### I'd prefer to be part of a combined programme

- Let us know who you are and what you do

<https://forms.gle/VuVHWDX4YuotzR3h6>

#### I have premises which I'd like to offer as a venue

- Let us know who you are and where you are, and we'll be in touch to talk about what might fit best for you.

[hello@farnhamfringefestival.org](mailto:hello@farnhamfringefestival.org)

#### I'd like to support the FFFestival

- You can offer venue space
- You can volunteer time or resources
- You can advertise in our brochure
- You can sponsor the FFFestival and have your logo and links feature on our website and in our brochure
- You can pledge a specific sum to support an individual performer, group or show.

[hello@farnhamfringefestival.org](mailto:hello@farnhamfringefestival.org)

See questions on Advertising and Support below.

## I'm a performer. What will it cost to participate in FFF22?

Performers Together make only two charges:

### 1. Registration fee

- a. £15
- b. £5 for students and non-taxpayers
- c. 20% off for paid-up members of Performers Together

### 2. Public Liability Insurance

If you do not already have this for yourself or your group/company, you can ask to be covered for your performances as part of our insurance. There will be an additional charge for this.

### Venue Hire

Whether or not you have to hire your venue or make a contribution to their costs, is a matter for you to negotiate with them.

We hope that venue owners will waive or limit any usual charges, as FFF is a community event.

Performers Together is not a funded body, it's run by volunteers, and we do not look to make a profit from the FFF. The fee helps towards basic costs, and is designed to be affordable to all.

**IF YOU FEEL THAT THE FEE IS LOW RELATIVE TO THE SIZE OF YOUR GROUP OR ITS RESOURCES, PLEASE CONSIDER ALSO OFFERING TO PAY IT FOR SOMEONE WHO WILL STRUGGLE TO PAY IT.**

This can be a pledge in the first instance, which will be called in if it's needed.

Or you can designate your recipient.

Or it can be a purely private arrangement between you and your recipient.

**INFORMATION ABOUT HOW TO PAY IS ON PAGE 7 BELOW**

## I will struggle to afford to mount a production. Is there any help available?

- We very much hope so. **We're working to establish a Performers Support Fund this year.** Please get in touch and explain your situation and your needs.  
Email us at [hello@farnhamfringefestival.org](mailto:hello@farnhamfringefestival.org)

## What do I get for my Registration Fee?

- A ready-made platform to showcase your work
- Support and advice
- Website entry
- Printed brochure entry – if you register in time
- Social media support

- Press release advice
- Blogs (written by you about your event) can be posted onto the FFF website

### **Is anything else expected of me, apart from producing my show(s)?**

- Keeping up to date with FFF developments by reading and acting on the email newsletters as and when they come out.
- Maintaining clear communication and agreements with your venue.
- Timely response to any questions or requests from the FFF committee
- Help with promoting the general awareness of Farnham Fringe Festival 2022.
  - We do as much as we can to raise awareness of the FFF, via posters, fliers, the website, social media and the FFF Brochure
  - Please do as much as possible to promote your own show
  - Use the FFF logo on your promotional material
  - Take your allocated brochures (or more!) and make sure they get round your members and contacts
  - Tweet and re-tweet; post and share; write a blog for the website.
- **Please also consider joining Performers Together** to support our on-going work – which is to support performance in Farnham. This will also cover your insurance, if you don't already have any.

### **I/my business has enough space to be a performance venue, what should I do?**

- Get in touch with us on [hello@farnhamfringefestival.org](mailto:hello@farnhamfringefestival.org) and tell us who you are, what kind of space you have, and what kind of performance you'd like to host. We'll list you on the website, and do our best to hook you up with likely performers.
- **Please consider waiving or limiting any hire or other charges you would normally make.** FFFestival is a community event, dependent on sponsorship and what grant funding we can raise. Providing your venue for free is a valuable form of sponsorship, and in return we can feature your logo and links on the website.

### **I/my business would like to advertise in the FFF22 Brochure, what should I do?**

- Good thinking! There will be new-look full-colour brochures in and around Farnham from late June. Space is limited, so get in quickly!
- There is also scope for including your company logo and contact details on the website (see sponsorship section below).
- Get in touch with us on [hello@farnhamfringefestival.org](mailto:hello@farnhamfringefestival.org) and ask for our advertising details and rates.

## I/my business would like to offer financial support/sponsorship for FFF22, what are the possibilities?

Level	Give-backs
<ul style="list-style-type: none"> <li>You can become a FFFestival Patron (£500+)</li> </ul>	Linked logo featured on Home page of FFF website. Logo included on FFF posters and fliers and in the brochure. Mentions in press releases
<ul style="list-style-type: none"> <li>You can become a FFFestival Friend (£350)</li> </ul>	Linked listing on Supporters page of FFF website. Listing in the FFF brochure
<ul style="list-style-type: none"> <li>You can become a FFFestival Sponsor (£100)</li> </ul>	Listing on the Supporters page of FFF website Free tickets to any event organised directly by PT
<ul style="list-style-type: none"> <li>You can become a FFFestival Show Supporter               <ul style="list-style-type: none"> <li>Pledge a sum from £20 upwards, to be applied for by performers in need of support to participate</li> <li>Donate to the Performers Support fund</li> </ul> </li> </ul>	Credit on brochure and/or web entries for the event(s)  Credit on the website
	If for any reason you'd prefer to keep your contribution anonymous, we will respect that.

These are guidelines. Get in touch with us on [admin@farnhamfringefestival.org](mailto:admin@farnhamfringefestival.org) . We'll happily discuss alternatives. You might, for example, be able to offer us advice, assistance, desk space or other in-kind support – which we'd obviously credit you for.

## Is there any other way to support FFF22?

YES! We would welcome help with any of the following:

- finding venues – approaching potential places/people and asking for interest
- web-based promotion
- print promotion
- securing funding
- supporting performers
- liaising between venues and performers
- production of brochure
- distribution of brochure
- arranging the pre-Launch party
- stewarding at Launch Event

AND anything else you think might be useful!

## Key Connections

All questions not answered by this information pack can be sent to the FFF Committee at [hello@farnhamfringefestival.org](mailto:hello@farnhamfringefestival.org)

At the time of writing this document the Committee consists of Sally Dickson, Kate Napier, Chris Mead, and Sue Lampard. We welcome anyone with time and energy to offer to the organisation and running of FFF to join us. Your question will be addressed by the most appropriate person.

Farnham Flash Festival website:	<a href="http://www.farnhamfringefestival.org">www.farnhamfringefestival.org</a>
Performers Together website:	<a href="http://www.performertogether.org.uk">www.performertogether.org.uk</a>
Performers Together Facebook Page:	<a href="https://www.facebook.com/PerformersTogether/">https://www.facebook.com/PerformersTogether/</a>
Farnham Flash Festival Twitter Account:	@farnhamflash

See next page for *Payment Information*

## Payment information

**A registration fees** become payable by each performer on registration of their first event.

Standard fee     £15

Concession fee   £5 (students and non-taxpayers)

20% discount for paid-up members of Performers Together -

<http://www.performerstogether.org.uk/Membership/membership.html>

**An 'at cost' additional sum** will be payable if you want your event to be included on Performers Together's public liability insurance OR you can join Performers Together, in which case your membership will include insurance for your event. Please email [hello@farnhamfringefestival.org](mailto:hello@farnhamfringefestival.org).

**Could you afford more than this?** Please consider offering to assist other performers who will struggle with either registration fee or insurance premium. Email us at [hello@farnhamfringefestival.org](mailto:hello@farnhamfringefestival.org) if you would like to support other performers in this way. We will contact you as and when issues arise.

### Is this going to be a struggle for you to afford?

- The registration fee becomes payable on registration, but you do not need to pay until the end of the Festival, so it could come out of your takings.
- The insurance premium will be payable before the Festival. Please let us know if this is a problem.

### Fees, premiums, and/or subscriptions to Performers Together as well any other supportive funds or donations should be sent

either by cheque

payable, and addressed to

Performers Together CIC

27 Alfred Road

Farnham

GU9 8ND

or by BACS direct transfer to:

Sort Code: 60-08-15

Account: Performers Together CIC

Account Number: 65165489

**IMPORTANT Please reference your payment with your name PLUS:**

**FFF20** if you are paying the registration fee

**PTS** if you are paying a Performers Together subscription

**FFFD** if you are making a donation

**3Fins** if you are paying the insurance premium