

HOW TO REGISTER YOUR SHOW FOR BRIGHTON FRINGE 2026

A COMPREHENSIVE GUIDE TO WALK YOU THROUGH THE STEPS OF REGISTERING YOUR
SHOW; FROM SIGNING UP TO FINALISING

Brighton Fringe will take place
1 - 31 MAY 2026



PAGE:

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TIMELINE



SIGNING UP TO EVENTOTRON

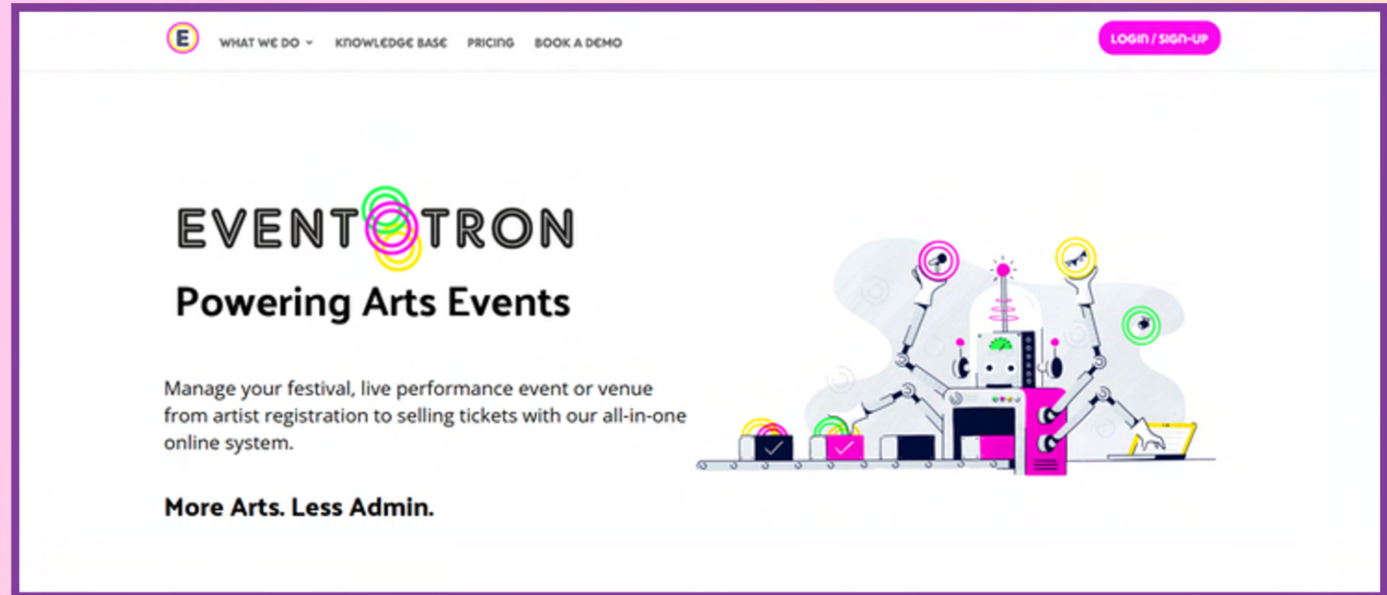
For LOADS of extra help, visit the [Eventotron Knowledge Base](#)

SIGNING UP TO EVENTOTRON

Firstly, you will need to sign up to the online events and box office system Eventotron*

Click on the pink 'LOGIN/SIGN UP' button in the top right corner of the home page.

LOGIN / SIGN-UP



Here you will have the option to register as a new user, or log in as an existing user. Fill in your details, saving your password to your browser for a speedy log-in process.

If you have taken part in Brighton Fringe before, you can log in with existing details and view your events from past Fringes.

*Eventotron is an external third party platform, which Brighton Fringe uses to facilitate the Fringe box office and events systems. Eventotron is not owned or operated by Brighton Fringe.

The screenshot shows the Eventotron login and registration form. It features the 'EVENTOTRON' logo at the top. Below the logo are two main sections: 'Existing Users' and 'New Users'. The 'Existing Users' section has a text input field for 'testing@email.com', a password field with masked characters, a 'Sign in' button, and a link for 'Forgotten or missing password?'. The 'New Users' section has a text input field for 'testing@email.com', a password field with masked characters, a 'Register' button, and a note: 'By registering, you are agreeing to our terms and conditions and privacy policy.' At the bottom, there is a link: 'Problems signing in? Please email help@eventotron.com'.

SIGNING UP TO EVENTOTRON



Introducing Eventotron

Eventotron is an all-in-one arts management system bringing together artists, live performance events, venues and festivals all around the world.
More Arts. Less Admin.



Artist / Producer

Are you here to apply to a festival or season? Click **FESTIVALS & SEASONS** and scroll through the list to find the festival or season you want to apply to.

Are you looking for a festival/season that your event is already a part of? Click **EVENTS** and all the events you've ever entered on Eventotron will appear under My Events.

You'll be greeted with a landing page that gives you more information to point you in the right direction.

If you need to find an existing event of yours - click EVENTS.

Festivals & Seasons

See below for all active Festivals and Seasons.

All countries Brighton Fringe 2025 [Create a Festival or Season](#)



Brighton Fringe 2025

2 May 2025 - 1 Jun 2025

We are committed to helping the arts flourish and are completely open-access, which means anyone can put on a Brighton Fringe event. No selection criteria are imposed on participants. This enables both new and established performers to try out new work and take risks. We also help artists develop professionally through our Fringe Academy workshops, mentoring and bursary programmes. We set out to stimulate, educate and entertain a diverse range of people through a diverse range of art forms. And all this in an iconic city with unique cultural heritage.

Please take a look at our website before registering your event, where you can discover everything you need to know about taking part in Brighton Fringe 2025.

<https://www.brightonfringe.org/take-part/>

Brighton Fringe 2025 has now ended and applications are closed. For any enquiries about Brighton Fringe 2026, please direct to takepart@brightonfringe.org.

[Press & Media](#)
[Arts Industry](#)
[Photographers](#)
[Brighton Fringe Awards Portal](#)

As an Artist/Producer you will need to follow the prompt to click 'FESTIVALS & SEASONS'

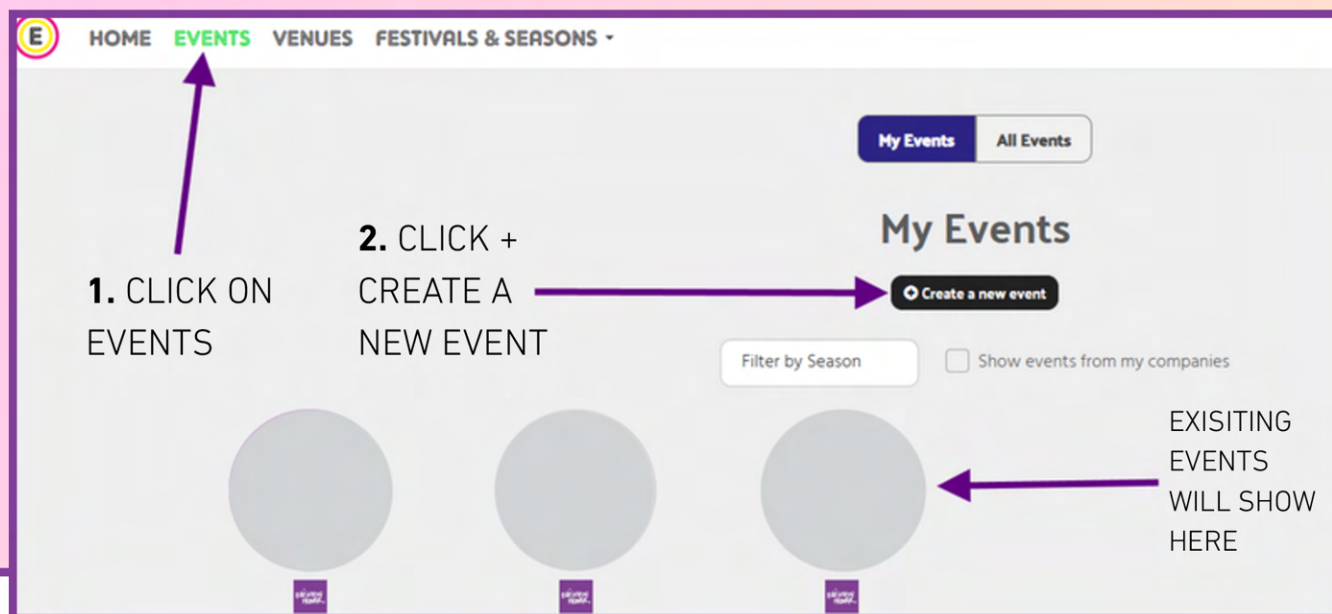
Search 'Brighton Fringe 2026' and click 'Apply'



SIGNING UP TO EVENTOTRON

EVENTS is where you'll be able to see any events you have already created (should have multiple shows during Fringe). If you have found you have accidentally made duplicates, you can delete your show by clicking in to the event and pressing the bin icon. If you have already connected to a festival (see more in the next step), you will need to contact us to have any events deleted.

1. Click EVENTS on the top tab of the page
2. Click on the **+ Create a new event** button



Create new event

Event title

EVENT TITLE 2026

Add an editor

takepart@brightonfringe.org

Optional: If you are creating this event on behalf of some-one else enter their email address here.

Cancel

Create Event

Event titles can often change, and we understand you may want to amend yours - however the permissions are not set up to allow you to edit your own title. As such, we ask you take extra care with spelling and case sensitive words, as you will need to email us to request for your event title to be changed.

NB* DON'T NAME YOUR EVENT
"BRIGHTON FRINGE 2026"!



SIGNING UP TO EVENTOTRON

The screenshot shows the Eventotron website with a navigation bar at the top containing 'HOME', 'EVENTS', 'VENUES', and 'FESTIVALS & SEASONS'. Below the navigation bar, the main heading is 'EVENT: EVENT TITLE 2026'. Underneath this heading, there are two tabs: 'Touring & Promotion' and '+ Join a festival'. Two purple arrows point from the text 'JOIN A FESTIVAL - BRIGHTON FRINGE 2026' to the '+ Join a festival' tab. On the left side, under 'Event Tools:', there is a list of links: 'About your event', 'Content and Access', 'Technical Requirements', 'Scrapbook', and 'Promote your event'. Below this list, there is a section titled 'Messages & Invitations:' with a purple arrow pointing to it from a pink text box. The main content area is titled 'Touring and Promotion' and contains a paragraph of text, an illustration of a laptop, and a button that says 'See the public profile for this event...'. At the bottom of the main content area, there is a section titled 'Messages & Invitations:' which is highlighted with a purple box. This section shows a list of messages, with the first one titled 'Brighton Fringe 2025' and containing the text 'Take Part Test Venue'. A purple arrow points from the pink text box to this section. At the very bottom of the page, there is a small text that says 'Eventotron is totally free!'.

HOME EVENTS VENUES FESTIVALS & SEASONS

EVENT: EVENT TITLE 2026

Touring & Promotion + Join a festival

JOIN A FESTIVAL - BRIGHTON FRINGE 2026

Event Tools:

- About your event
- Content and Access
- Technical Requirements
- Scrapbook
- Promote your event

Messages & Invitations:

MESSAGES AND INVITATIONS CAN BE FOUND HERE. THIS IS WHERE YOU CAN COMMUNICATE WITH YOUR VENUE ONCE YOU HAVE STARTED A CONVERSATION

Touring and Promotion

First of all, if you're using Eventotron to apply to a festival as a one off, there's probably show or event on the road, apply to multiple festivals or make it possible for promotor find some useful tools here.

Fill out your profile

Every show in Eventotron can have a profile th venues and festivals can find you. Fill out the ti possible. Filling out your profile can also help sa

See the public profile for this event...

Enter and track your reviews and me

Messages & Invitations:

Brighton Fringe 2025

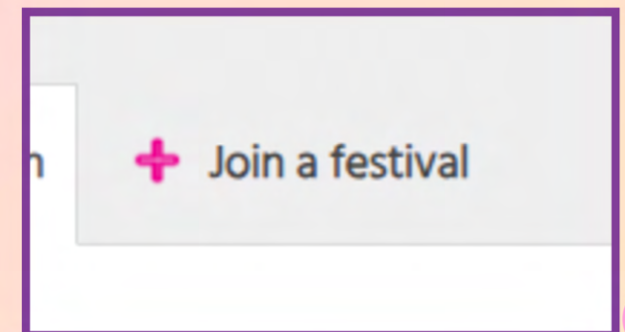
Take Part Test Venue

Eventotron is totally free!

Once you have created an event, you will be taken to a landing page on the tab 'Touring & Promotion'. Here you will be able to see Eventotron tools, messages from venues, Take Part and Eventotron, and some other details. These sections are for you, and anything you do here will not translate to your event. This section is not necessary to fill out.

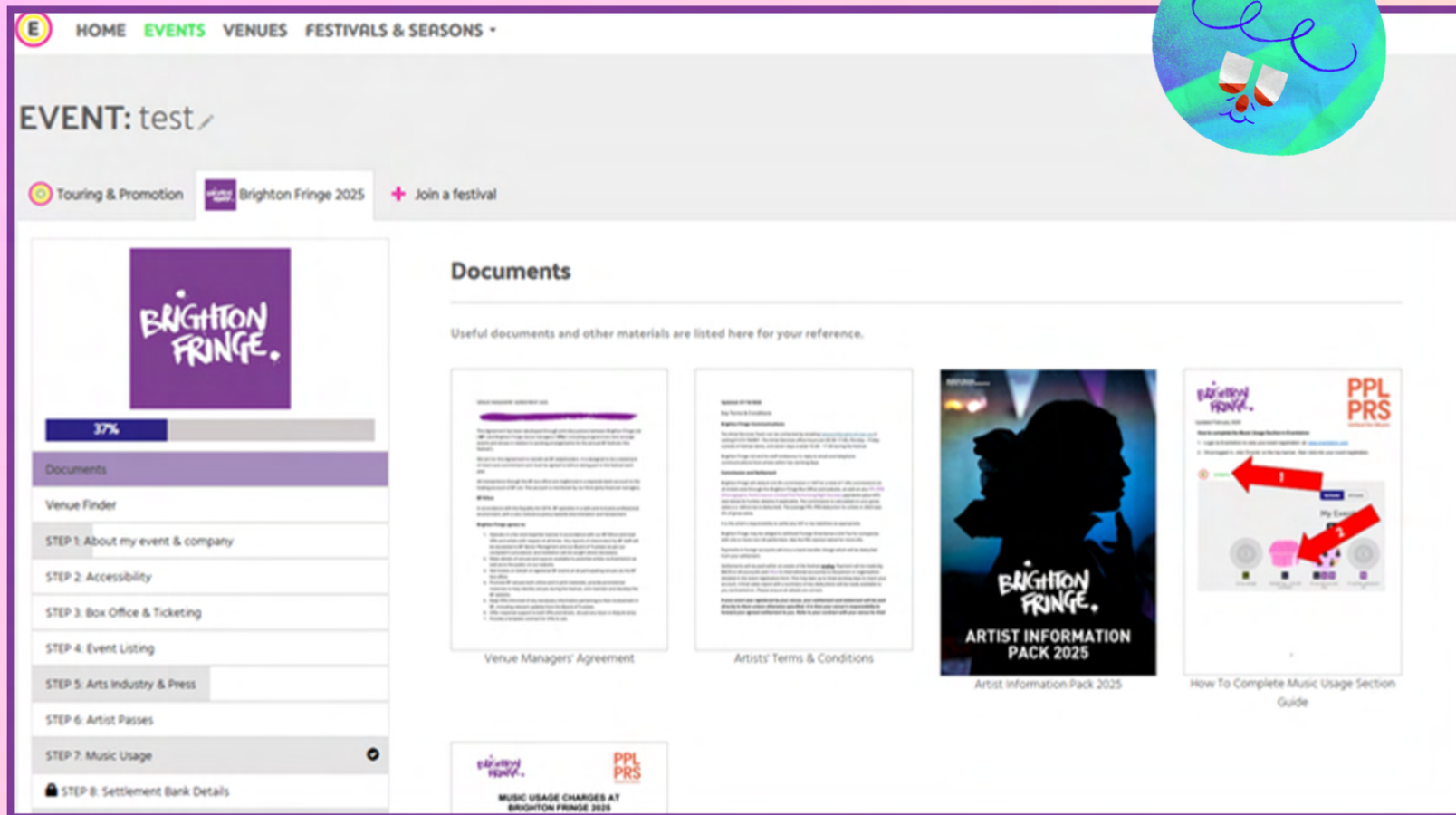
This landing page is NOT where your form is - and Brighton Fringe CANNOT see this page for your event.

If you have not already joined a festival, you MUST do this in order to take part in Brighton Fringe 2026, and for us to be able to see your event. In this landing page click the tab '+ Join a festival'.



EVENTOTRON FORM - THE BASICS

EVENTOTRON FORM - THE BASICS



EVENTOTRON HOME EVENTS VENUES FESTIVALS & SEASONS

EVENT: test

Touring & Promotion Brighton Fringe 2025 Join a festival

BRIGHTON FRINGE.

37%

Documents

Venue Finder

STEP 1: About my event & company

STEP 2: Accessibility

STEP 3: Box Office & Ticketing

STEP 4: Event Listing

STEP 5: Arts Industry & Press

STEP 6: Artist Passes

STEP 7: Music Usage

STEP 8: Settlement Bank Details

Documents

Useful documents and other materials are listed here for your reference.

Venue Managers' Agreement

Artists' Terms & Conditions

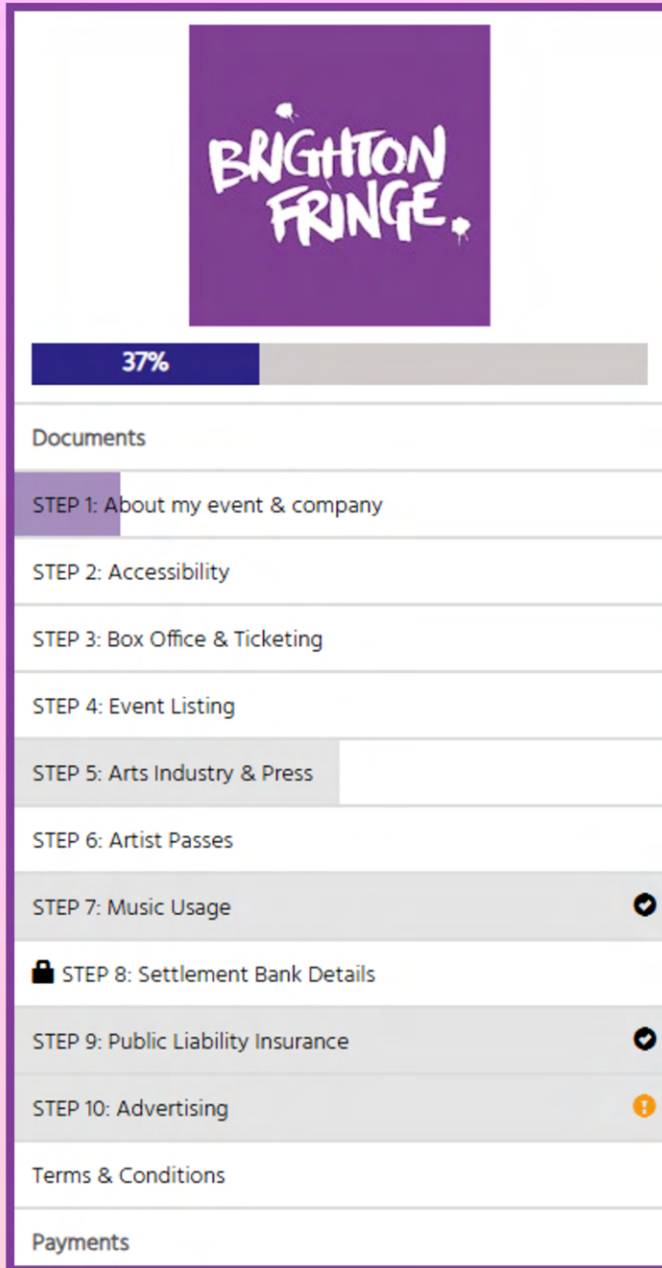
Artist Information Pack 2025

How To Complete Music Usage Section Guide

MUSIC USAGE CHARGES AT BRIGHTON FRINGE 2025

Once connected to the festival, your form will appear. This is your new event! There is lots of information in here. Don't be intimidated - each part can be done in steps, and the form automatically saves so you should be able to work through it at your own pace. Don't forget about the 'Documents' tab underneath the progress bar: here you'll find the Artist Pack, PPL/PRS documents, and much more useful information.

EVENTOTRON FORM - PROGRESS BAR



BRIGHTON FRINGE.

37%

Documents

STEP 1: About my event & company

STEP 2: Accessibility

STEP 3: Box Office & Ticketing

STEP 4: Event Listing

STEP 5: Arts Industry & Press

STEP 6: Artist Passes

STEP 7: Music Usage

STEP 8: Settlement Bank Details

STEP 9: Public Liability Insurance

STEP 10: Advertising

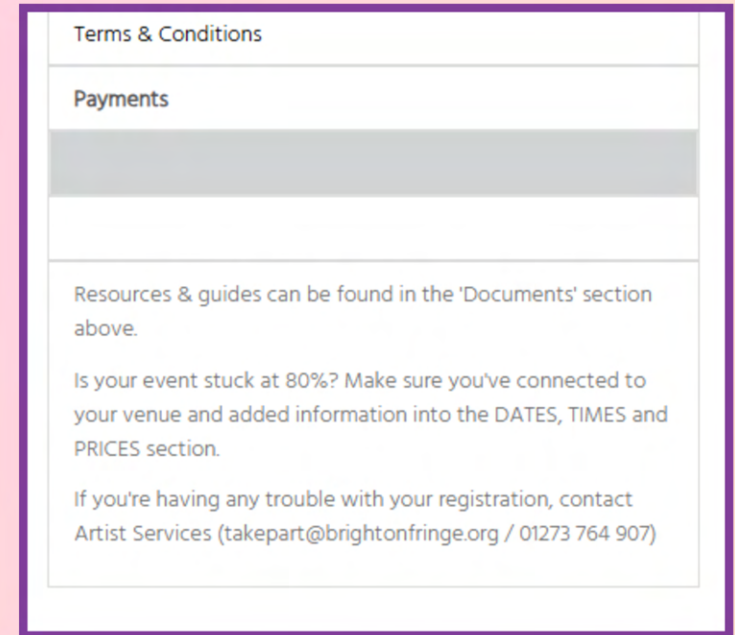
Terms & Conditions

Payments

On the left hand side of your new event form you will see numbered tabs indicating each step of the process for completing your event form.

Some steps will be compulsory to complete, and you will not be able to finalise your event without fully completing these sections. When a section is complete it will turn grey and have a black tick at the end.

Unless a tab is locked, you can go back in and edit it.



Terms & Conditions

Payments

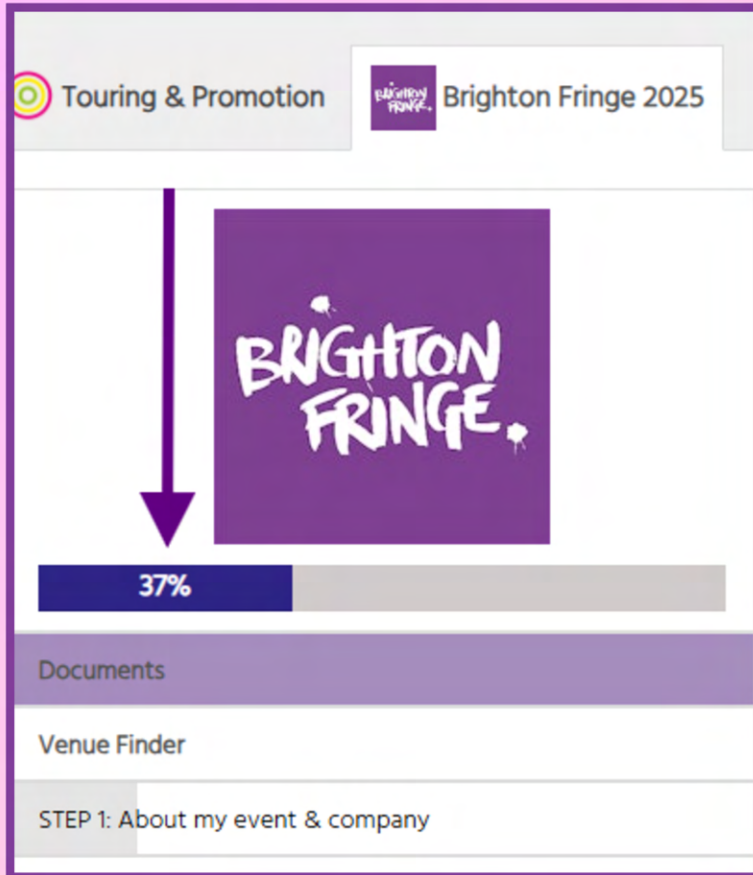
Resources & guides can be found in the 'Documents' section above.

Is your event stuck at 80%? Make sure you've connected to your venue and added information into the DATES, TIMES and PRICES section.

If you're having any trouble with your registration, contact Artist Services (takepart@brightonfringe.org / 01273 764 907)

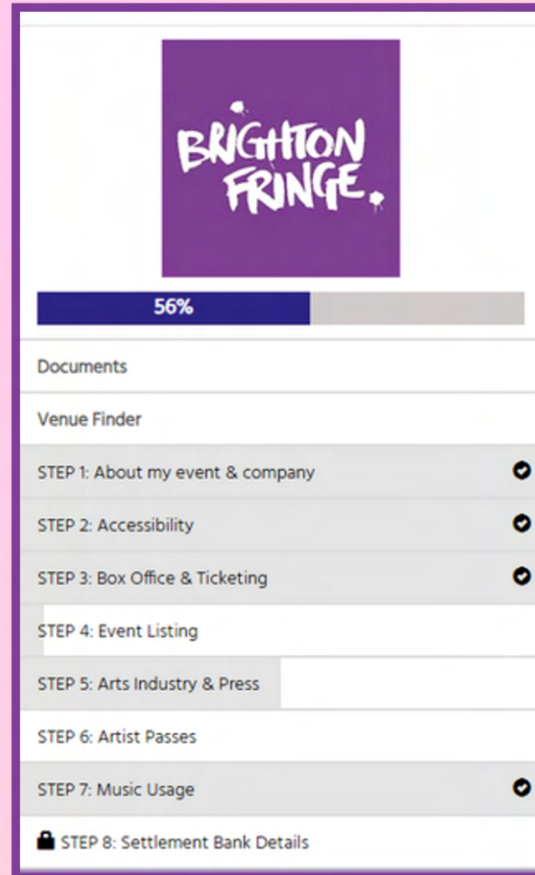
Pay close attention to the information at the bottom of the steps tabs as there are some useful tips about why you may be stuck, or where to go for further information.

EVENTOTRON FORM - PROGRESS BAR



The screenshot shows the 'Touring & Promotion' section for Brighton Fringe 2025. A large purple square with the 'BRIGHTON FRINGE.' logo is centered. A large purple arrow points down from the logo to a progress bar. The progress bar is 37% full, indicated by a blue segment and the number '37%'. Below the progress bar is a list of sections: 'Documents', 'Venue Finder', and 'STEP 1: About my event & company'. The 'Documents' and 'Venue Finder' sections are highlighted with a purple bar, while 'STEP 1' is highlighted with a grey bar.

The first thing to look at is your progress bar. This will indicate how far you are in the registration process and will gradually increase as you fill in your form and add new bits of information, completing sections.



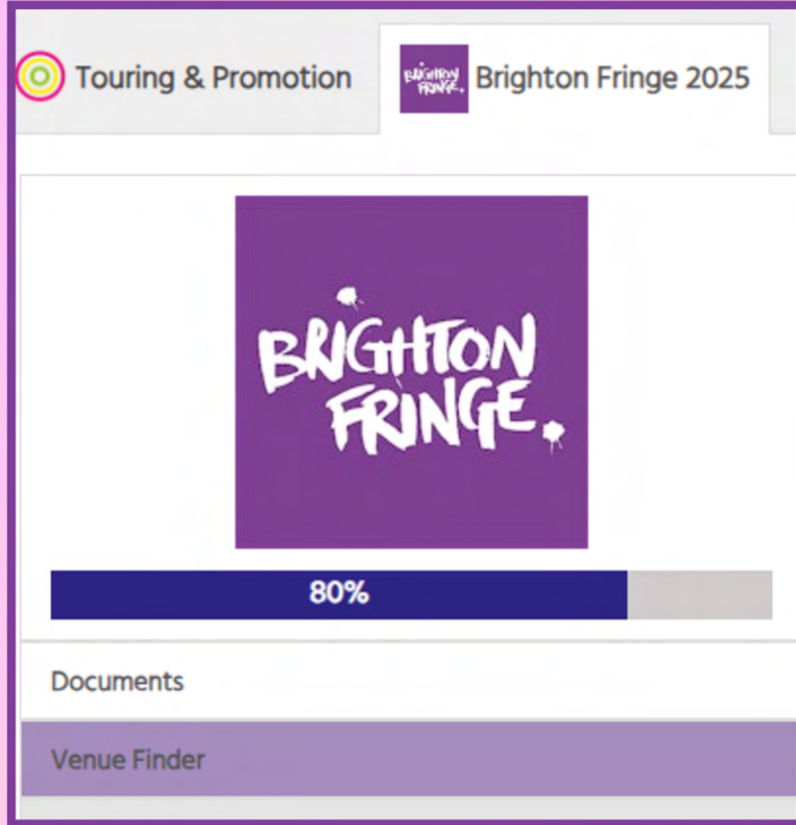
The screenshot shows the Brighton Fringe 2025 registration progress bar at 56% completion. The progress bar is 56% full, indicated by a blue segment and the number '56%'. Below the progress bar is a list of sections: 'Documents', 'Venue Finder', 'STEP 1: About my event & company', 'STEP 2: Accessibility', 'STEP 3: Box Office & Ticketing', 'STEP 4: Event Listing', 'STEP 5: Arts Industry & Press', 'STEP 6: Artist Passes', 'STEP 7: Music Usage', and 'STEP 8: Settlement Bank Details'. The 'Documents', 'Venue Finder', 'STEP 1', 'STEP 2', 'STEP 3', 'STEP 4', 'STEP 5', 'STEP 6', and 'STEP 7' sections are highlighted with a grey bar, while 'STEP 8' is highlighted with a blue bar.

Your application will automatically save, and you can come back to tabs to complete them. As you can see - some sections are fully complete (grey bar and black tick) and others are partially complete.

Some sections you may not be able to 'complete' (Documents, Venue Finder, Artist Passes, Payments etc.)

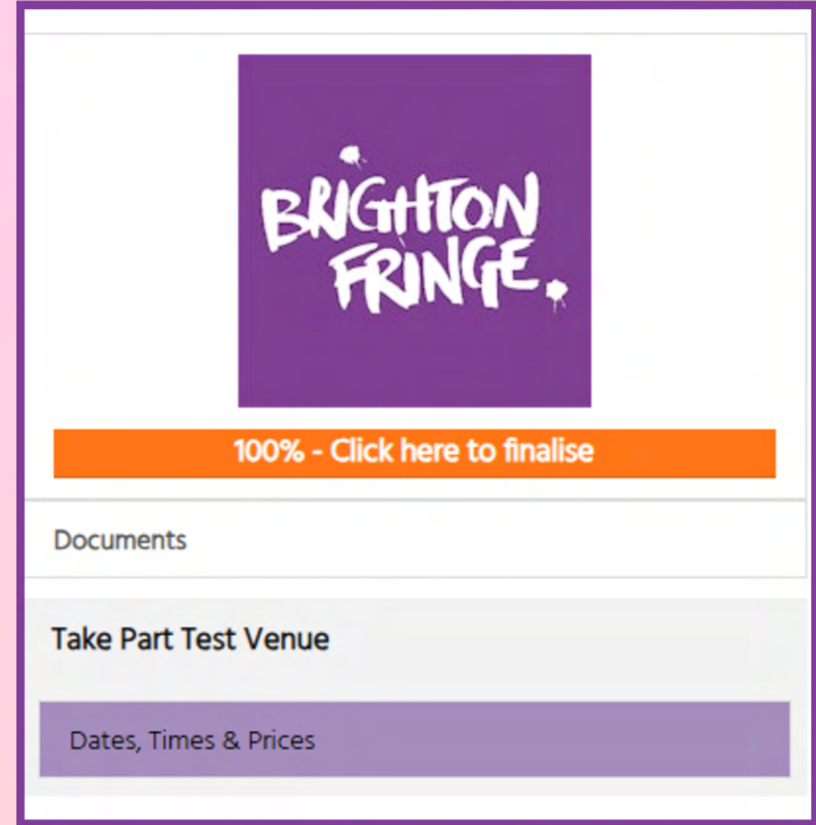


EVENTOTRON FORM - PROGRESS BAR



The screenshot shows the top of the Eventotron form. At the top left is a logo with a colorful circle and the text 'Touring & Promotion'. To its right is a purple square with the Brighton Fringe logo and the text 'Brighton Fringe 2025'. Below this is a large purple square with the Brighton Fringe logo. Underneath the logo is a progress bar that is 80% full, with the number '80%' displayed in the center. Below the progress bar is a section titled 'Documents' with a purple bar labeled 'Venue Finder'.

A common question regarding the inability to progress with your application is 'Why am I stuck at 80%? I've filled out all of the steps!' This is most likely because you haven't yet connected to a venue. This section is covered on pages 10-12, skip ahead if you need to.



The screenshot shows the top of the Eventotron form. At the top left is a logo with a colorful circle and the text 'Touring & Promotion'. To its right is a purple square with the Brighton Fringe logo and the text 'Brighton Fringe 2025'. Below this is a large purple square with the Brighton Fringe logo. Underneath the logo is a progress bar that is 100% full, with the text '100% - Click here to finalise' displayed in the center. Below the progress bar is a section titled 'Documents' with a purple bar labeled 'Take Part Test Venue' and a purple bar labeled 'Dates, Times & Prices'.

When you have completed all sections, including connecting to a venue, your progress bar will reach 100% and turn orange. The text will also read 'Click here to finalise'. This is where you pay your registration fee. Your event will not be finalised until you have paid your registration fee - and you cannot do so until you reach 100% completion.



IMPORTANT INFO YOU NEED TO KNOW:

To finalise your event and pay your registration fee, you **MUST** connect to a venue through Eventotron.

All Fringe venues must register on Eventotron every year, and if your chosen venue is not listed - you will need to contact them and ask them to register as a Fringe Venue. We don't specifically choose or list venues, and it is the artists' responsibility to find one.

A Fringe registration cannot be complete without a **S**how, a **V**enue, and a **F**ee.

S . V . F .

That is So Very Fringe!

WHAT DO I NEED TO TAKE PART IN BRIGHTON FRINGE?



EVENTOTRON FORM - 10 STEPS TO COMPLETE

1. Sign up to Eventotron
2. Create an event
3. Fill in all details via the Steps
4. Check progress bar
5. Stuck at 80% progress? *Check you are connected to a venue*
6. Once connected to a venue, you will need to add dates, times and prices of your event (if ticketed)
7. You should now be at 100% completion and the progress bar will now be orange
8. Click the progress bar to finalise your event
9. Read through the summary of details that pop up
10. Fill in your card details and pay registration fee

Can't progress past a certain point? Check all your steps!



YOUR EVENT IS NOW COMPLETE* AND WILL BE PART OF BRIGHTON FRINGE!

* Events are manually uploaded to the website pending approval, proofing, and cut off dates; your event will not immediately go live on the website.

STEP 1: ABOUT MY EVENT & COMPANY

STEP 1: ABOUT MY EVENT & COMPANY

The screenshot shows the Brighton Fringe 2025 registration interface. On the left is a sidebar with a 'Brighton Fringe' logo, a 62% progress bar, and a list of steps from 'STEP 1: About my event & company' to 'STEP 10: Advertising'. The main content area is titled 'STEP 1: About my event & company' and contains several sections: 'Digital or In Person event' with a 'Please Choose' dropdown and explanatory text; 'Main Admin Contact' with another 'Please Choose' dropdown and a note about its importance; a question 'How many times have you taken part in Brighton Fringe in the past?' with a text input field containing '0'; and 'Secondary Admin Contact' with a third 'Please Choose' dropdown and a note about its purpose. Required fields are highlighted in red, while non-required ones are in grey.

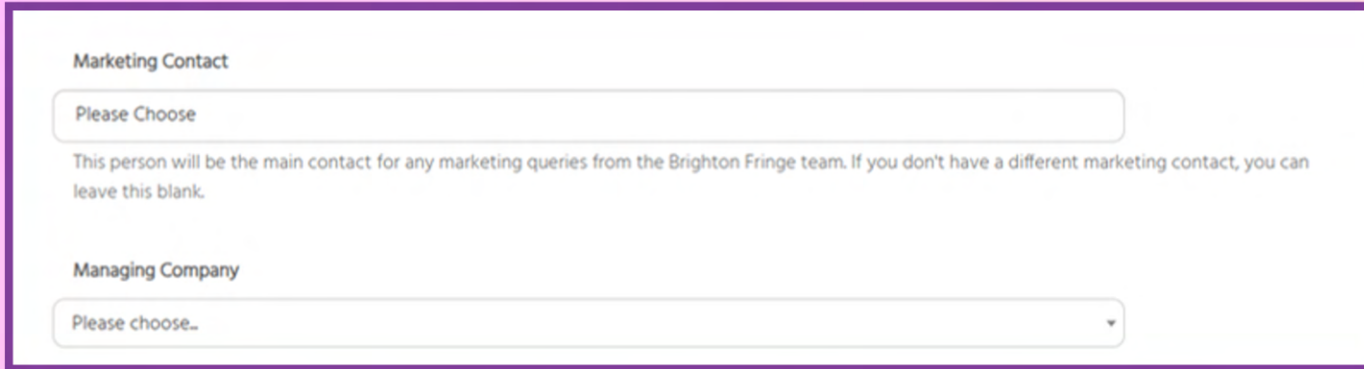
STEP 1: About my event & company - this section covers the very first key pieces of information we need to know. Any questions highlighted in red are essential questions and must be completed in order to progress.

Most questions have a small explanation beneath them.

If your event is digital (very few are), then choose digital - but most of you will choose 'In Person'. Main Admin Contact is the primary contact regarding all shows - generally this will be the same person and email address that signed up to Eventotron. You can have one additional 'Secondary Admin Contact', which could be your co-producer, a cast member - whoever is appropriate - but this is not essential. The secondary contact will have access to the registration form, and all relevant communication regarding the show.

We would like to know how many times you have previously taken part in Brighton Fringe as this is helpful for our records. All non-required questions are in grey, and required questions are in red.

STEP 1: ABOUT MY EVENT & COMPANY



Marketing Contact

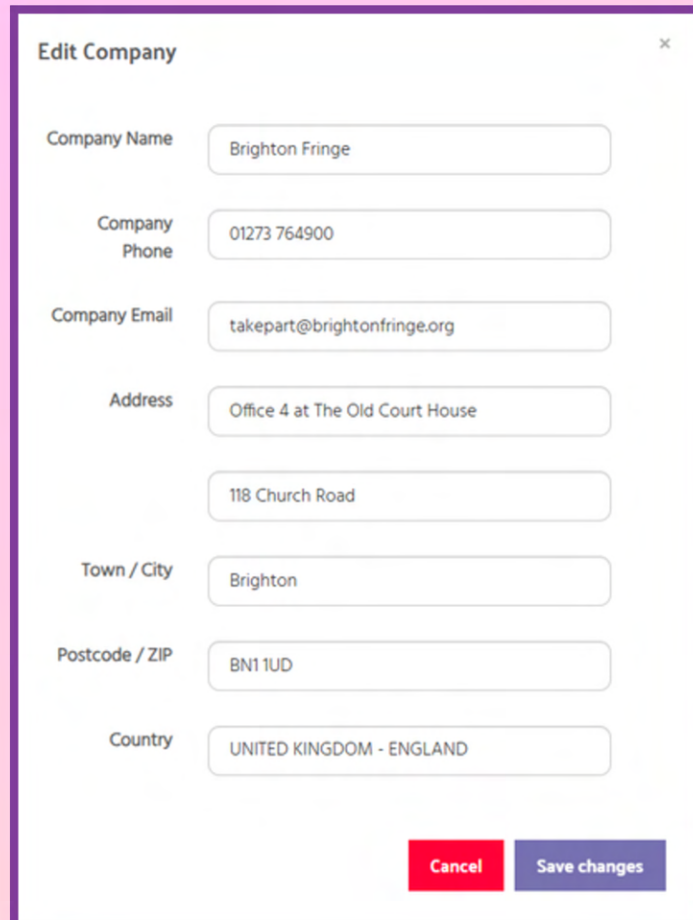
Please Choose

This person will be the main contact for any marketing queries from the Brighton Fringe team. If you don't have a different marketing contact, you can leave this blank.

Managing Company

Please choose...

These next questions are relatively self explanatory - again if you don't have an alternative marketing contact or managing company you can leave these blank.



Edit Company ✕

Company Name: Brighton Fringe

Company Phone: 01273 764900

Company Email: takepart@brightonfringe.org

Address: Office 4 at The Old Court House

118 Church Road

Town / City: Brighton

Postcode / ZIP: BN1 1UD

Country: UNITED KINGDOM - ENGLAND

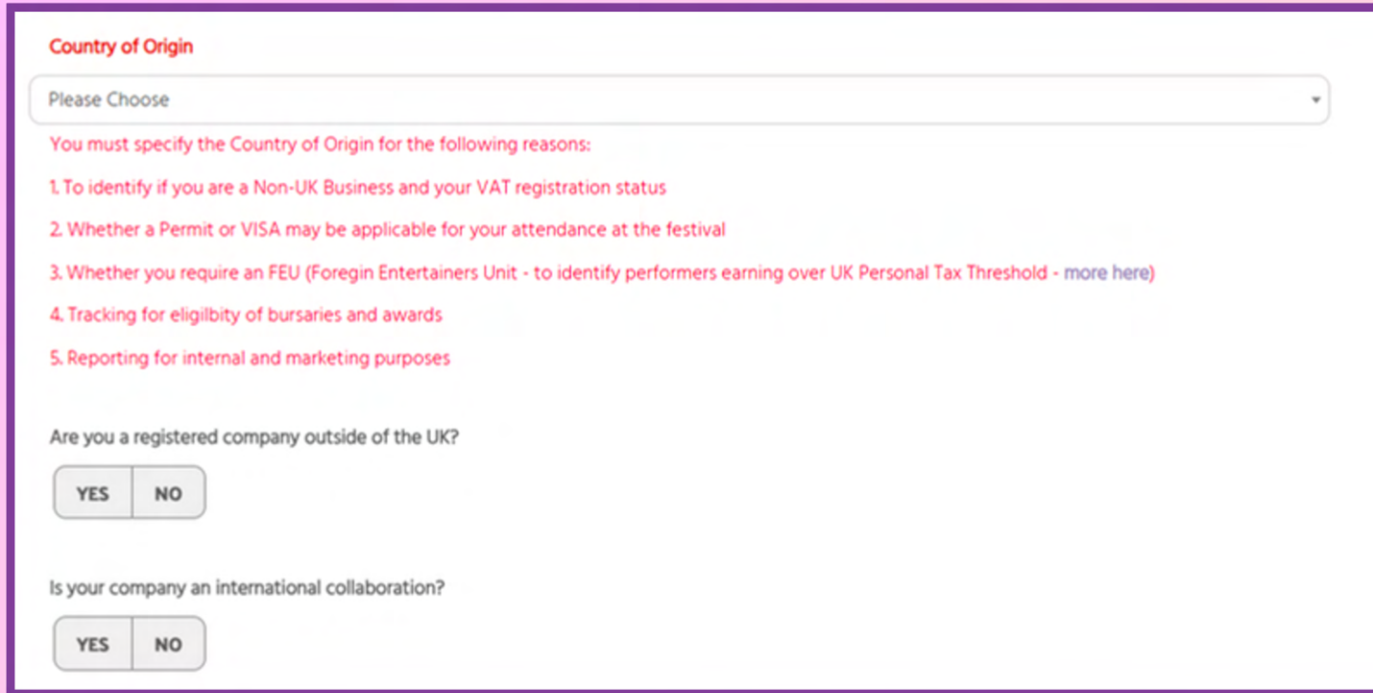
Cancel **Save changes**

You are the performer, perhaps the producer, but you also may have a company managing your show.

Your company may already be listed, however you can add a new company and list the name, contact details and address of this company.

Many performers do not have a managing company, so this is not a required question.

STEP 1: ABOUT MY EVENT AND COMPANY



The screenshot shows a form titled 'Country of Origin' in red text. Below the title is a dropdown menu with the text 'Please Choose' and a downward arrow. Underneath the dropdown, there is a red instruction: 'You must specify the Country of Origin for the following reasons:'. This is followed by a numbered list of five reasons in red text: 1. To identify if you are a Non-UK Business and your VAT registration status; 2. Whether a Permit or VISA may be applicable for your attendance at the festival; 3. Whether you require an FEU (Foreign Entertainers Unit - to identify performers earning over UK Personal Tax Threshold - [more here](#)); 4. Tracking for eligibility of bursaries and awards; 5. Reporting for internal and marketing purposes. Below the list, there are two questions, each with 'YES' and 'NO' buttons. The first question is 'Are you a registered company outside of the UK?' and the second is 'Is your company an international collaboration?'.

Country of Origin

Please Choose

You must specify the Country of Origin for the following reasons:

1. To identify if you are a Non-UK Business and your VAT registration status
2. Whether a Permit or VISA may be applicable for your attendance at the festival
3. Whether you require an FEU (Foreign Entertainers Unit - to identify performers earning over UK Personal Tax Threshold - [more here](#))
4. Tracking for eligibility of bursaries and awards
5. Reporting for internal and marketing purposes

Are you a registered company outside of the UK?

YES NO

Is your company an international collaboration?

YES NO

Country of Origin has a list of reasons explaining why this is a required question. If you are a UK performer, you don't need to worry about many of the following questions - but you must choose United Kingdom for this question as it required. Country of Origin is asking where the event/show is coming from.

There are questions asking you if your company is registered outside of the UK, an international collaboration, or of the production features international performers. Questions are fairly self explanatory, but are only relevant to international performers/companies. If you're from the UK and based in the UK - just select NO.

For further information for international performers, visit the page on our website [OVERSEAS ARTISTS](#)

There you will find more information regarding VISAS, Foreign Entertainer Unit Tax, and letters of invitation to support you application.

STEP 1: ABOUT MY EVENT & COMPANY

Are all members of your company aged 25 or under?

☐ YES ☒ NO

If all members of your company/group are aged 25 or under, we may contact you regarding relevant funding opportunities. If you would rather not be contacted, please select 'No'.

International Performers

☒ YES ☐ NO

Does your event/company involve performers who are **resident** abroad?

Please note: This question only applies to performers within the company, not production staff/technicians. If you have selected 'yes' to this question, you should read our [guidelines on Foreign Entertainers Tax](#) and possibly fill in an FEU8 form.

Do any of your performers/production staff require a visa to travel to the UK for Brighton Fringe?

☒ YES ☐ NO

Please read the [visa help page](#) on our website for more information.

Invitation Letters provided

☐ YES ☒ NO

Have we provided letters of invitation to this act already?

All the following questions in the section are relevant to overseas performers as we want to ensure we give you the correct information before you travel to the UK.

Some performers will not need a visa - check our website for a list of VISA and NON-VISA NATIONALS.

A **letter of invitation** is a supporting document that you can request from us to help your application for a VISA and entry to the UK. A new tab 'Letters of Invitation' will pop up (this will only appear when prompted after filling in certain questions in Step 1), we need some extra info for all members of the company travelling to the UK.

FRINGE.

64%

Documents

Venue Finder

STEP 1: About my event & company

STEP 2: Accessibility

STEP 3: Box Office & Ticketing

STEP 4: Event Listing

STEP 5: Arts Industry & Press

STEP 6: Artist Passes

STEP 7: Music Usage

STEP 8: Settlement Bank Details

STEP 9: Public Liability Insurance

STEP 10: Advertising

Letters of Invitation

Terms & Conditions

Payments

Office Use - General

Change Requests

Details

Letter no.	First Names	Last Name	Date of Birth	Nationality	Passport Number	Travelling From	Date of Arrival into the UK	Date of Departure from UK	Role in the company/event	Email Address	Resident Address	Address whilst in UK
1												
2												
3												
4												
5												
6												
7												
8												
9												
10												

Are you an international participant? Read more info on our website [here](#).

STEP 1: ABOUT MY EVENT & COMPANY

Does your company identify as any of the following:

- Work by neurodivergent artist(s)
- Work by d/Deaf and disabled artist(s)
- Work by LGBTQ+ artist(s)
- Work by low-income artist(s)
- Work by people of colour

We may highlight work by these groups in the lead-up to the festival, and will add a filter to the website search so they can find work by artists of these characteristics. Please select NO if you don't want your work to be listed in this way.

☐ Work by d/Deaf and disabled artists(s)

☐ Work by neurodivergent artist(s)

☐ Work by LGBTQ+ artist(s)

☐ Work by low-income artist(s)

☐ Work by people of colour

If your event is a Work in Progress, tick this box (**and add it to your title!**). It's a good indicator for audience members to know your show is not the finished product and you're still tweaking it. Loads of WIPs come to Fringe - it's the place to show them!! Audience members won't be put off - so don't be afraid to bring your WIP to Fringe.

It's really important we highlight work by marginalised and disadvantaged groups and communities. There are a number of boxes we encourage you to tick if your work is produced by anyone identifying as the listed suggestions. You can tick more than one option.

There is some confusion around this section, so to clarify; this is for the company to identify **THEIR** background/community. This is not to list who the show is for or targeted to, though identifying these groups will allow audiences to specifically find work by these groups.

Is your event a work in progress (WIP)?

This information will be shared with press and arts industry who may look to book tickets to your show (if you have opted in to this in Step 2: Box Office). It will also affect your eligibility for awards.

This information will not appear on your event listing unless you opt do so on Step 3: Event Listing.

Organisation/group name

STEP 2: ACCESSIBILITY

STEP 2: ACCESSIBILITY

This section allows for you to list whether your show has additional accessibility steps, e.g. if your show is signed for those who are deaf, hard of hearing, and/or speak BSL.

There is thorough explanation beneath each question (Captioned, Audio Description, Relaxed, Touch Tour, Sensory Friendly), and you can select either 'Yes' or 'No'.

It is not compulsory to have additional accessibility in your show, but knowing whether you do or don't helps us provide the correct information to those who need it.



STEP 2: Accessibility

In this section, you can provide all the information about the accessibility of your event. The venue will provide their own information about accessibility (wheelchair access, accessible toilet, etc.).

Signed Performances

☒ YES ☐ NO

Will your event include a British Sign Language Interpreter? Note: If you are only offering Signed Performances on certain dates, you will be able to specify this when adding in your performances.

Please check with your venue before booking in accessible performances.

Captioned Performance

☐ YES ☒ NO

A captioned performance uses equipment to display sound effects, dialogue and off-stage noises in text format. This could be a captioning unit, tablet/phone or projection. For a digital event it might be on-screen captioning. The captions roll in time with the performance and are generated by an operator who is familiar with the show. Please ensure you have spoken with your venue if you plan to offer this, and have thought about all the elements required. Please refer to our [Accessibility Resources](#) page for some providers of captioning.

If you are unsure whether your venue is able to accommodate, get in touch with them and see what's on offer.

If you need further help or clarification - email us and we'll try to help.

STEP 3: BOX OFFICE & TICKETING

STEP 3: BOX OFFICE & TICKETING

STEP 3: Box Office & Ticketing

In this section you will need to answer all of the questions regarding your ticketing. In Dates, Times & Prices you will have set your ticketing structure and price, but here you can configure this further. If your event is unticketed, you just need to select NO to the first question, and move on to STEP 4: Event Listing.

Do you want to issue tickets for your event?

YES NO

If you select NO, this will mean that your event is **unticketed**.

Free or Donations

Neither

If you're going to ask for donations at your event, please select Donations. If your event is totally free to attend, please select Free.

PWYW (Pay What You Want) tickets are considered paid tickets. Donation events are only for free-to-attend performances where money is collected during/after the show. Please remember this when you're setting up your ticketing.

If neither apply, or you are issuing paid tickets, select Neither.

Box Office & Ticketing is about your ticket choices for your show. Firstly, you need to decide if your show is going to be 'ticketed' or 'unticketed'. Your registration fee will differ depending on which of these you choose. Unticketed shows are **always free**.

Even if you want to offer a free show, choosing to have a ticketed event is a good way to gauge how many people have booked, keep stats, and receive feedback after your show (attendees are automatically emailed after a show and are encouraged to leave anonymous feedback; we can pass this on to you should you request it once Fringe is over).

Think about if you would like to offer certain complimentary ticket types; Personal Assistant, Press, Arts Industry, and Influencers. You can either choose 'Yes' or 'No'.

Personal Assistant tickets allow a complimentary ticket to be issued alongside a regular ticket to an individual who would otherwise not be able to attend an event without a PA.

Press, Arts Industry and Influencers will have access to a portal and be able to reserve complimentary tickets to your show if you click 'Yes'. These tickets will be issued by Brighton Fringe pending verified accreditation. More details can be found under each question in Step 3.

If your show is free or donations, select this option - you will not need to make any choices regarding complimentary tickets.

If your show has paid tickets (including 'Pay What You Want'), you will need to decide if you'd like to offer free tickets, discounts for groups etc.

STEP 3: BOX OFFICE & TICKETING

Are there any special tickets that you would like to add?

YES **NO**

This includes:

- Family discount tickets
- Group discount tickets
- Last minute ticket discounts for Fringe Artists
- Any other special tickets that you would like to add

Please note: If your event is unticketed, pay what you want, free, or will be taking donations, then select NO.

Would you like to offer Fringe Artists Last-Minute Discount?

YES **NO**

Select whether you'd like to offer last-minute tickets for other Brighton Fringe artists and the price for this.

In order to access the the last-minute artist ticket, you will need to have filled in Step 5: Artist Passes.

These tickets will be bookable half an hour before the start of your event.

Fringe Artist Discounted Ticket Price

Free

Select whether you would like to offer the last-minute ticket for free, £3 or £5.

There are a few different options for special ticket discounts eg. groups, family, last minute. You don't have to add any, but it can be a good way to encourage late bookers to attend your show.

There is an additional option for Fringe Artists; this lets your fellow performers book a last-minute ticket to your show at a discounted price of £5, £3 or free! This is another good way to get bums on seats and have support from other shows. Again - this is up to you.

Does the venue you are holding your event at allow under 18's?

Do you want to allow Babes in Arms?

Under 2's are not allowed at this event.

Select one of the options below regarding your Babes in Arms policy.

Please check with your venue that you can allow under 18's.

Any ticketholders that are turned away because of incorrect information on the listing will be entitled to a refund at your cost.

If you would like Under 2's to be allowed to attend your event for a price other than the concession price you have entered in Dates, Times & Prices, please contact boxoffice@brightonfringe.org to have this configured for you.

Ensure you correctly list if under 18s are allowed at your chosen venue. If listed incorrectly, under 18s may turn up and be refused entry. This is no fun for the attendee (or for the artist as they are going to be asking for a refund!) and we don't want anyone mistakenly turning up to an event they will not be permitted entry to.

Equally - make sure to list if you would like to allow Babes in Arms at your event. Double check with the venue if they permit under 2s, and then decide if they require a ticket.



STEP 3: BOX OFFICE & TICKETING

Would you like to include a short custom message in the ticket confirmation email that is sent to ticket bookers?

YES NO

This message will appear in the ticket confirmation email that ticket bookers receive. This could include information on anything the ticketholder might need to bring or be aware of about the performance that is important for the ticketholder to know.

For example, if you have a different time for when the doors open and when the performance starts, you can put that information here.

Please note, this will apply to tickets for ALL performances of your event.

Ticket Note

This step asks if you would like to include a custom message to send to your bookers when they book a ticket.

This is not essential and will not apply to everyone, so think about if this is something you feel may be helpful addition to let your audience know.

For example - if you are leading a walking tour it may be helpful to add 'comfortable walking shoes required', 'distance of about 2 miles', 'please note there are steps and hills'. Or an immersive theatre performance - 'wear clothes you don't mind getting dirty!' or 'bring your own spoons'. As long as it's relevant - it's up to you, but you don't have to include one.

NEW BOX OFFICE PROCESSES

CANCELLATIONS

To cancel an event or performance, email cancellations@brightonfringe.org

Email Subject Line:

Please use one of the following formats:

- EVENT CANCELLATION: [Show Name]
- PERFORMANCE CANCELLATION: [Show Name] [Date(s)]

Include in the email:

- Reason for cancellation (state if it should be shared with ticketholders or kept confidential)
- Optional: Message for ticketholders
- Confirmation that the venue has been informed
- CC your venue manager or attach proof that they have been notified
- If not included, Box Office will CC in the venue manager in their reply
- If for any reason you feel you cannot tell your venue manager, please contact the Artist and Venue services team directly or highlight this in your email.

STEP 3: BOX OFFICE & TICKETING

NEW BOX OFFICE PROCESSES

NEXT STEPS

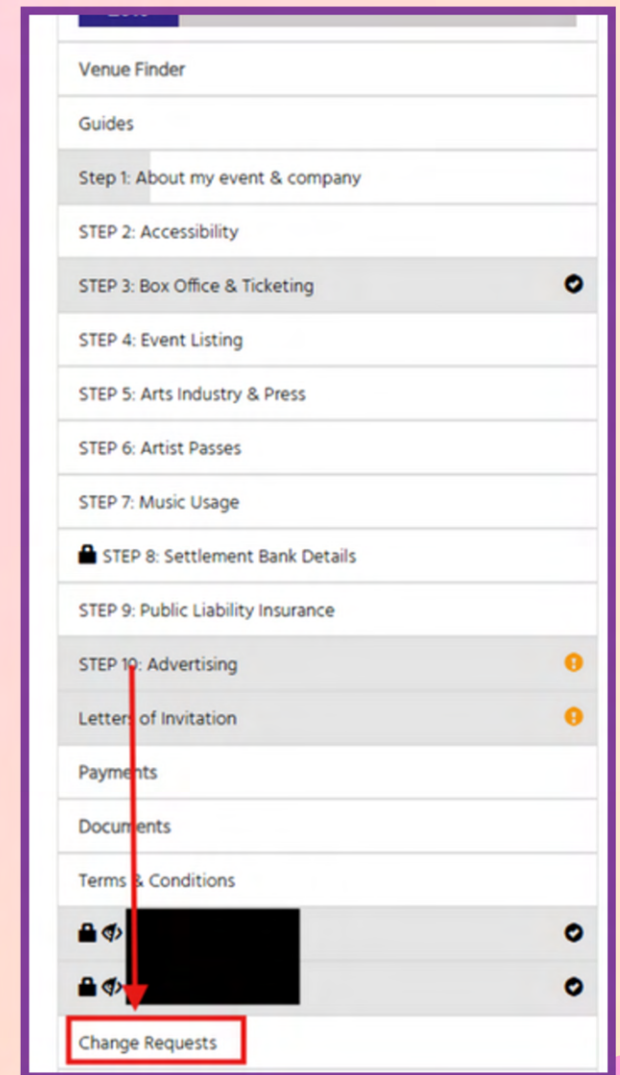
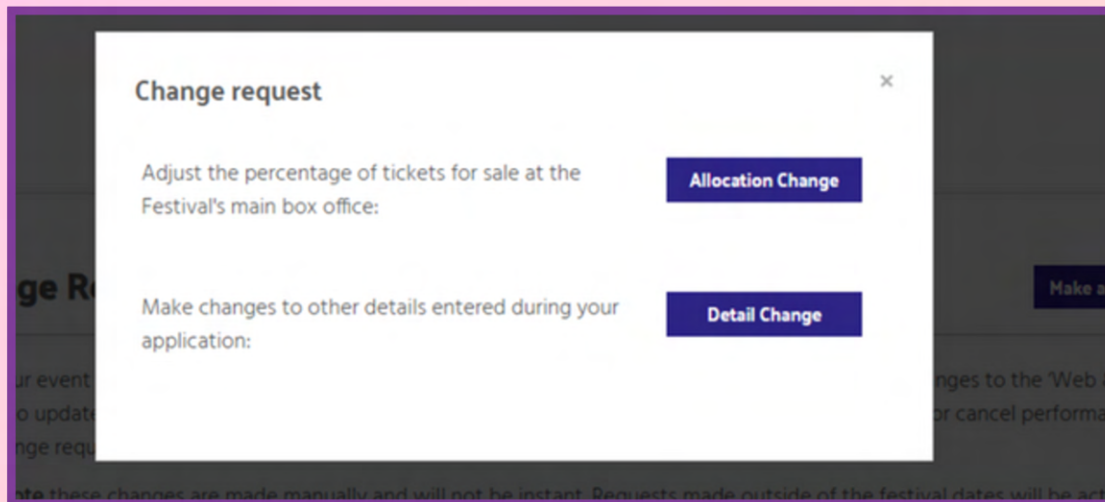
Cancellations will be actioned at the soonest possible time by the Box Office team after an artist's request has been sent.

UPDATING YOUR EVENT REGISTRATION OR LISTING

Once your event is live on the website, all updates must go through Box Office.

How to submit a Change Request:

1. Go to your registration form
2. Click the "Change Requests" tab at the bottom
3. Choose one of two options:
4. Allocation Change
5. Detail Change



CHANGING REGISTRATION DETAILS

This can be used to update details such as your event listing

To request a change, include:

- Registration section (e.g Step 4: Event Listing)
- Question being updated (e.g Fringe Website Copy)
- New answer (e.g "Come see our new show!")

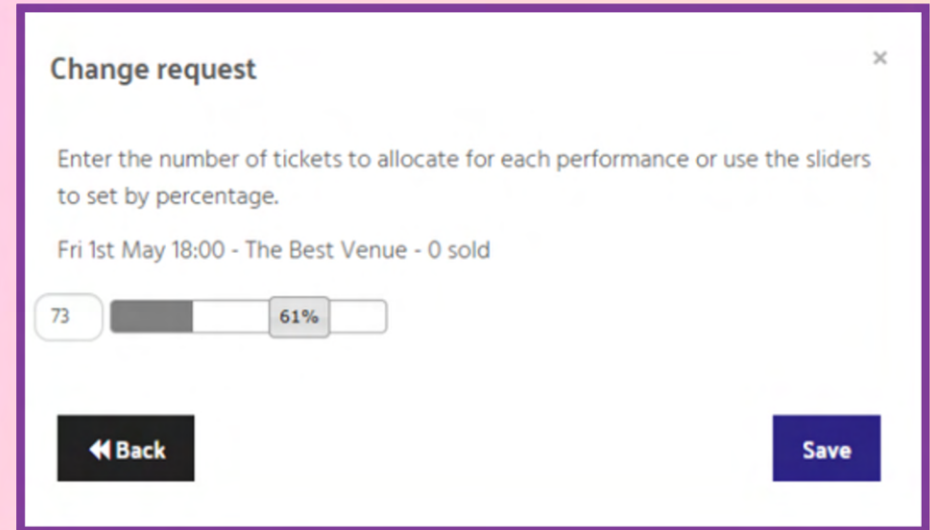
Click Submit Request when ready.

NOTE: Submit one change per request. If you would like to make multiple changes, submit these requests separately.

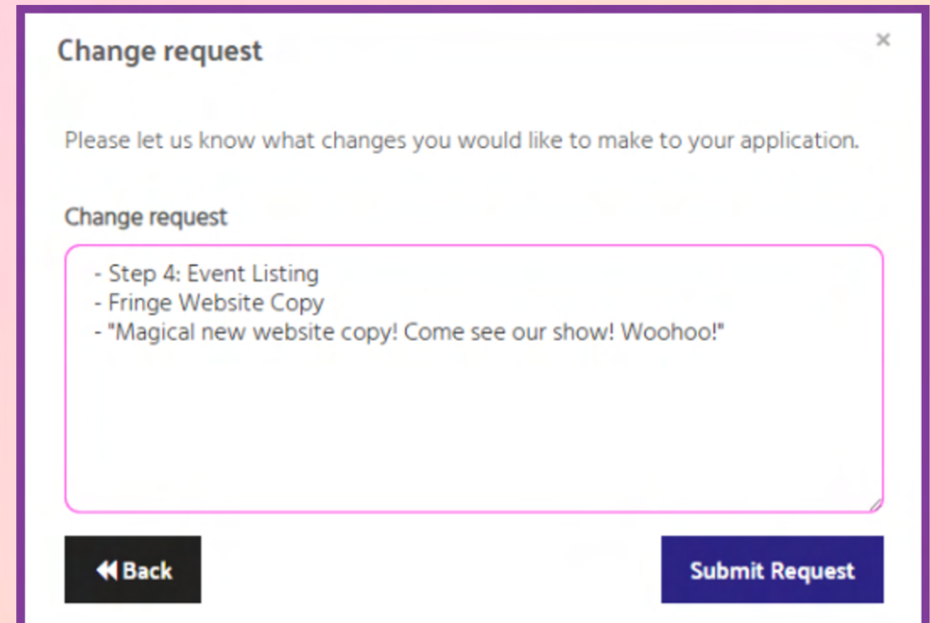
IMPORTANT NOTES:

Image Changes: Images cannot be uploaded here. To change your listing images, email boxoffice@brightonfringe.org with the new image(s) attached.

Cancellations: Must follow our cancellation process and be submitted with the full information to cancellations@brightonfringe.org.



The screenshot shows a 'Change request' form with a close button (X) in the top right. The instructions state: 'Enter the number of tickets to allocate for each performance or use the sliders to set by percentage.' Below this, it specifies 'Fri 1st May 18:00 - The Best Venue - 0 sold'. There is a slider control with a value of 73 on the left and 61% on the right. At the bottom, there are two buttons: 'Back' and 'Save'.



The screenshot shows a 'Change request' form with a close button (X) in the top right. The instructions state: 'Please let us know what changes you would like to make to your application.' Below this, there is a text area for the change request. The text entered is: '- Step 4: Event Listing', '- Fringe Website Copy', and '- "Magical new website copy! Come see our show! Woohoo!"'. At the bottom, there are two buttons: 'Back' and 'Submit Request'.

STEP 4: EVENT LISTING

STEP 4: EVENT LISTING

BEFORE

COOL SHOW
[GB]

RP 12+

No written description

BRIGHTON FRINGE.

Performance Dates Time Price Duration
Venue Venue Number MAP REF Address

When working on Step 4: Event Listing, the first thing you'll see is a preview of your brochure entry. You'll see the name of your show, where the company is based (the capital letters beneath - GB is Great Britain), and any specifications around age restrictions, if the show is ticketed, a relaxed performance etc.

Blank space (no image)

Image for the brochure

You'll not yet see a venue, date, times, duration, prices, address or any other information until you have filled the details in.

Once more information is added in through completing the steps of the registration, you'll see your brochure entry automatically update.

AFTER

COOL SHOW
[GB]

RP 12+

This is show is cool and fun, and is for anyone that likes those things. Come to it if you like.

COOL SHOW

9-10, 20-21, 26, 29 May 18:00 £5(£3) [1hr]
Take Part Test Venue 118 Church St BN1 1UD

Short text description

STEP 4: EVENT LISTING

Image 1 - Main image



Your image will be converted to a .jpg measuring 1920 pixels wide by 1080 pixels tall. Once uploaded, you can click the pencil icon  to resize or crop your image.

Images should not contain small text.

Please ensure you have the copyright to use the image you submit. Brighton Fringe are not liable for any breaches of copyright.

Whatever you upload as **Image 1** will display as;

1. The thumbnail for your event in the website search results
2. The first image that is seen on your event on the website landing page
3. The listing image in the 20th anniversary Brighton Fringe Printed Brochure for your event

[Download Image](#)

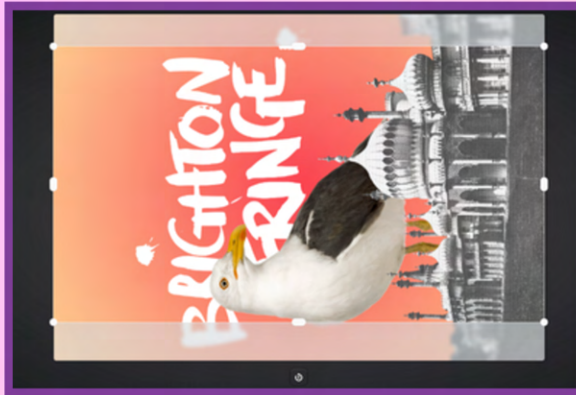
Your main image on your listing is to promote your show but is NOT a poster, so you don't need to include dates, times, prices as these will all be listed in the brochure and on the website. The image is very small at <4cm, and as the same image will be used on the website and the brochure we suggest only using an image - and at the most including a title if that's the image you choose to use.

This image is the one audience members will see first, so it needs to be striking, eye catching and show what your show's about in a single image.

If you're a stand-up comedian, you'd use a picture of yourself, if you were a circus troupe you might choose a picture of you performing etc.

You must have the copyright to use the image.

STEP 4: EVENT LISTING



COOL SHOW
[GB]

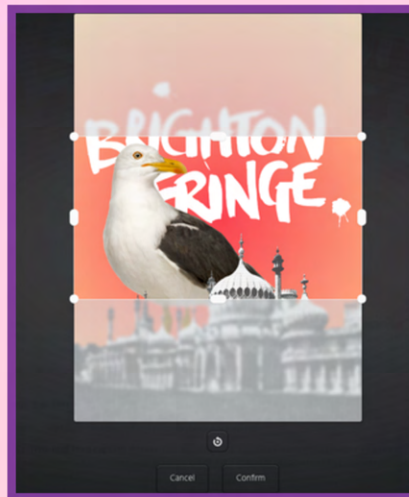
RP 12+

THIS SHOW IS COOL AND FUN AND YOU SHOULD COME TO IT.

Performance Dates Time Price Duration
Venue Venue Number MAP REF Address

It's important your image is in the correct dimensions as this will affect how your image uploads and the way it looks on the website and the brochure!

Don't rotate your image to fit as this will show exactly this way on the website and the brochure.



COOL SHOW
[GB]

RP 12+

THIS SHOW IS COOL AND FUN AND YOU SHOULD COME TO IT.

Performance Dates Time Price Duration
Venue Venue Number MAP REF Address

If your image is the wrong dimensions - it'll just crop to fit the set measurements and cut out most of your image.

STEP 4: EVENT LISTING

If your poster or main image won't fit correctly in the dimensions of 1920 x 1080 pixels, the best thing to do is choose a different image or make a new one. You want your main image to be as clear as possible.

A4 poster (it's not going to fit!)



Image 1920 x 1080
pixels - correct size



COOL SHOW
[GB]

RP    12+

THIS SHOW IS COOL AND FUN AND YOU SHOULD COME TO IT.

5-6, 14-15, 23-25 May 18:00 £5(£3) [1hr]
Take Part Test Venue 118 Church St BN1 1UD





THIS LOOKS GREAT!

STEP 4: EVENT LISTING

You will be able to list 3 images to describe your show. You'll only have your main image (image 1) in the brochure and as the thumbnail, but all 3 images will appear on the website. All images must be uploaded as a JPEG and 1920 x 1080 pixels. If you need to resize your image, you can do this on Canva, Photoshop, or free resizing tools on the internet. Ensure you add alt text for all 3 images.

Image 2



Your image will be converted to a .jpg measuring 1920 pixels wide by 1080 pixels tall. Once uploaded, you can click the pencil icon  to resize or crop your image.

[Download Image](#)

Image 2 alt text

Image of three stick figures digging up a radish on beige background

This is NOT text for a caption. Alt text is the written copy that appears in place of an image on a webpage if the image fails to load on a user's screen. This text helps screen-reading tools describe images to blind and visually impaired readers. It should be factual and describe the image.

Please write a short description of what appears in image 2. Be specific and succinct and don't start with "Image of ..." or "Picture of ...".

This is NOT text for a caption. Alt text is the written copy that appears in place of an image on a webpage if the image fails to load on a user's screen. This text helps screen-reading tools describe images to blind and visually impaired readers. It should be factual and describe the image.

Please write a short description of what appears in image 1. Be specific and succinct and don't start with "Image of ..." or "Picture of ...".

For example, if your image was of a bowl of oranges on a table, you would write: 'Bowl of oranges on a table', not 'My show starts at 7pm'.

STEP 4: EVENT LISTING

Your Event Listing is the most important part of your whole registration - it's everything about your show! There's space to list reviews you've had, your website, a link to a youtube video and social media handles.

You need to select the genre that your show falls into: *Cabaret & Variety, Children & Young People, Circus Dance & Physical Theatre, Comedy, Events & Films, Exhibitions, Literature & Spoken Word, Music & Nightlife, Theatre, Tours, or Workshops*. Though your show may fall into multiple categories you can only select one. **If you are using music in your show, the category of your genre may affect music usage charges.**

Next, you'll need to write a short 130 character synopsis of your show, and will be your brief opportunity to describe your show in the brochure. This will also appear as a preview on our web listings before clicking on your full page listing.

You'll have more space to write a lengthy, full description of your show for your own web listing - so keep this part short, explanatory and intriguing.

"Spooky show that combines sci-fi, Dracula and sentient flowers, set in the desert! Using lights, puppetry and music from Rainbow."

Fringe Website Preview Copy (Maximum of 130 characters including spaces)

Spooky show that combines sci-fi, Dracula and sentient flowers, set in the desert! Using lights, puppetry and music from Rainbow.

This text will appear on the title of your listing (displayed in the What's On page, before you click through to the listing).

This could be the first line of your main listing copy, but ideally it'd be something short and sweet that explains a little more about your show and entices customers to click on your web listing or buy a ticket!

If you finalised before 10th February, this is what will be used as description for your brochure listing.

WHATEVER YOU WRITE HERE

WILL SHOW HERE



COOL SHOW
[GB]



Spooky show that combines sci-fi, Dracula and sentient flowers, set in the desert! Using lights, puppetry and music from Rainbow.



5-6, 14-15, 23-25 May 18:00 £5(£3) [1hr]
Take Part Test Venue 118 Church St BN1 1UD

F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S							
02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	01

STEP 4: EVENT LISTING

Fringe Website Copy (Maximum of 1000 characters including spaces)

The 'Cool Show' is a brainchild from 'The Good Company' and award winning producer Clark Kent.

Set in 3075 in Valley of The Moon, Chile, three friends find themselves in-over their heads when a trip goes wrong. Flowers come to life, the sun blazes blue, and... is that Dracula?

Expect to be whisked away into an immersive, thought-provoking performance that has twinkling lights, soothing music, and a quiz.

This is the copy that will be displayed on the Brighton Fringe website once tickets are on sale. You do not need to include dates, times, prices or venue information here, as these will already be shown.

Please list any reviews in the fields below, not on your listing.

Please refer to our [Make a Great Event Listing](#) post for more info.

592 characters of 1000 remaining.

This section 'Fringe Website Copy' will not appear in the brochure - just on your web listing!



You don't have much space in the brochure, but the website copy gives you 1000 characters to fully describe your show. This is the copy that will be displayed on the Brighton Fringe website once tickets are on sale. You do not need to include dates, times, prices or venue information here, as these will already be shown.

If you're not sure how to best describe your show, have a look at other events descriptions to give you some guidance.

Artist and Venue Services are here to help when we can - it's a good idea to have the key points you want to convey to entice your audiences - this is what's going to make them want to come and see your show!

STEP 4: EVENT LISTING

YOUR TEAM IS
IMPORTANT! LET'S
IDENTIFY THEM
AND ADD A CAST
LIST!



Would you like to add your cast/creative team list? 🌐 ↺

☒ YES ☐ NO

This is strongly recommended by reviewers and Equity to ensure performers and the creative team are identifiable.

Please enter your cast list (max 1000 characters)

Enter your cast/creative team list, putting a paragraph between each line, e.g:

Romeo Montague - John Doe

Juliet Capulet - Jane Doe

Director/Producer - Joe Bloggs

Whether you're taking part in Fringe to get your big break, try something new or just have a laugh – crediting your cast and creative team members is really important. Reviewers love to include standouts in their reviews and audience members often like to have a nosy about who's on stage or behind the scenes. Listing everyone that's been involved will also make your team feel loved and appreciated.

To make things easy, we've added somewhere on Eventotron for you to include your cast and creative team lists (which can be found in the Event Listing section). You can also change these at any time - even after registering – as we know you may not have a full list until closer to the time of performing. We encourage you to add your full cast list which will pull through to your web listing once your show is live.

STEP 4: EVENT LISTING

This section has wording that's a little confusing, but due to the design of this section and the required 'YES/NO' options it can't be changed. Here's a quick explanation to make it a bit clearer:

If there are no content warnings, select "yes" to none (yes, there aren't any content warnings)

View the question like this: AGREE (YES) or DISAGREE (NO)

'ARE THERE **NO** CONTENT WARNINGS?' 'YES' (to agree)

Select YES (agreeing there are none to be aware of)

If you disagree because there ARE content warnings, select NO and tick them



Content Warnings

Would you like to include any content warnings for your event? Please note that this will appear on your event listing.

If there are no content warnings, please select "yes" to **None**.

None

YES

NO

Select Yes if your event has **no content warnings**, and then click no on all the options below.

Select No if you event **does** have content warnings, and select the appropriate ones below.

Audience Interaction

YES

NO

Haze/Smoke Effects

YES

NO

Loud Noises

YES

NO

Strobe Lights

YES

NO

Strong Language

YES

NO

There's an additional box to add any content warnings not listed. This is really important so audiences are well informed about what to expect from your show. There have been instances where the correct content warnings weren't listed and it upset audiences!

STEP 5: ARTS INDUSTRY & PRESS

STEP 5: ARTS INDUSTRY & PRESS

BRIGHTON FRINGE.

91%

The Best Venue

Dates, Times & Prices

Venue Finder

- Guides & Documents
- Step 1: About my event & company
- STEP 2: Accessibility
- STEP 3: Box Office & Ticketing
- STEP 4: Event Listing
- STEP 5: Arts Industry & Press**
- STEP 6: Artist Passes
- STEP 7: Music Usage
- STEP 8: Settlement Bank Details

STEP 5: Arts Industry & Press

Touring Interest

Are you interested in touring your work after the festival?

If you select 'yes' to this question your event details and contact details will be added to our Touring List and made available to accredited Arts Industry Professionals.

If you don't want your contact details shared, please select 'no' here.

Touring Pack

If you have a touring pack you'd like to be made available to Arts Industry Professionals, please add it here.

Click below for the relevant list:

[PRESS LIST](#)

[ARTS INDUSTRY LIST](#)

PLEASE CHECK BACK REGULARLY TO SEE NEW ADDITIONS TO THE LISTS.

This section wants to know if you're interested in touring your show after Fringe. You don't have to, but if you'd be interested then we can add you to our Touring List, which accredited Arts Industry professionals will have access to.

If you have a touring pack, you can also upload this in this step.

We also have a Press List and Arts Industry List - they can be accessed by clicking the links .

Click below for the relevant list:

[PRESS LIST](#)

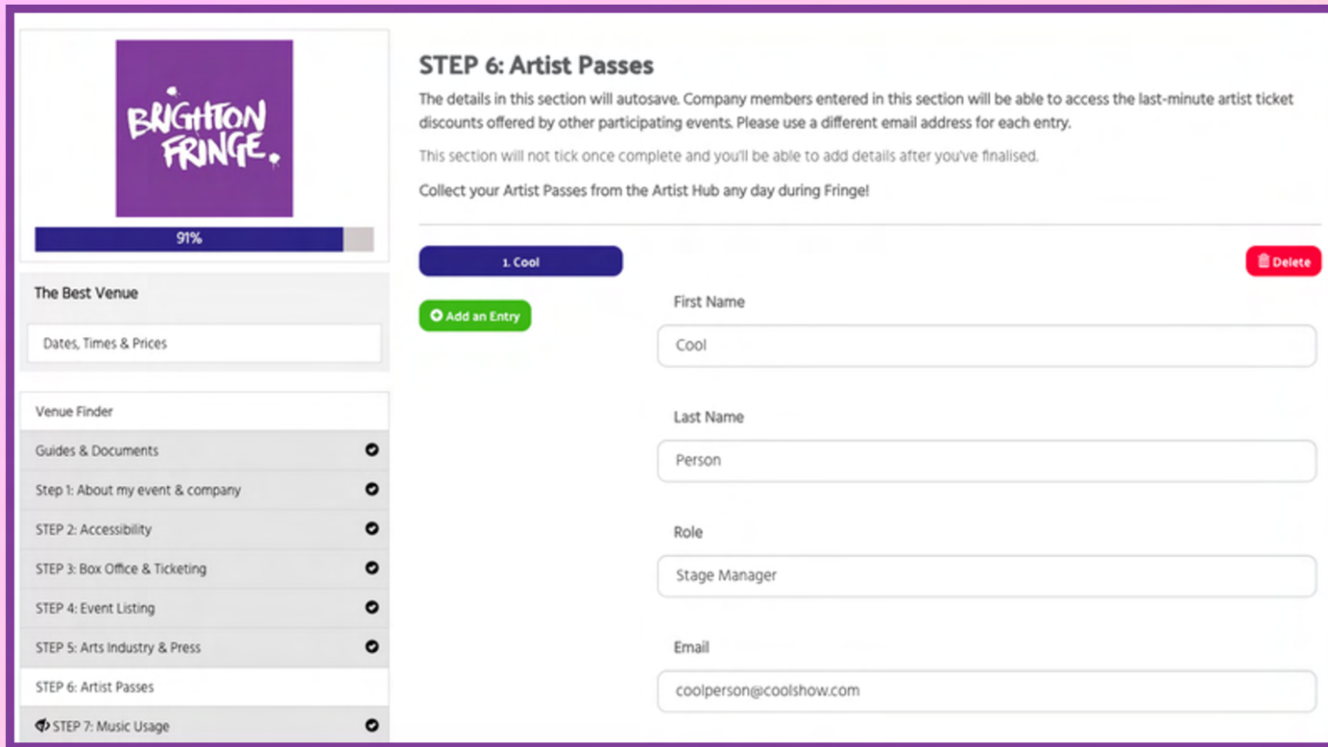
[ARTS INDUSTRY LIST](#)

THE LISTS DON'T LOOK LIKE
CLICKABLE BUTTONS - BUT THEY ARE!



STEP 6: ARTIST PASSES

STEP 6: ARTIST PASSES



The screenshot shows the Brighton Fringe website interface for Step 6: Artist Passes. On the left is a sidebar with the Brighton Fringe logo, a 91% progress bar, and a navigation menu. The main content area is titled 'STEP 6: Artist Passes' and includes instructions about autosave, email requirements, and where to collect passes. Below this is a table with one entry for 'Cool'. Each entry has a green 'Add an Entry' button and a red 'Delete' button. The form fields for the entry are: First Name (Cool), Last Name (Person), Role (Stage Manager), and Email (coolperson@coolshow.com).

BRIGHTON FRINGE.

91%

The Best Venue

Dates, Times & Prices

Venue Finder

- Guides & Documents
- Step 1: About my event & company
- STEP 2: Accessibility
- STEP 3: Box Office & Ticketing
- STEP 4: Event Listing
- STEP 5: Arts Industry & Press
- STEP 6: Artist Passes**
- STEP 7: Music Usage

STEP 6: Artist Passes

The details in this section will autosave. Company members entered in this section will be able to access the last-minute artist ticket discounts offered by other participating events. Please use a different email address for each entry.

This section will not tick once complete and you'll be able to add details after you've finalised.

Collect your Artist Passes from the Artist Hub any day during Fringe!

1. Cool	Delete
Add an Entry First Name Cool Last Name Person Role Stage Manager Email coolperson@coolshow.com	

Artist Passes are free of charge and can be collected from The Artists' Hub (location TBA) on the first day of, and throughout, Fringe. Your pass will have Brighton Fringe logos, a card specifying your name, your role in Fringe, and discounts and resources on the back. Artist Passes do not guarantee free/discounted entry to any shows, but are proof of your participation in Fringe. They are yours to keep!

Here you need to list all members of your team who will be attending Brighton Fringe in person. We try to print as many Artist Passes as we can - but it's good to have an idea of how many artists (including team/crew) will require a pass. Additionally, we never want to police it and trust you all to be honest about how many passes you may need - but there will be some discounts or perks specifically for artists, which we'd like to reserve just for you - and hope this won't get taken advantage of. If you have a crew of 2, put yourselves down - a cast of 20 - put everyone down! It's better to put everyone you THINK may attend so we have enough passes to go round.

STEP 7: MUSIC USAGE

STEP 7: MUSIC USAGE

This year, as one of the more complicated sections of your registration form, we are keeping Section 7: Music Usage hidden for now and letting events finalise without completing this step.

Keep a note of every piece of music you may be using, the composers, duration and whether you think the music is in copyright. In January 2026, we will notify all events that Step 7: Music Usage is now editable and you will be able to go back in to your event and complete this section.

We will also have up-to-date 2026 rates for PPL/PRS tariffs so you can work out the amount you're likely to be charged. This is still an ESSENTIAL step and must be completed. If you do not complete this section, you'll be liable for the maximum music usage charge.

The genre of your show will also depend on your charges, so make sure to thoroughly read the information and 'How To Complete Music Usage' guide when it becomes available.

For more information on PPL/PRS visit their website [here](#).

YOU WILL HAVE UNTIL 15 MAY 2026 TO COMPLETE AND SUBMIT YOUR MUSIC USAGE.

STEP 8: SETTLEMENT BANK DETAILS

STEP 8: SETTLEMENT BANK DETAILS

STEP 8: Settlement Bank Details

Settlements will be paid within six weeks of the festival ending, as laid out in the artist terms and conditions. Payment will be made by BACS to the person or organisation detailed in the field below. A final sales report with a summary of any deductions will be made available to you via Eventotron, unless you registered with a managed venue.

Please note: If you have agreed for your venue to receive your ticket settlement first, this will be paid to your venue by Brighton Fringe within six weeks of the festival ending.

Will your settlement be paid to a UK bank account?

YES NO

Name on Account (UK)

Brighton Fringe

Account Number (UK)

12345678

Sort Code

123456

Please type in 6 digits only, do not include dashes.

Account Type

Personal

UK Bank Name

Natwest

UK Bank Address

Brighton



Confirmation of Bank Details

I confirm that the above bank account details are correct and where I intend for this event's ticket settlement money to be transferred to following the festival.

UNLESS

I have agreed for your venue to receive my ticket settlement first, then my venue will send on my remaining settlement to this bank account.

It seems like a given - but your bank details are really important! Without them, our very small Finance team (of 1!) will not be able to process your settlement after Fringe,

Ensure that the bank details you enter are correct and up to date; if we send money to the wrong details or an old account, there is no way of retrieving moneys so it's up to you to enter the exact details you want your settlement to go to.

Some performers will have alternative arrangements with their venue, so read Step 8 thoroughly and make a note of how you're expecting to be paid.

Not all shows will charge for tickets, so not everyone will be making money. If this is you - click 'NO' to make this process of settlements quicker. The sooner everyone fills in these details, the sooner everyone can be paid. **We state you can expect to be paid 6 weeks AFTER Fringe finishes** (often it's much sooner).

Brighton Fringe levies a commission of **6.4%** of ticket sales + VAT which equals **7.8%** deduction. Bear in mind this deduction when settlements are paid. Charges for shows that use music in copyright will also be deducted (PPL/PRS). A summary of deductions will be available to view once settlements are underway.

STEP 9: PUBLIC LIABILITY INSURANCE

STEP 9: PUBLIC LIABILITY INSURANCE

STEP 9: Public Liability Insurance

We'd recommend speaking to your venue to find out what public liability insurance they have in place (and if you can be included under their policy) before purchasing PLI insurance yourself. Insurance is never the first thing you think about when producing an event - however, every event needs it! Boring as it might be, without it you really do put yourself and others at risk. Deadline for provision of proof of PLI: 1 May 2025

Do you have PLI in place for your event?

YES NO

Insurer Name

Policy Number

Encore Insure contact

YES NO

Would you like to hear about Fringe Insurance from our preferred Insurance supplier, encoreinsure.com? (Please note that your email address will be forwarded on to a third party)

The deadline for proof of PLI will be 30 April 2026 (the day before Fringe). There is a space to upload your insurer name and policy number. We recommend organising PLI as soon as you have confirmed your show and venue.

WHAT IS PLI?

Public Liability Insurance covers your show in case of claims made by audience members due to accidental injury or damage to property.

We require all performers to have PLI in place to ensure their show is fully covered. As we note in the introduction to this step, we recommend speaking to your venue to see the insurance that is in place, and if you'd be covered.

If you have a walking tour, you won't have an official venue as such (it'll be a meeting point) and you'll definitely need to purchase your own PLI.

If you are a member of Equity (performing arts and entertainment trade union), you'll be covered with PLI for up to £10m (correct as of 2025, keep up to date with Equity). If you are not yet a member, it's a good idea to see if this would be right for you.

STEP 10: ADVERTISING

STEP 10: ADVERTISING

BRIGHTON FRINGE.

FINALISED

The Best Venue

Dates, Times & Prices

Venue Finder

Guides & Documents

- Step 1: About my event & company
- STEP 2: Accessibility
- Step 3: Box Office & Ticketing
- STEP 4: Event Listing
- STEP 5: Arts Industry & Press
- STEP 6: Artist Passes
- STEP 7: Music Usage
- STEP 8: Settlement Bank Details
- STEP 9: Public Liability Insurance
- STEP 10: Advertising**

STEP 10: Advertising

Purchase advertising options administered by Brighton Fringe. After booking a brochure ad please go to payments to make the purchase, bookings will not be reserved without payment within a 24 hour period

Brighton Fringe 2026 Brochure - 1/8th Page Artist Ad - BF26 Brochure

SOLD OUT

Artwork specifications: Please supply all artwork as a print-ready flattened PDF or a high quality JPEG in high resolution (300dpi)

General queries: takepart@brightonfringe.org.

Artwork queries: caz.slota@brightonfringe.org

Artwork Deadline: 11th February 2026, 5pm

Please make payment within 24 hours or your booking will be cancelled.

£

Brighton Fringe 2026 Brochure - Quarter Page Artist Ad -

SOLD OUT

Artwork specifications: Please supply all artwork as a print-ready flattened JPEG in high resolution (300dpi)

General queries: takepart@brightonfringe.org

Artwork queries: caz.slota@brightonfringe.org

Artwork Deadline: 11th February 2026, 5pm

Please make payment within 24 hours or your booking will be cancelled.

£

There will be lots of different advertising available to promote your show for Fringe in Step 10 of your Eventotron form.

We will have options for adverts in the brochure, differing in size; 1/8, 1/4, 1/2, and full page.

1. Choose Items 2. Payment Method 3. Confirm

ONE SIDE OF A LAMP POST BOARD Seven Dials between Chatham Place and Buckingham Place 50.83093, -0.14

SOLD OUT

On streets from April for the full length of the festival, lamppost boards are a great way to advertise near your venue and around the city. Your artwork is displayed on one side of a lamppost board. Artwork deadline: 7th March 2025 Please send artwork and direct any queries to takepart@brightonfringe.org. Please ensure the artwork fits the specified measurements and send as a high quality flattened PDF. Brighton Fringe does not accept liability for any lamp post boards removed or damaged by members of the public.

Additionally, you'll be able to purchase lamp post boards, poster box spaces, heras fencing and more. There are different options to suit every budget and a fantastic way to get your show more publicity!

Click on 'More info/buy now' and change your quantity (min. 1). Enter your card details, pay for your advertising and confirm.

Ensure you read the dimensions and specifications thoroughly as we will not be editing your image for you. In most cases we will be able to let you know if your image is going to be cropped or low resolution if you have submitted your artwork incorrectly. Keep an eye on all the deadlines for how long your advert is held for and when we need artwork by.

STEP 11: LETTERS OF INVITATION

STEP 11: LETTERS OF INVITATION

You will only need to complete this section if you are an overseas artist and require a letter of invitation. A letter of invitation is not documentation for a VISA, but a supporting statement to state you will take part in Fringe.

Upon completing Step 1: About my event & company - certain answers to questions, eg. *Country of Origin*, *International Performers* and *Would you like a Letter of Invitation?* will prompt Step 11: Letters of Invitation.

Enter the details of your team in the boxes. Once you have completed this section and finalised your registration, we will be notified and send you the relevant letter of invitation.

Country of Origin

CANADA

Second Country

JAPAN

If your event is an international collaboration, please select the second country

International Performers

YESNO

Does your event/company involve performers who are resident abroad?

Please note: This question only applies to performers within the company, not production staff/technicians. If you have selected 'yes' to this question, you should read our [guidelines on Foreign Entertainers Tax](#) and possibly fill in an FEU8 form.

Do any of your performers/production staff require a visa to travel to the UK for Brighton Fringe?

YESNO

Please read the [visa help page](#) on our website for more information.

Please note that travel authorisation to the UK has been recently changed, and you may need to apply for an Electronic Travel Authorisation (ETA).

Would you like a Letter of Invitation from Brighton Fringe?

YESNO

More information on whether it might be helpful to have a Letter of Invitation, please see our website [here](#). Ensure you fill in the relevant section 'Step 11: Letters of Invitation', that appears when clicking 'YES' to the above question.

Details							
Letter no.	First Names	Last Name	Date of Birth	Passport Number	Date of Arrival into the UK	Date of Departure from UK	Role in the company/event
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

REGISTRATION FEES

REGISTRATION FEES

TOTAL EVENT CAPACITY (VENUE CAPACITY X NUMBER OF PERFORMANCES)	STANDARD REGISTRATION FEE	25% EARLY BIRD DISCOUNT
<99	£99.00	£74.25
100 - 150	£119.00	£89.25
151 - 200	£129.00	£96.75
201 - 350	£159.00	£119.25
351 - 499	£179.00	£134.25
500 - 999	£199.00	£149.25
1000+	£229.00	£171.75
Ticketed: Free (Any capacity)	£89.00	£66.75
Non-ticketed: Free (Any capacity)	£59.00	£44.25
Digital events	£99.00	£74.25

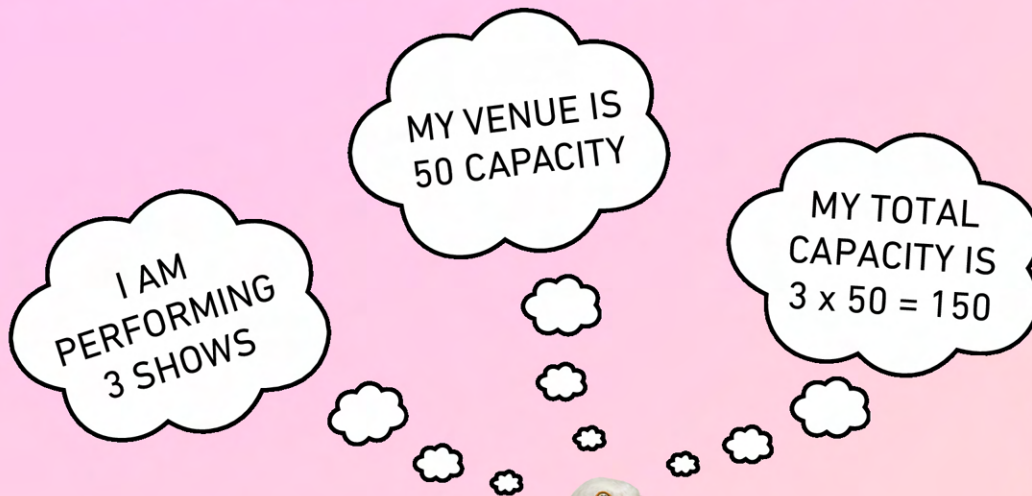
Registration fees are calculated on potential number of tickets you can sell. If your venue capacity is bigger, you have the potential for more ticket sales - that's why a higher total capacity is higher registration fee.

REGISTRATION FEES ARE BASED ON TOTAL VENUE CAPACITY!!!

Your registration fee is based on the TOTAL capacity of your event, and therefore is dependent on the capacity of your venue and the number of shows you perform. There are different bands for different total capacities.

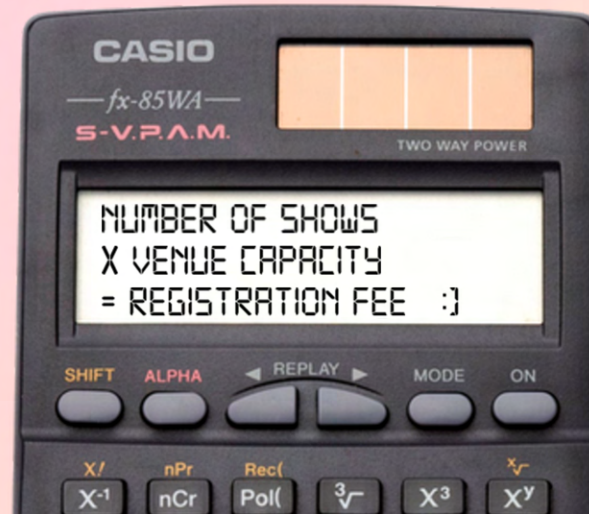
NUMBER OF SHOWS x CAPACITY OF VENUE = TOTAL EVENT CAPACITY

TOTAL EVENT CAPACITY = REGISTRATION FEE BAND



If you have shows at multiple venues, this will still add up to your total capacity and pertain to your registration fee band.

If your total capacity is 150, your registration fee will be £119.00. If you added an extra night, your total capacity would go up to 200 and your new registration fee would be £129.00.



REGISTRATION FEES

COOL SHOW

Brighton Fringe 2026

Info



100% - Click here to pay & finalise

The Best Venue

Dates, Times & Prices

Venue Finder

Payments

Add a payment

Brighton Fringe

Description	Amount	Due	Status
Registration Fee: Capacity 151-200	£129.00 (inc VAT)		Unpaid

Edit

Invoice

< Step 11: Letters of Invitation

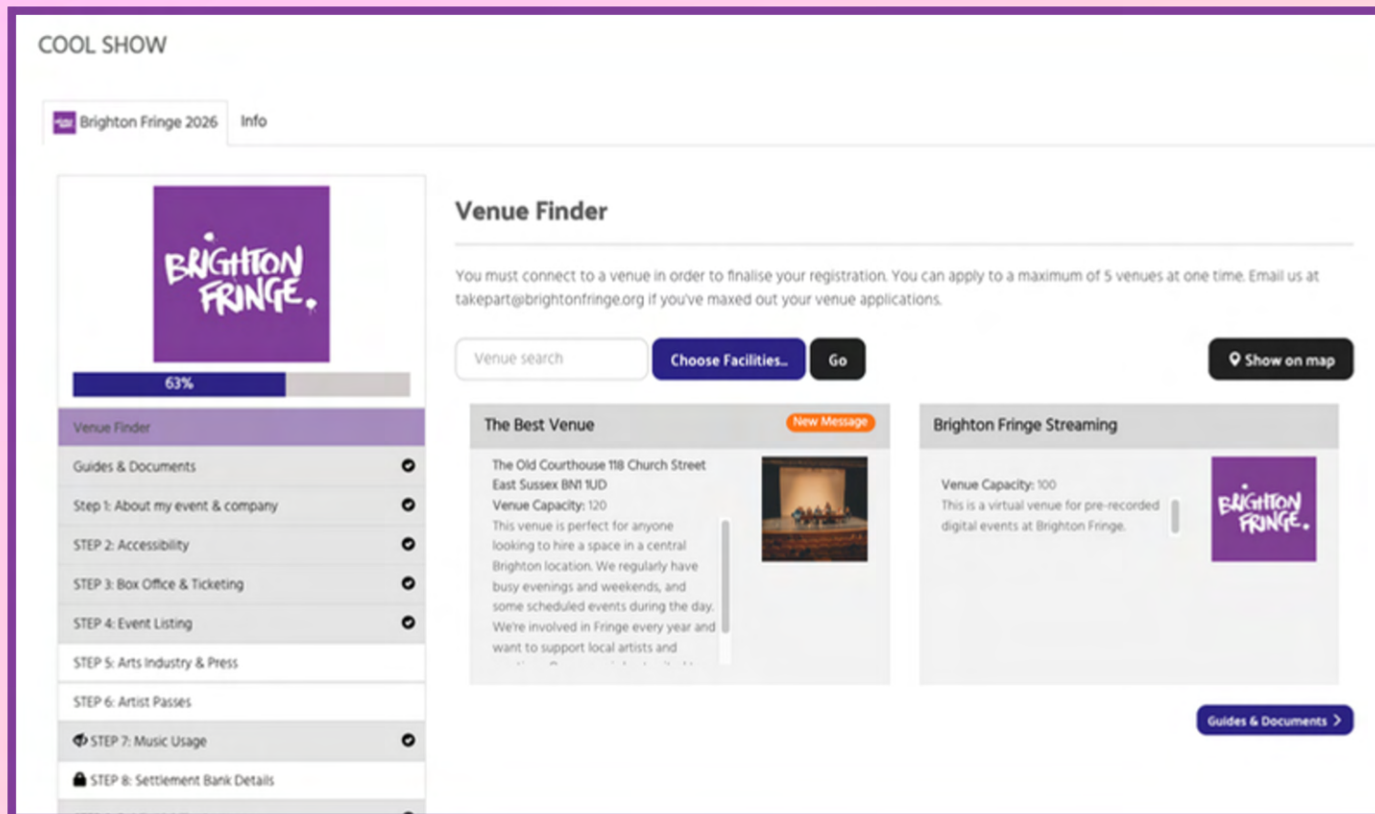
Terms & Conditions >

Once you have added the dates of your show, your registration fee will automatically update in the payments section. As you can see here the Registration Fee shows the capacity band, and the owed amount. The price shown includes VAT, and will also show whether the fee has been paid or not. You can pay this by clicking the progress bar when you finalise your event.

VENUE FINDER

VENUE FINDER

On the very top tab of your step tabs, you will see 'Venue Finder' - this is the very useful tool for you to search through all of the venues that have signed up to be part of Fringe this year. We encourage venues to register as soon as they can, but not all of them will be there when registrations open - so don't panic if you don't see many there! We have asked venues if they can all register ASAP to give artists a good chunk of time to secure a venue before the Early Bird deadline. Remember - you can't finalise your event without venue!



You will see a brief summary of details, a thumbnail image and the name of the venue. Click on a venue's image to enquire about their space.

You can apply to a maximum of 5 venues at once (this is to stop mass messages going out to unsuitable venues.)

You can host shows at 3 different venues under one registration form.

VENUE FINDER

Capacity:

Space type

- ☐ Music
- ☐ Commercial
- ☐ Function room
- ☐ Cinema
- ☐ Studio
- ☐ Church

Facilities

- ☐ Outdoor area
- ☐ Dressing room
- ☐ Stage
- ☐ On-site card payments
- ☐ Public / On-street Parking
- ☐ Private / Off-Street Parking

Technical

- ☐ PRS Licence
- ☐ Lighting rig
- ☐ Piano
- ☐ AV equipment
- ☐ PA
- ☐ Technician

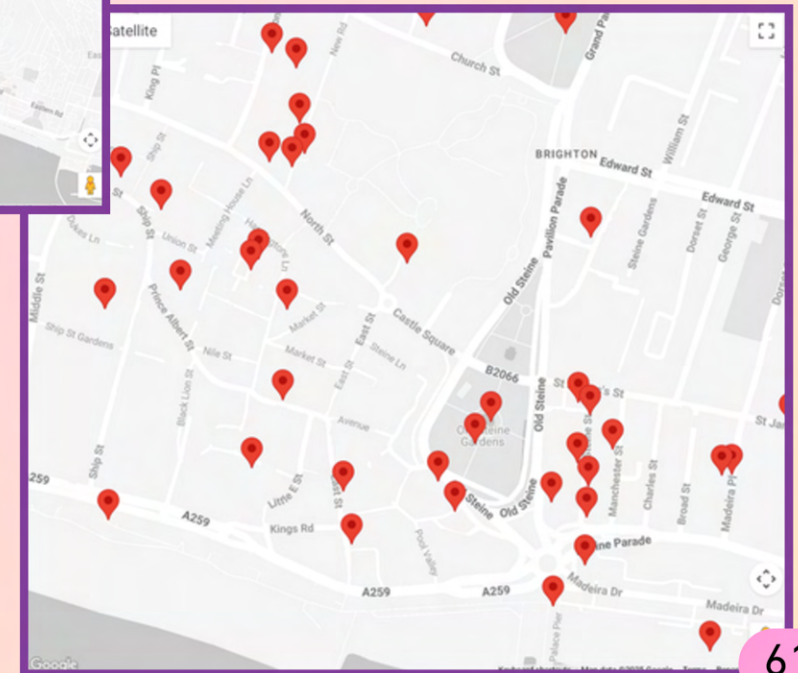
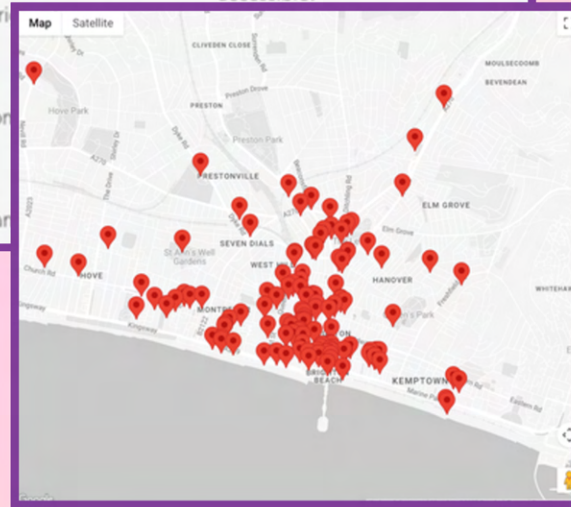
Access

- ☐ Is the venue wheelchair accessible?

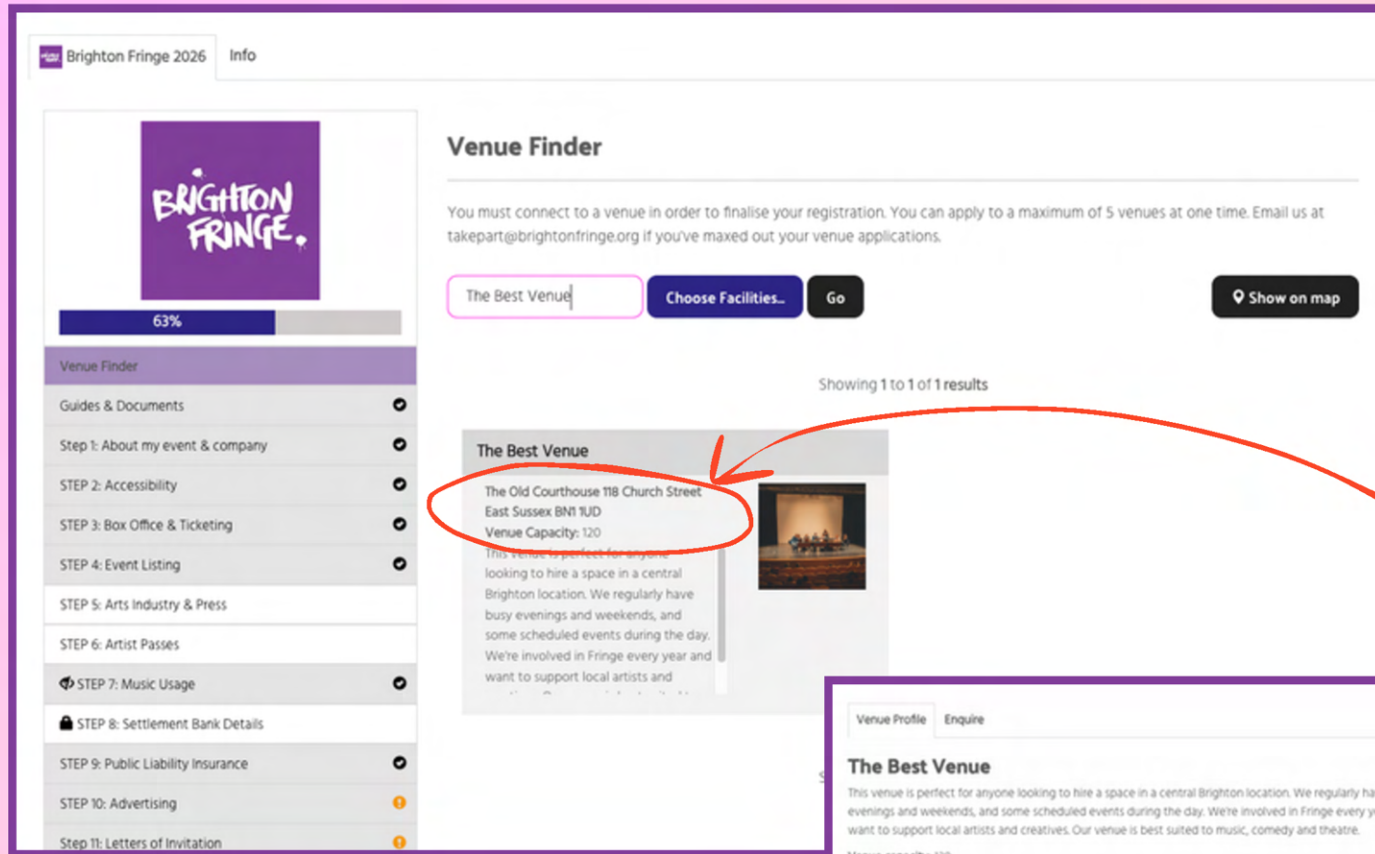
Use the 'Show on map' button to search for all the venues, or specific venues and where they are in the city if you're not familiar.

You can alter the seating, capacity, space-type, facilities and access to help you filter through all of the venues.

Alternatively you can look browse through every venue and see the different types of spaces on offer to see what suits you best.



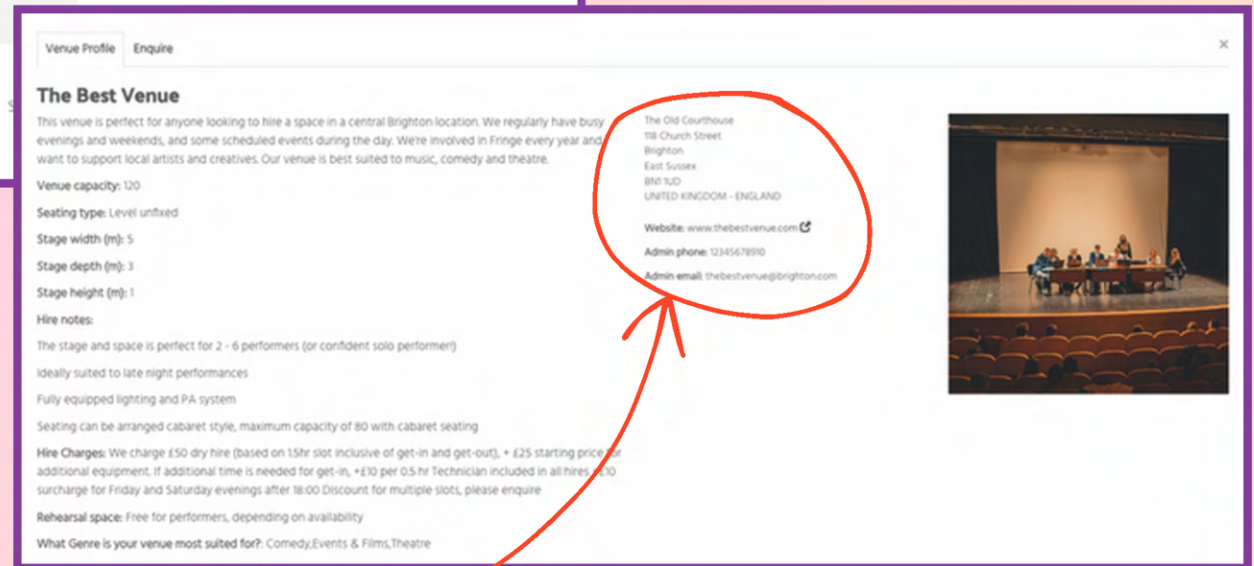
VENUE FINDER



Use the search bar to look for a specific venue if you know it. The search bar isn't too intuitive so be precise with your spelling. If St Michael's isn't coming up try 'Saint' or 'St.' etc. Click 'Go' to search through all the venues.

You'll see the name, address and capacity with a brief summary of details.

Click the venue's profile picture for more information. A pop-up will appear with a Venue Profile showing everything you need to know; stage dimensions, capacity, charges, address, contact details and suitable genres.

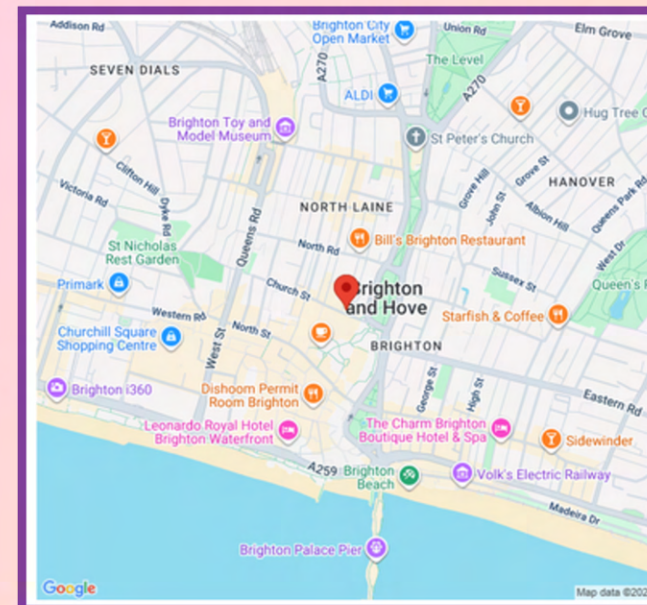


VENUE FINDER

Space type	Facilities	Technical	Access
- Amphitheatre - Blackbox - Exhibition Space - In the round - Open air - Promenade - Proscenium - Thrust - Church - Cinema - Club - Commercial - Function room - Gallery - Hall - Music - Other - Performance space	- Air Conditioning - Baby Changing - Backstage Area - Bar area within the performance space - Box office staff - Catering - Bar area separate from the performance space - Cafe - Dressing room - Outdoor area - Kitchen - Stage - Front of house staff - Licensed to sell / serve alcohol - Minors permitted - On-site Box Office - On-site card payments - Public / On-street Parking	- Aerial Rig - Blu Ray Player - DVD player - Projector <u>Sprung Floor</u> - AV equipment - Basic lighting - Lighting rig - PA - Piano - Technician	- Wheelchair Access - Is the performance space wheelchair accessible for performers? - Do people using wheelchairs enter at the main entrance? - Step free access - Does your venue have a hearing loop? - Accessible bathroom available for audience user - Separate accessible bathroom for performers? - Does the venue have reserved accessible parking? - Is there on-street parking at your venue which can be used by permit holders? - Does the venue offer programme information in additional accessible formats? - Are assistance dogs allowed into all parts of the venue? Approach notes: Cobbled road with some uneven footing

Scroll down further and have a look through 'Space Type', 'Facilities', 'Technical', and 'Access' to see what the venue is equipped with. This is a really great way of finding out if this venue is suitable to you before enquiring. If your show needed a sprung floor - you already know this venue doesn't have one so it wouldn't be suitable for you.

Right at the bottom of the pop-up, there's an interactive live map so you can check out the venue's location. This is a speedy way of seeing the proximity of the address to other venues or landmarks. If you're not from Brighton this is also a great way of beginning to navigate venues, restaurants, and different areas.



VENUE FINDER: CONNECTING TO A VENUE

The image illustrates the process of connecting to a venue through a web interface. It is divided into three main sections:

- Top Section: Venue Profile**
 - Buttons: Venue Profile, Enquire (highlighted with a red arrow).
 - Title: The Best Venue
 - Description: This venue is perfect for anyone looking to hire a space in a central Brighton location. We regularly have busy evenings and weekends, and some scheduled events during the day. We're involved in Fringe every year and want to support local artists and creatives. Our venue is best suited to music, comedy and theatre.
 - Venue capacity: 120
 - Seating type: Level unfixed
 - Stage width (m): 5
 - Stage depth (m): 3
 - Stage height (m): 1
 - Address: The Old Courthouse, 118 Church Street, Brighton, East Sussex, BN1 1UD, UNITED KINGDOM - ENGLAND
 - Website: www.thebestvenue.com
 - Admin phone: 12345678910
 - Admin email: thebestvenue@brighton.com
- Middle Section: Venue Profile / Enquire**
 - Buttons: Venue Profile, Enquire (highlighted with a red arrow).
- Bottom Section: Messaging Interface**
 - Buttons: Venue Profile, Enquire.
 - Step 1: Talk**
 - Description: Strike up a conversation between Event and Venue. You can message back and forth as much as you need. Ensure both Venue and Event are clear about what they are offering each other. Once you have reached an agreement, both sides should confirm their interest in order to link the Event and Venue.
 - Text box for messaging.
 - Send Message button.
 - Footer: You are posting as the Season Manager of Brighton Fringe 2026.
 - Message history: Cool ST Person · 2025-09-17 16:45:28. Message: Hi there, I was interested in your venue and was hoping to book an evening slot on the 19th and 20th of May. Would you have availability and be interested in hosting my show? Thank you!
 - Step 2: Confirm**
 - Description: Please note that confirming your interest implies you are committed to working together. For example, you should not confirm your interest until both sides understand the deal and the financial implications of working together.
 - Buttons: Confirm Event Interest, Venue Interest Confirmed, Archive conversation.

When you initially click on the venue, the pop-up shows your the Venue Profile tab. Next to this tab, you'll see 'Enquire' - click this if you'd like to contact the venue and enquire about hiring the space.

Step 1: Talk lets you message the venue via the text box and enquire about hiring the space. We suggest you keep communications through the Eventotron messaging system as Brighton Fringe will then have a record of all details in case of any discrepancies. Messages are time stamped.

Once you and your chosen venue have come to an agreement for all details (dates, times, fees etc.) you **MUST** 'Confirm Event Interest' on Eventotron. The venue must also confirm interest. This is how you connect to each other, and the only way of finalising your show. You can't finalise without a venue!

DATES, TIMES & PRICES

DATES, TIMES & PRICES

Once you have connected to your venue, you'll have a new tab pop up on the left hand side called 'Dates, Times & Prices'. This is where you add in all your show information whether your event is ticketed or not. Add your performances by clicking the blue button here.

COOL SHOW

Brighton Fringe 2026 Info

The Best Venue Dates, Times and Prices

PLEASE NOTE: Income figures on this page include BF Box Office commission deductions at a rate of 7.8% (6.5%+VAT). You can read more about the Fringe Box Office here.

Your settlement may end up being different to the Total Sales figure on this page if subject to PRS & PPL deductions, outstanding registration or advertising fees, etc.

Pay What You Want: If you select PWWW when adding performances, your concession price will be the minimum price customers can select and your full price will be the recommended price, the ticket price limit will always be £50.

Add Performances / Sessions

Venue Info **Move / Remove Event**

This event is approved to perform at this venue but no performances have been set. If the venue or festival producers to input their own performance times, you will see an 'Add Performances / Sessions' button appear.

TOTAL SALES: £0.00

Performance Details:

- Start: 18:00
- Length: 1hr
- Drop-in: ☐
- Tickets: Paid
- Full Price: £
- Concession: £

Dates: Select one or more dates for your new performances / sessions.

May 2026

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Performance Tags:

- Friends 2-4-1s (only for in person events) ☒

Capacity: 120

Allocation: 120 / 100%

Accessibility:

- Signed ☐
- Captioned ☐
- Audio Described ☐
- Relaxed ☐
- Touch Tour ☐
- Sensory Friendly ☐

Save **Cancel**

Use the boxes and calendar to add in all your performances. If they all start at the same time and are the same duration/price, you can add multiple performances at once. For shows that start at a different time add these in separately.

DATES, TIMES & PRICES

The Best Venue Dates, Times and Prices

PLEASE NOTE: Income figures on this page include BF Box Office commission deductions at a rate of 7.8% (6.5%+VAT). You can read more about our commission structure here.

Your settlement may end up being different to the Total Sales figure on this page if subject to PRS & PPL deductions, outstanding royalties, etc.

Pay What You Want: If you select PWYW when adding performances, your concession price will be the minimum price customers can pay. If you do not select PWYW, the ticket price limit will always be £30.

[Add Performances / Sessions](#)

[Venue Info](#) [Move / Remove Event](#)

Date	Time	Length	Price	Concession
Fri 8th May	6:00 pm	1hr	£7.00	£4.00
Performance Tags Friends 2-4-1s (only for in person events)				
Sat 9th May	6:00 pm	1hr	£7.00	£4.00
Performance Tags Friends 2-4-1s (only for in person events)				
Mon 18th May	6:00 pm	1hr	£7.00	£4.00
Performance Tags Friends 2-4-1s (only for in person events)				

[Details](#)

After adding in your shows, Dates, Times & Prices should now look like this and your completion percentage will have increased.

You can edit any show details by clicking the edit icon here.

If you have another platform to sell tickets, you can change the allocation bar here. Remember Fringe needs a minimum of 30% allocation so you cannot go below that.

COOL SHOW
612907 /
Date: Fri 8th May 2026
The Best Venue

Start: 18 00

Length: 1hr

☐ Draft [i](#)

☐ Drop-in [i](#)

☐ Sold Out

☐ Cancelled

Tickets: Paid

Full Price: £ 7.00

Concession £ 4.00

Friends 2-4-1s (only for in person events) ☒

Ensure the prices, times and durations are all correct as this will pull through to your listing.

Capacity: 120

Allocation: 120 100%

Line-up or other audience-facing info:

Booking button: Default

External link:

Button text:

[Delete](#) [Save](#)

[Get QR Code](#)

Make sure to scroll down and SAVE! This won't happen automatically.

TERMS & CONDITIONS

TERMS & CONDITIONS

Terms & Conditions



Equality and Diversity Monitoring

<https://forms.gle/B16ERcZ4bwmaWV6w8>

Please tick here when you've filled in our equality and diversity monitoring form for 2024. If there are multiple people in your company, please also send it on to them.



By completing this section, you accept and agree to be bound by the terms and conditions of Brighton Fringe 2025

Please read the participant terms and conditions before accepting [here](#).



Brighton Fringe is under the jurisdiction of Brighton & Hove City Council with regards to a city-wide flyering policy and permissions. Do you agree to follow the 2025 Flyering policy once confirmed?

Please make sure you read the updated rules for flyering at Brighton Fringe [here](#).

Don't forget to tick to say you've read them - this is essential to progress with your registration!



Thoroughly read through our Ts & Cs - they're very important.

Read the form for Equality & Diversity monitoring - linked in this section.

Read the participant terms and conditions - linked.

Read and agree to the city-wide flyering policy - also linked.

PAYMENTS

PAYMENTS

Once you have finalised your event, all payments will need to be paid via the 'PAYMENTS' tab. This will be for additional shows or advertising as your initial registration fee payment is taken via the PROGRESS BAR as previously explained.

Payments

Add a payment

Brighton Fringe

Description	Amount	Due	Status	
Early Bird Registration Fee: 99 and under	£74.25 (inc VAT)	03/12/2025	Pay Now	EditInvoice
Early Bird Registration Fee: Digital Event Only	£74.26 (inc VAT)	03/12/2025	Pay Now	EditInvoice
Early Bird Registration Fee: 500 - 999	£149.26 (inc VAT)	03/12/2025	Pay Now	EditInvoice

< Step 11: Letters of Invitation

Terms & Conditions >

Click on the blue 'pay now' button. Clicking invoice just downloads your fees and will not direct you to pay. All payments are made via card details. If you're having any issues, email us and we will help you work it out!

STEP 10: Advertising

Step 11: Letters of Invitation

Payments

Terms & Conditions

Office Use - General

£297.77

If you see a payment you don't recognise in your form or your registration fee doesn't seem right - let us know.

HOW TO FINALISE

HOW TO FINALISE

The screenshot shows the 'COOL SHOW' registration page for Brighton Fringe 2026. At the top, there's a header with the Brighton Fringe logo and 'Brighton Fringe 2026' text, followed by an 'Info' tab. Below this is a large purple square with the 'BRIGHTON FRINGE.' logo in white. Underneath the logo is an orange bar with the text '100% - Click here to pay & finalise'. Below the orange bar is a section titled 'The Best Venue' with a sub-section 'Dates, Times & Prices'.

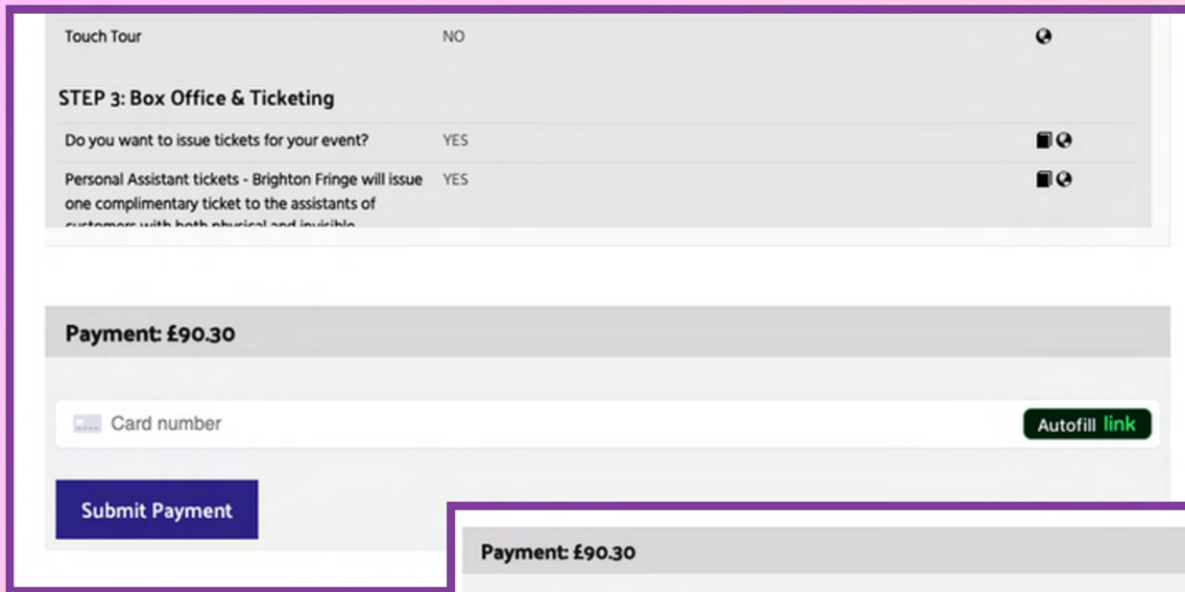
You should now see your registration form is at 100% completion, and the bar should have now turned orange. If you're not at 100% - go back through every step and ensure you have completed all required questions.

Click on the orange bar to pay your registration fee and finalise your event.

On clicking the completion bar, you'll have a pop up summarising all of the information you've entered into your registration form. Scroll through and make sure it's correct, as you'll have to contact us to change any information once you've finalised.

The screenshot shows a 'Finalise Your Registration' pop-up window. It starts with a confirmation message: 'Great! You're ready to finalise your registration with Brighton Fringe 2026. Once you hit the button below you are confirming that all information provided is correct and final.' Below this is a scrollable area containing the following sections: 'Completion of registration indicates your acceptance of the Terms and Conditions.' (Updated 2/9/2025), 'Artist Terms & Conditions', 'Getting in Touch' (with contact details for the Artist Services Team), 'GDPR', and 'Registration Fees'. At the bottom, there's a confirmation statement: 'By finalising your registration, you are confirming you have answered and reviewed all questions thoroughly. Please pay extra attention to the answers listed below, which will appear publicly online or in print.' Below this is a summary section for 'COOL SHOW' showing 'Step 1: About my event & company' with options for 'Digital or In Person event' and 'In Person'.

HOW TO FINALISE



Touch Tour NO

STEP 3: Box Office & Ticketing

Do you want to issue tickets for your event? YES

Personal Assistant tickets - Brighton Fringe will issue one complimentary ticket to the assistants of customers with both physical and invisible. YES

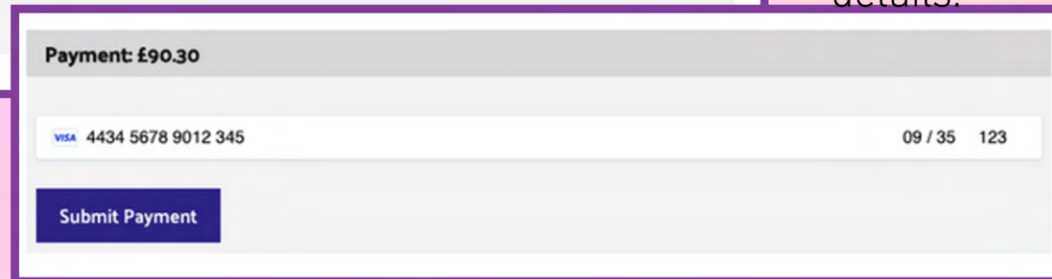
Payment: £90.30

Card number Autofill link

Submit Payment

Look through all sections thoroughly, and if you're happy and ready to pay - fill in your card number.

NB - expiry date and CVC will only appear once you have entered your long card number. If your details are saved with Stripe, you can choose to autofill your details.

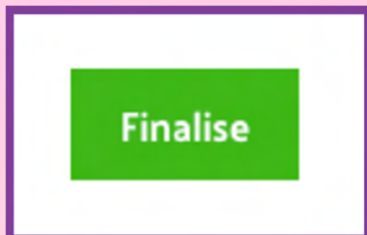


Payment: £90.30

VISA 4434 5678 9012 345 09 / 35 123

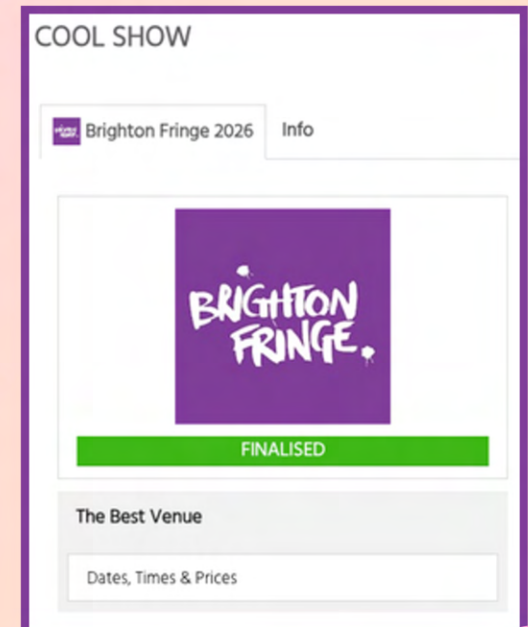
Submit Payment

Submit your payment, and then click the green button 'Finalise'.



Finalise

Once you have clicked 'Finalise' - your progression bar will have turned green and read 'FINALISED'. Your show will now be proofed by Box Office and either manually uploaded to our web listings within a specified time frame (check PAGE 14 of Artists' Info Pack). If there are any issues - Box Office will let you know, and this will need to be rectified before your show is uploaded to our web listings.



COOL SHOW

Brighton Fringe 2026 Info

BRIGHTON FRINGE.

FINALISED

The Best Venue

Dates, Times & Prices



YOU DID IT! YOU ARE NOW PART OF
BRIGHTON FRINGE!

Contact takepart@brightonfringe.org for help
with your registration.

Contact boxoffice@brightonfringe.org for any
changes to your listing once finalised.