

BRIGHTON FRINGE

ARTISTS' INFO PACK



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WHAT IS BRIGHTON FRINGE?



Brighton Fringe Festival is an open-access festival – meaning that anyone can take part as long as you pay a registration fee and can find a venue to host your show/event.

Brighton Fringe is an exciting place to showcase new and developing work, connect with other artists, industry professionals and arts organisations and be a part of Brighton's vibrant cultural scene.

The 2026 programme is split up into 11 main categories: *Cabaret & Variety*, *Children & Young People* - *Circus*, *Dance & Physical Theatre* - *Comedy* - *Events & Films* - *Exhibitions* - *Literature & Spoken Word* - *Music & Nightlife* - *Theatre* - *Tours* - and *Workshops*.

We are available to help **Monday – Friday 10:00am – 5:00pm** and you can call us on **01273 764 907** or email us at **takepart@brightonfringe.org**

WHY TAKE PART & WHAT WE OFFER

Brighton Fringe is an opportunity to explore your most experimental, bold and creative ideas. It is a safe space to present new things to welcoming, friendly and excited audiences. There is something for all tastes in Brighton, so *nothing* is off limits (okay, within reason...).

Brighton Fringe is a small staff of 8 but we're a supportive team who are passionate about making your Fringe experience easy, accessible and enjoyable. The **3 of us in Artist Services** are here to help you with any questions you may have - [meet us here!](#) We can help you with your Eventotron registration, give advice on venues, bursaries and marketing strategies, and provide you with a list of accredited Press and Arts Industry contacts. We also host a variety of workshops, events and networking opportunities during Fringe and throughout the year to help you maximise your time in Brighton and take the stress out of performing and producing.

As a charity that receives no public funding, your registration fee is a vital part of our income that helps keep the Fringe running. It also covers important costs including: our Eventotron subscription, website hosting fees, a Brighton Fringe brochure and other marketing across the city.

BRIGHTON FRINGE IS A WELL-LOVED, WELL-RECOGNISED BRAND AND WE WANT YOU TO BE PART OF IT!

[SIGN UP TO THE ARTIST NEWSLETTER HERE](#)



DATES & DEADLINES

1 - 31 MAY 2026

REGISTRATION DEADLINES

Early Bird Deadline

Opens: Wednesday 8 October, 12:00

Closes: Wednesday 3 December, 17:00

Tickets go on sale: Friday 12 December, 12:00

BF Office closes for Christmas. We close Early Bird registrations to give us space for admin before our Christmas break, and open again in January.

General Registrations (non-Early Bird)

Opens: Monday 5 January 2026, 10:00

Closes: Friday 24 April 2026, 17:00

Spring On-sale

Deadline: Wednesday 11 March

Tickets go on sale: Wednesday 18 March

We strongly recommend you register as soon as possible to allow for maximum exposure and publicity to your show!

Print Deadline

TO BE INCLUDED IN THE FRINGE BROCHURE

Closes: Wednesday, 11 February 2026, 17:00

Events that register *after* the print deadline will be included on our web listings, but **NOT** in the Brighton Fringe Brochure.

BURSARIES

DEADLINES

Opens: Weds 8 October 2025

Closes: Weds 28 January 2026

Most bursaries open and close on the same dates, but check the website for full details as some have different rules.

OTHER DEADLINES

Public Liability Insurance

Thursday 30 April

Music Usage (PPL/PRS)

Friday 15 May

WHY IS IT IMPORTANT TO MEET THESE DEADLINES?

Whether it's getting your event online and in-print by registering before a certain deadline, or providing us with your music usage so that we can ensure you get charged correctly in your settlement payment, meeting these deadlines will ensure you are fully prepared for Brighton Fringe.

HOW TO REGISTER YOUR EVENT

The only way to bring your show to Brighton Fringe is to register on the online events platform Eventotron. We have put together a full guide showing you how to register all the way up to finalising.

Use our [How to Register Your Show](#) guide to get started!



'How to Register Your Show for Brighton Fringe 2026' includes step-by-step explanations and screenshots of Eventotron and its processes. This is especially helpful if you're brand new to Fringe or need a refresher.

FINDING YOUR VENUE



CHOOSING A VENUE

The Artist Services team are here to support you when it comes to choosing the right venue for your show. There are a few things to consider, depending on the type of event you're putting on and how long it's on for. Think about the following:

- Is the venue the right size and set up for my event? (Is the capacity realistic, can seating be changed, is the stage/performance enough space for my troop or do I need a small stage just with a mic as a solo performer?)
- Does the time slot I want fit with the venue's existing schedule?
- Will my event fit in with the venue's atmosphere, environment and current audiences? Some venues, such as churches, may have certain conditions attached to the events that they programme.
- Are there external factors that may adversely affect my event e.g. outside noise, other activities/events at the venue?
- Does the venue have the required facilities for my event e.g. technical set up, accessibility, warm-up space, dressing rooms?
- Does the venue have an on-site box office and what level of marketing support do they offer?
- Will my venue be able to offer the level of support I need from the manager and front of house team? (Look at this section of the venue profile to ensure your expectations are met. 'Support' in the context may include help with get-in/get-out, printing material, dedicated ticket checking etc.)



CHOOSING A VENUE CONTINUED

A good place to start is by creating a Brighton Fringe 2026 event registration on www.eventotron.com; one of the first sections of the event registration includes a search facility for registered Brighton Fringe venues - this is called **Venue Finder**. You can search for information such as capacity, staging space, and facilities. It also includes the venue's contact details so you can get in touch with them directly to discuss your ideas further.

You can also use a space that does not appear in the venue browser or has never been used before by registering a new venue. When setting up a new venue, check out the 'Venue Managers' area of our website for useful guides, including 'How to Register' and further advice.

If you do want to perform in a space that isn't listed, ensure it's registered in Eventotron and you're connected. Check out the 'How to Register' guide for more details on how to connect your event to a venue.

TOP TIP

If you're unsure which venue to choose, look at what your potential venues have programmed in previous years. Do you think it aligns well with your event and the audiences you are looking to attract? Remember, you can always contact the Artist Services team to get some advice on which venue would be suitable for you.



CHOOSING A VENUE CONTINUED

We encourage you to visit your venue where possible, or at least discuss all the technical requirements that you need before your event. Here's a suggested checklist of actions to follow:

Confirm the times and dates of your event with the venue

Make sure you know what facilities your venue has to offer

Make sure your venue has the correct licenses to facilitate your event

Confirm whether the venue will run its own box office

Confirm whether the venue provides all the staff your event might require: Front of House staff, ushers, technicians, etc.

Ensure your venue has adequate rehearsal or warm-up space (if required)

Ensure you know the time scale for your venue's technical rehearsals, get-ins and get-outs

Establish venue costs and obtain a written contract from your venue

Ensure you have swapped correct contact details and that you have a go-to person at the venue, should you require it

TOP TIP: Always make sure to have a written agreement/contract of terms. This should outline what's expected of both you and the venue regarding commitments, responsibilities and payments. It is the responsibility of both the artist and the venue to ensure invoices are sent promptly and that payments are made on time.

REGISTRATION FEES

Registration fees are calculated based on the TOTAL capacity of your run. For instance, if you performed for 3 nights at a 50-seater venue, your overall capacity would be 150. Using these figures, you can work out which category your event would fall into.

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

Your registration fees help make Brighton Fringe possible, so thank you for being a part of our festival! We are a registered charity, and unfortunately do not receive any regular public funding. In order to make the festival happen, we need this income in order to pay for things such as **staffing costs, website hosting fees, Eventotron subscription, overall festival marketing, and more.**

**CHARITIES ARE
ELIGIBLE FOR 10%
DISCOUNT ON
REGISTRATION
FEES**

BURSARIES & AWARDS

Each year, Brighton Fringe offers a series of bursaries in collaboration with various local and national organisations and Brighton Fringe staff members.

Covering a wide range of genres, Bursary winners receive a free registration to take part in Brighton Fringe 2026 and a variety of additional support including **money towards production fees, mentoring** and **marketing assistance**.

Please note: exact bursary packages are dependent on the sponsor. Bursaries work to ease the financial burden of producing events and help those take part in Brighton Fringe who may not be able to otherwise.

The Brighton Fringe Awards Ceremony takes place on the last day of the Fringe (this year, Sunday 31 May). Awards are given in collaboration with various local and national organisations, and the prize packages are dependent on the sponsors. Please check the criteria for each Award before applying (where necessary).



MARKETING YOUR EVENT



MAKING A GREAT EVENT LISTING

The Event Listing section of your Eventotron form will be used to create your listing on the Brighton Fringe website, so it's important to make it as enticing as possible to attract your audiences. Before getting started, it's important to know the answer to two key questions:

WHAT'S YOUR SHOW?

You may only have a few words to describe your event on our What's On page or to sum it up to potential audiences, so make sure you've got your elevator pitch ready.

WHO'S IT FOR?

Not every show is for everyone so it's helpful to think about who your target audience is. Is your event best for families with small children? Or is it adults only? Will it be most exciting music lovers, history buffs or comedy fanatics? The Audience Agency has a really helpful tool, [the Audience Spectrum](#), that you can use to help define your audience.

WHEN CREATING YOUR LISTING ON EVENTOTRON, IT MAY HELP TO THINK ABOUT:

- Using an eye-catching image and snappy copy – including quotes from any good reviews you've had.
- Making sure any images you use are good quality – anything over 700kb should be fine.
- Making sure your images work on a small scale – keep it simple with no small text.
- Creating a trailer - these are a good way to attract audiences.

MAKING A GREAT EVENT LISTING

- Including any content warnings for your show - i.e. strong language, audience interaction, smoke?
- Highlighting any awards or accolades you have – this gives audiences confidence in your events and lets them know that they're buying into a good quality event.
- Including links to your social media, along with your website and YouTube channel if you have them. Audiences like to see examples of previous work.

Catchy copy example (Gabriel Harris - He/He/He):

Puberty, so good he did it twice. With the help of Microsoft PowerPoint and Shania Twain, the DILF of London's drag scene invites you to his 25-year-late gender reveal party. Combining drag, stand-up, and theatre, He/He/He is a trans man's second-coming-of-age story. And there's a lot he wants to get off his chest. Sorry.

SOCIAL MEDIA POLICY

Social media is a key part of everyone's marketing campaigns these days, including ours! We want to shout about all events taking part in our festival but during peak times, and with 800+ events each year, this can get a little tricky. Last year we were inundated with requests every day throughout April and May and it became impossible to share anyone's work in a fair way.

So this year, we have a new plan!

We will share any stories or collab posts we're tagged in from now until mid-April. After then, we will have a new system for sharing a random selection of stories and posts each day. This is so we can be as fair as possible whilst also maintaining our audience engagement. Stay tuned for information on how exactly this process will work – to be announced in 2026.

BROCHURE + WEBSITE COPY

After much success for our 20th Anniversary, we're very happy to be bringing the brochure back (though on a slightly smaller scale). Every show that finalises (100% completion and registration fee paid) before the **print deadline, 11 February 2026**, will be included in the brochure. There is no additional charge as this is part of your registration fee. Any shows that finalise after the print deadline will not be included in the brochure. **ALL** shows are listed on our website catalogue.



Every show is listed on our website once tickets go on sale, and will be uploaded depending on when you finalise your registration. Shows are listed in order of submission, not alphabetical or date order. This allows for fair exposure of each show on our web listings.

BROCHURE + WEBSITE COPY

WEBSITE COPY:

You will have 1000 characters (including spaces) to describe your show on our website listings. This the best chance to explain what your show is, who it's for, and intrigue audience members. You don't need to include title, dates, times, prices or reviews as these will already be listed.

BROCHURE PREVIEW COPY:

This is 130 characters and a **short summary** of your show. It's all we're able to list in the brochure due to limited space - think about how you'd best describe your show in a couple of sentences. Remember; dates, times, prices, title and company will be listed so you don't need to include these.

Entice audience members with something short and sweet. Here's a great example: "Award-winning ventriloquist clown Lachlan Werner presents a super strong genre-bending tale of sea lions, sci-fi and secrets..." This text will also be used for a preview on your website listing.



PHOTOGRAPH: TOM EAMES

A GUIDE TO MARKETING

WHAT THE FRINGE TEAM CAN DO:

At the moment, we don't have an in-house Marketing team. We work with a freelance Marketeers from a terrific Marketing Agency who cover a variety of festivals across the UK. As such, though we are committed to supporting and guiding you all as much as possible, we are limited in what we can do to get bums on seats at all ~800 shows. We will always do what we can to boost your experience but it's important to clarify that the responsibility of promoting your event is down to the expert of your event... **you!** We know you're the best person for the job; wielding the tools, knowledge and passion to successfully promote your event.

Our friends at Spark Arts Marketing and Project Management have provided a few key pointers to help you get started with your marketing:

Create **SMART** Goals for your Event. **SMART** goals stand for specific, measurable, attainable, relevant and timely.



Keeping your goals **SMART** helps you avoid running with vague goals like "sell some tickets".

SPECIFIC

MEASURABLE

ATTAINABLE

RELEVANT

TIMELY

A GUIDE TO MARKETING

SMART goals have a dual purpose: to give you direction when planning and implementing your event and to help you decide whether or not your event was a success (and if it wasn't, to know how to improve).

An example of a **SMART** event marketing goal would be to "sell 100 tickets for my Brighton Fringe event." This goal is specific (selling tickets for this event) measurable (100 tickets), attainable and relevant (assuming you carry out enough marketing), and timely (by the end of the event).

Set and Follow a Marketing Timeline

- To engage your audience, it's best to promote your event throughout the weeks and months leading up to it.
- It helps to outline a promotion timeline so you know when and what to release.
- It's also wise to organise multiple touch points for audiences i.e. include a variety (social media, print ads, paid ads, emails) to reach the maximum amount of people. The most times people come across your poster, the more likely they are to become interested in your event.

Does your Company / Event have a Brand, Theme or Purpose?

- To effectively market your event, think about your information, content, USP.
- What's the name of your event, the theme, brand, and purpose. Who's your ideal target audience? Who will enjoy your event the most?



A GUIDE TO MARKETING

Target Audience: Who does your event appeal to?

Think about:

- Characteristics such as age, gender, sexuality, race.
- Lifestyle such as what they do for work, if they are a parent, etc.
- Interests – drag, music, comedy etc.
- Location - are they likely to be based in a certain area of Brighton and Hove? E.g. families are likely to live in areas like Hollingbury, and LGBTQ+ people might live in Kempdown.
- The Audience Spectrum is a useful tool for determining who your audience is.

Images and Copy

- Good design catches the attention of event-goers.
- Make it fun or dramatic, and include an engaging design and clear copy.
- Use original artwork and designs, and where possible pictures of real people and past events. Stock photos or AI generated images can be off-putting for audiences.
- Write catchy copy that draws people in, intrigues them about your event, and gives them a taste of what to expect.



A GUIDE TO MARKETING

Trailers and Video Teasers

- When creating marketing content, aim to create video trailers and teasers if you have the capacity.
- Videos are more effective than still images in social media and capture what your event is about, letting audiences know whether or not your event is for them.
- Watch our Fringe Academy: Creating a Trailer for cheap, free, and easy tips on creating video marketing.

You may find these resources helpful when creating your marketing campaign:

[Media and PR Support from the National Rural Touring Forum](#)
[AMAculturehive - Arts Marketing Association](#)



INSURANCE + LICENSING



PUBLIC LIABILITY INSURANCE

Insurance is never the first thing you think about when producing an event - but every event needs it! Boring as it might be, without it you really do put yourself and others at risk. **We'd recommend speaking to your venue to find out the Public Liability Insurance (PLI) they have in place (and if you can be included under their policy) before purchasing PLI yourself.**

Buying insurance for your event is now as easy as it has ever been thanks to a new online insurance facility developed by worldwide leading Entertainment Insurance Broker, [Encore Insure](#) – our preferred Insurance Supplier.

Alternatively, you may find one of these other insurance companies more suitable for your particular needs:

Musicians Insurance: [Adler Fairways](#)

Fringe Festival and International Artist Insurance: [Performers Insurance](#)

Theatre/Dance/Performing Arts Specialist Insurance: [Gordon & Co](#)

Performing Arts and Fringe Festival Specialists: [Rees Astley](#)

Annual Equity membership includes PLI for one year: [Equity](#)

Deadline for provision of proof of PLI: 30 April 2026

PPL/PRS

The Copyright, Designs and Patents Act 1988 says that permission is required from the copyright owner in order to play music in public - i.e. outside the home and domestic life. A PPL PRS licence makes it easy to get the permission you need, allowing millions of copyright songs to be played live or by any recorded means (for example, on CD or jukebox) or via the internet, TV or radio. **A PPL and PRS for Music licence is required for music use whether you are playing that music live, using a recorded version, or via a TV or radio broadcast.**

PPL PRS (Phonographic Performance Limited/The Performing Right Society) collects fees from music users and distributes them to writers and publishers. **If your Brighton Fringe 2026 event charges for a ticket and uses licensed music in any way, you will need to provide a list of that music in Eventotron in Step 7: Music Usage.** Using this information, our Artist & Venue Services Team will assist you in working out your PPL PRS Ltd contributions. This is all part of the support we offer to you during Fringe!

Your charges can be estimated by your ticket sales, and they will be automatically deducted from your settlement. You'll see this deduction at the time of settlement.

Step 7: Music Usage will be available to complete from **January 2026**. You can finalise your event prior to this, but must complete this section or be liable for maximum charges.

All events in the 2026 season must complete STEP 7: MUSIC USAGE by Friday 15 May, 5:00pm.



CAST AND CREATIVE TEAM LISTS

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.

CAST LIST

Romeo Montague - John Doe
Juliet Capulet - Jane Doe

REVIEWS

"IT'S GOOD"
- Big News

MAY 1, 2026
6.00pm
[The Best Venue](#)

STANDARD: FREE

Would you like to add your cast list?

YES NO

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

Please enter your cast list (max 1000 characters)

Romeo Montague - John Doe
Juliet Capulet - Jane Doe

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

Romeo Montague - John Doe
Juliet Capulet - Jane Doe

BOX OFFICE



BOX OFFICE

Brighton Fringe offers a one-stop shop for all ticket buyers; offering your tickets for sale online and over the phone.

Tickets are sold through Brighton Fringe Box Office, and you'll need to allocate a **minimum of 30% of your total tickets to us, but you can sell up to 100% of tickets through us if you prefer or it's most convenient.** Once your tickets are on sale, we provide you with online access to sales reports. Please read our Box Office Guide for more information.

We levy a **commission rate of 6.5% + VAT (7.8% in total)** on the **gross value of tickets sold** through our Box Office. We charge a booking fee of £1 per tickets to customers buying tickets through Brighton Fringe Box Office – this is capped at £6 per order.

BOOKING FEE

TO COVER CARD ISSUER CHARGES, BOX OFFICE SOFTWARE & STAFFING COSTS



BRIGHTON FRINGE COMMISSION
OF 7.8% (6.5% PLUS VAT)

THIS WILL BE DEDUCTED FROM
YOUR SETTLEMENT

PPL/PRS CONTRIBUTION

2.2% OF SALES WAS THE
AVERAGE CHARGE IN 2025

BOX OFFICE

YOU CAN PRICE YOUR TICKETS IN THE FOLLOWING WAYS:

Traditional

You set a full price for your ticket, and concession prices if relevant. You can also add things like a Family Ticket price and Group of 4 discount.

Donations

Customers will be able to book a free ticket to your event with the expectation that they'll donate at the venue. Whether it is a bucket or a card reader on the door, you'll be responsible for collecting these donations.

Pay What You Want

You set the minimum someone can pay to book a ticket (£0 will be an available option on this) and the maximum will always be up to £20. When booking, customers will be able to choose a price between the minimum you set and the £20 hard limit per ticket. Ticket purchasers will then be able to 'Name Their Price' within these boundaries at the checkout.

CHECK OUT THESE RESOURCES FOR MORE INFORMATION:

[Fringe Academy: Everything You Need to Know About Brighton](#)

[Fringe Box Office](#)

[Eventotron guide for checking your Brighton Fringe ticket sales](#)



BOX OFFICE PROCESSES (NEW FOR 2026)

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

NEXT STEPS

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



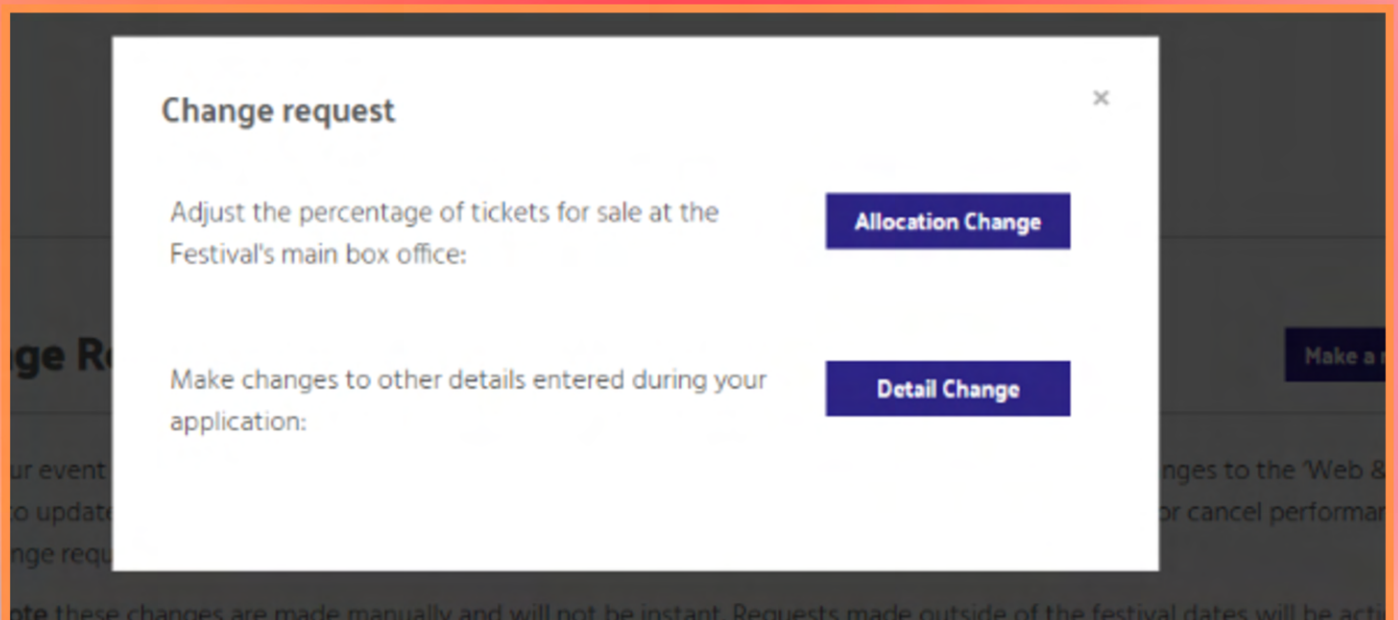
BOX OFFICE PROCESSES (NEW FOR 2026)

Updating Your Event Registration or Listing

Once your event is live on the website, all updates must go through the 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:
 - Allocation Change
 - Detail Change



For a full walkthrough on how to change ticket allocations and registration details, refer to the 'How to Register' guide, linked [here](#).

FRINGE ACADEMY

We run **free** workshops throughout the year which are open to all to attend and provide skills-based training, important information, advice and support.

Previous Fringe Academy sessions have included:

- [My First Fringe](#)
- [How to Produce your Show](#)
- [Marketing your Event](#)
- [Everything you Need to Know about the Brighton Fringe Box Office](#)
- [How to Crowdfund with Crowdfunder](#)

We will announce our 2025/26 programme in Autumn 2025. If you have any requests or ideas of what sessions you'd like to see us running, please get in touch on takepart@brightonfringe.org.



BUDGETING FOR YOUR EVENT



RAISING MONEY

Putting on an event can be expensive work, and it can help to think about how you might subsidise your project. Sourcing funding is the biggest challenge facing many arts organisations and artists (emerging or established) in this current climate, so be prepared for rejections and to get creative.

Here are a few places you may consider to source funding from:

- Approach business and organisations for sponsorship
- Your council local authority may offer grants for developing creative work
- Arts councils also offer funding streams for a variety of projects
- Many trusts and charities offer financial assistance to creative projects (be aware that they often expect the project to meet specific criteria)
- Request private donations from your friends and family or via crowdfunding



RAISING MONEY

POSSIBLE TRUSTS AND FOUNDATIONS TO APPLY TO:

[Homepage | Paul Hamlyn Foundation](#)

[Esmée Fairbairn Foundation](#)

[Homepage - Calouste Gulbenkian Foundation — UK Branch](#)

[#CelebrateNationalLottery25 | The National Lottery Community Fund](#)

RESOURCES WITH MORE INFORMATION:

[New to Fundraising | Arts Fundraising & Philanthropy](#)

[Your Guide To Performing Arts Fundraising](#)

[A Philanthropy Toolkit - getting started - FPAC](#)



Check out the resources on our website for all things budgeting, ticket pricing, and finance for your Brighton Fringe event -

[Artists - Brighton Fringe](#)
[Brighton Fringe Budget Templates](#)

BUDGETING

The total cost of your event can vary on a multitude of factors – and this is why it's important to have a clear, realistic budget before you set off.

Please note: Brighton Fringe does not produce or curate work, so your event must be funded by you.

WE RECOMMEND YOUR BUDGET INCLUDES THE FOLLOWING:

- Your production costs (set, props, costumes, tech etc)
- Venue hire
- Accommodation
- Marketing (posters, adverts etc)
- Travel
- Wages and living costs for cast and crew
- Licences and Public Liability Insurance
- Music Usage (PPL/PRS)
- Registration fee
- Commission on ticket sales (7.8% per ticket sold through Brighton Fringe Box Office)

TOP TIP

Add 5-10% of your sum budget cost to your final total. This will give you some breathing room if the unexpected happens.

MONEY SAVING TIPS

- Share transportation with other Brighton Fringe artists. Or, if using the train or other public transport, book your tickets early and online for discounts.
- Book your accommodation early – ask the Brighton Fringe team for any discounts they know about or for our list of local accommodation opportunities.
- Online marketing is very effective and can be done for free or at a low cost.
- Cross-promotional work with other artists (e.g. having one side of a flyer each) can really help save money and share audiences.



AFFORDABLE PAYMENT PLAN

This is a scheme allows artists on low income, to pay their registration fee across **two instalments** as opposed to in full upfront.

FOR EARLY BIRD REGISTRATION FEE RATE **ONLY**

- Payment 1 (50% payment of registration fee) **due** by invoice, 3 December 2025 (Early bird deadline)
- Payment 2 (50% payment of registration fee) **due** by invoice, 11 February 2026 (Print deadline)

FORM AND AGREEMENT FOR ARTISTS:

APPLY HERE

The total cost of your event can vary on a multitude of factors – and this is why it's important to have a clear, realistic budget before you set off.

Please note: Brighton Fringe does not produce or curate work, so your event must be funded by you.

ACCESSIBILITY



MAKING YOUR SHOW ACCESSIBLE

Accessible performances include measures and/or alterations which mean anyone who may not otherwise be able to attend, get to enjoy the event too.

In Eventotron, you can specify whether you'll be providing any accessible performances - Relaxed, BSL Interpreted, Audio Described or Captioned - or offering any additional materials or opportunities, such as Touch Tours and Self Care Guides.

If you want more advice on how to make your event more accessible, we recommend getting in touch with your venue, and taking a look at our resources on our website. If you require further help, contact the Artist Services team - takepart@brightonfringe.org / 01273 764 907

At Fringe, we want everyone to be able to experience the full range of performance and creativity on offer — including audience members with access needs. Making your show accessible doesn't need to be complicated or expensive. With some planning, creativity, and the right resources, you can open your performance to a much wider audience.

Below are some of the most common ways to make your show more accessible, including practical steps and resources to help you get started. Make sure you speak to your venue first to make sure that it is possible to make any of the following adjustments in your space. For example, you may need to consider factors such as stage size, tech, projectors, etc. Your venue may also already have experience in these areas and be able to offer advice specific to the space you will be using.

HOW TO CAPTION YOUR SHOW

Captions make your show accessible to D/deaf, hard-of-hearing, and neurodivergent audiences. Captions display spoken dialogue, sound effects, and music cues as on-screen or on-stage text.

Options for Captioning:

- Live captioning with a captioner (e.g., using StageTEXT).
- Pre-prepared captions for pre-recorded or consistent dialogue using tools like CaptionCue or PowerPoint subtitles.
- Open captions (always visible) are more accessible than closed (user-controlled) captions in live settings.

TOOLS & RESOURCES:

StageTEXT – Captioning and speech-to-text services for live performance.

Captioning Toolkit by Unlimited – A helpful introduction with case studies.

Theatresign – BSL interpreting and captioning specialists.

TOP TIP: REHEARSE YOUR SHOW WITH THE CAPTIONING IN PLACE TO ENSURE TIMING WORKS WELL FOR THE AUDIENCE.

HOW TO CREATE AUDIO DESCRIPTIONS FOR YOUR SHOW

Audio description (AD) makes your show accessible for blind and visually impaired audiences. It provides a spoken description of key visual elements – movement, settings, costumes, or facial expressions – either live or via a recorded track.

Options for Audio Description:

Live audio description, delivered via headset by a trained describer.

Pre-recorded AD track audiences can play on their own devices.

Introductory notes (written or spoken) that describe the visual world of the show in advance.

TOOLS & RESOURCES:

[VocalEyes](#) – Services, training, and guidance on AD for theatre and events.

[Intro Notes Guide \(by VocalEyes\)](#) – Tips for preparing pre-show materials.

[RNIB Audio Description Guidelines \(PDF\)](#)

[Extant](#) – offer access training programmes for venues, practitioners and productions

TOP TIP: DON'T FORGET TO DESCRIBE YOUR SET, COSTUMES, AND ANY SILENT MOMENTS OF ACTION. WORK WITH TRAINED DESCRIBERS WHERE POSSIBLE.

HOW TO CREATE A TOUCH TOUR

Touch tours are guided experiences that allow blind or visually impaired audience members to explore the stage, props, and costumes with their hands before the performance. They are often offered alongside audio description.

How to Set Up a Touch Tour:

- Coordinate with your venue in advance to schedule a tour, usually 30–60 minutes before the show.
- Invite your cast and crew to be present to explain props, textures, and costume pieces.
- Clearly describe the layout of the space and any key movements.

TOOLS & RESOURCES:

[Touch Tour Guidance \(VocalEyes\)](#) – Best practices and safety tips.

[Blind Veterans UK's Event Accessibility Checklist](#) – Includes tactile considerations for event planning.

TOP TIP: PROMOTE YOUR TOUCH TOUR CLEARLY ON YOUR SHOW PAGE AND LET AUDIENCES KNOW HOW TO BOOK.

HOW TO PUT ON A RELAXED PERFORMANCE OF YOUR SHOW

Relaxed performances are adapted for audience members who may find traditional theatre settings challenging, including neurodivergent people, people with learning disabilities, or those with sensory sensitivities.

What to Consider:

- Adjust lighting and sound: Reduce loud noises and avoid sudden changes.
- Keep house lights partially up: A dimly lit audience area is helpful for some.
- Allow movement and noise: Let people come and go as needed without disruption.
- Provide a chill-out space: A nearby quiet area can be invaluable.
- Create a visual story (aka “social story”) to explain what to expect at your show.

TOOLS & RESOURCES:

[Relaxed Performance Guide by Touretteshero](#) – A comprehensive, creative and inclusive guide.

[Access Scotland Relaxed Performance Toolkit](#) – Excellent downloadable resources.

[Visual Story Examples \(National Theatre\)](#)

TOP TIP: SCHEDULE AND ADVERTISE RELAXED PERFORMANCES IN ADVANCE, AND WORK WITH YOUR VENUE TO MAKE SURE FRONT-OF-HOUSE STAFF ARE TRAINED.

MORE ACCESSIBILITY RESOURCES

- Attitude is Everything – Championing accessibility in live arts and music.
- Access Scotland – Practical resources and toolkits for accessible theatre.
- Unlimited – Supporting disabled artists and inclusive practices.

Questions or Need Support?

We're here to help! If you have questions about making your show accessible, get in touch with the Artist Services Team or email us at takepart@brightonfringe.org.

Inclusivity is not just about compliance – it's about creativity, care, and making sure everyone feels welcome. Start small, and build accessibility into your show from the start.

Let's make this Fringe the most inclusive yet.



INFORMATION FOR OVERSEAS ARTISTS



ELECTRONIC TRAVEL AUTHORISATION

The UK Electronic Travel Authorisation (ETA) is a new travel requirement for citizens of countries that can visit the UK without a visa. The ETA which is mandatory from 8 January 2025 and is valid for two years at a cost of £16.

You may need to apply for an ETA or a visa if you're coming to the Fringe and you are not a UK citizen. What you need to apply for will depend on your country of departure. The Home Office has created a video providing a brief overview of ETA:

What is an Electronic Travel Authorisation (ETA)?

For more details about how to apply, take a look at this video created by the Home Office. Make sure that you have applied for your ETA at least 3 weeks before you intend to travel if possible. If you need a letter of invitation or any further advice, please contact the Artist Services Team.

How to Apply For a UK Electronic Travel Authorisation (ETA) - YouTube

ARTIST OBSERVER TO THE BOARD

Since 2021, Brighton Fringe artists and venue representatives have sat on the Board of Trustees as an observer; giving feedback from those involved in the festival directly to the Board. This voluntary and unpaid role was created with the aim of improving transparency and ensure artist's voices are heard.

The current term will run from December 2024 until December 2025 where observers will then be up for re-election. Each observer can be re-elected and serve up to two consecutive terms, but cannot be re-elected for a third consecutive term.

If you're interested in becoming an Observer, you can find out more about what is required from you and the recruitment process click the button below.

ARTIST OBSERVER TO
THE BOARD



BRIGHTON FRINGE 2026



CABARET & VARIETY



CHILDREN & YOUNG
PEOPLE



CIRCUS, DANCE &
PHYSICAL THEATRE



COMEDY



EVENTS & FILMS



EXHIBITIONS



LITERATURE & SPOKEN
WORD



MUSIC & NIGHTLIFE



THEATRE



TOURS



WORKSHOPS

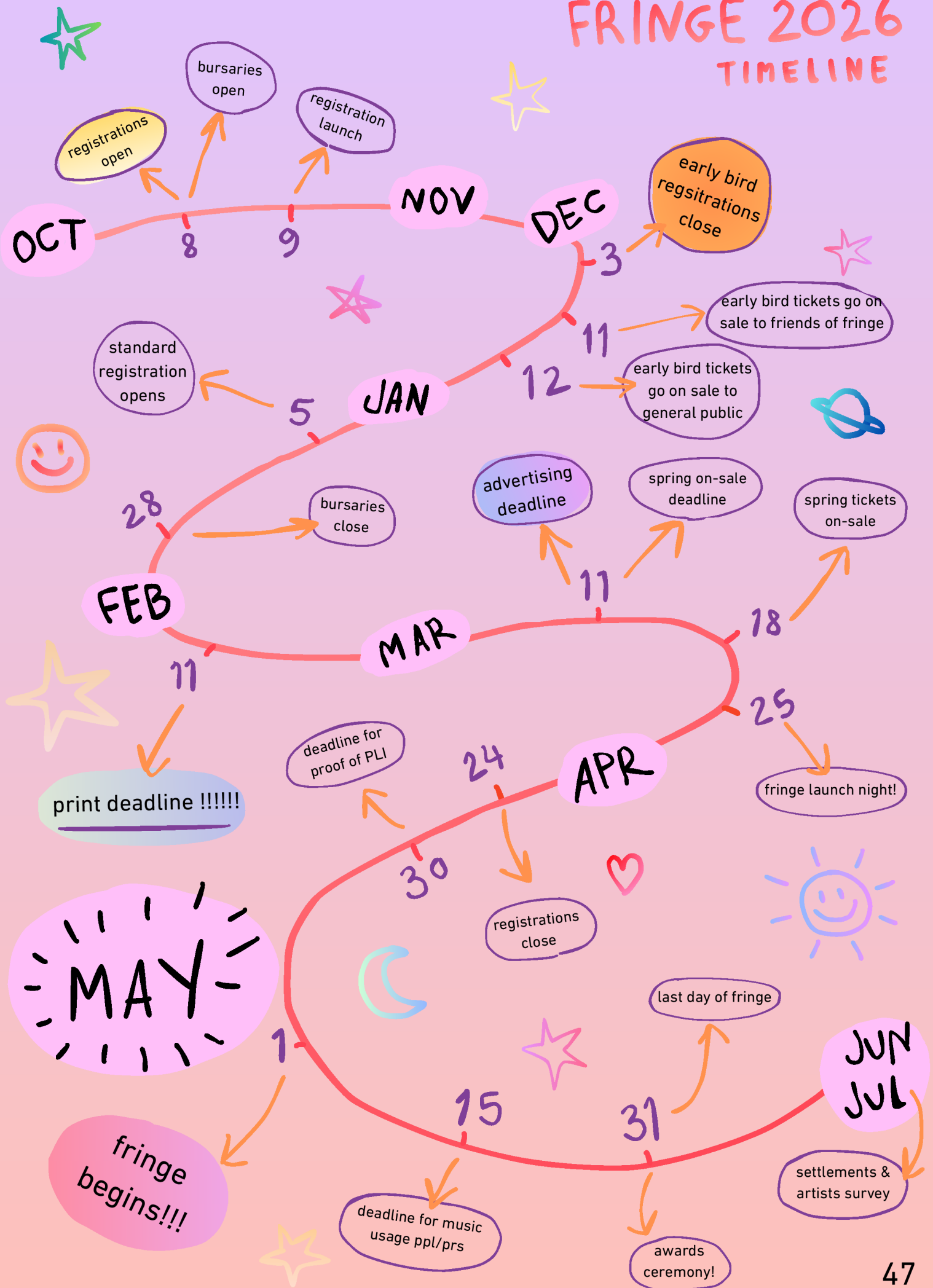


WHAT'S YOUR FRINGE?

TIMELINE AT A GLANCE



FRINGE 2026 TIMELINE



TIMELINE 1st HALF

Though Fringe is only on for one month of the year, it does take year-round planning. We have lots of dates and deadlines to familiarise yourself with so that you're up to date and don't miss out when it comes to May. There are deadlines for registration discounts, having your event listed in the brochure, launches and much more - so make sure to keep an eye on the timeline.

August/September

- Start thinking about Fringe and getting your ducks in a row.
- Any unfamiliar venues looking interesting for your show? Ask if they're planning on registering in October!

October/November

- Registration opens: Wednesday 8 October @ 12:00pm
- Bursaries open: Wednesday 8 October @ 12:00pm
- Brighton Fringe registration launch: Thursday 9 October @ 6:30pm
- Create a budget and consider funding options
- Start looking at accommodation and travel

December

- Early bird registration closes: Wednesday 3 December @ 5:00pm
- Early Bird tickets go on-sale: Friday 12 December @ 12:00pm

Events can continue to register up until 24 April, though we strongly recommend you register as soon as possible to allow for maximum exposure and publicity of your show.

TIMELINE 1st HALF

January - March

- Registrations re-open: Monday 5 January @ 10:00am
- Bursaries close: Wednesday 28 January @ 5:00pm
- Print deadline closes: Wednesday 11 February @ 5:00pm
- Spring on-sale deadline: Wednesday 11 March @ 5:00pm
- Advertising deadline: Wednesday 11 March @ 5:00pm
- Spring on-sale: Wednesday 18 March @ 12:00pm
- Brighton Fringe Launch Night: Wednesday 25 March @ 6:30pm

April

- Download our arts industry and press lists from Eventotron and send out press releases
- Check your Box Office sales in the 'Dates, Times and Prices' section of Eventotron
- Check in with your Venue Manager – arrange your get in/get out times and provide them with technical requirements
- Get your printed marketing sorted and send off to printers
- Promote your event on social media – use paid ads if you have the budget for them
- Create a touring pack if you want to take your event elsewhere after Brighton Fringe

Some artists may want to add extra performances during Fringe! This can be done pending venue availability.



TIMELINE 2nd HALF

End of April - May (Pre-Fringe)

- Final registration deadline: Friday 24 April
- Deadline for proof of PLI: Thursday 30 April
- Deadline for supplying your music usage (PPL/PRS): Friday 15 May
- Check your eligibility for the Brighton Fringe Awards

May (Fringe!)

- First day of Brighton Fringe: Friday 1 May
- Complete your technical rehearsal/sound check and get in
- Think about ticket offers you want to set up and contact Box Office to set them up
- Come and collect your Artist Pass from the Artist Hub
- Let your audiences know to vote for the Audience Choice Award
- Apply for any relevant Brighton Fringe Awards
- Last day of Brighton Fringe: Sunday 31 May
- Brighton Fringe Awards Ceremony: Sunday 31 May

June – July

- Complete to artist survey and give us your feedback on Brighton Fringe
- Let us know if you are taking your event to any other festivals or if you're going on tour
- Receive your Brighton Fringe settlement! (This is usually within 6 weeks of the festival ending but some venues may pay out later)

