

**BRIGHTON FRINGE.**

**VENUE MANAGERS'**

**INFO PACK**



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# WHAT IS BRIGHTON FRINGE?



Brighton Fringe Festival is the biggest open-access festival in England. Open access means that any artist can take part as long as they find a venue and pay the registration fee to Brighton Fringe. Venues are an integral part of the Fringe, as without them - artists couldn't put on a show!

Brighton Fringe is an exciting place to showcase new and developing work, connect with artists and public audiences and other venues/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.*

# WHY GET INVOLVED?

Brighton Fringe is the perfect opportunity to gain traction and secure some new bookings for your venue and become a part of the cultural zeitgeist.

Brighton Fringe is the largest open-access festival in England, and the 3rd largest Fringe Festival in the WORLD! We pride ourselves on the values we uphold as an arts charity and want you to be part of that too. Taking part in Fringe can help you introduce new people to your space, develop creative relationships and immerse yourself in the fantastic world of performances and arts.

It's completely free to become a Fringe venue; there's no commitment, no catch and no payment.

The way it works is that you register to become a venue for Fringe (anywhere can be a venue – a bar, a pub, a living room – the possibilities are endless!), you supply a space for a performer in said venue, artists find you on our platform and enquire about availability and hire fees etc. They book the space with you; there's a contract between both parties – and voila – the show is part of the Fringe!

Sign-up to our Venue Manager newsletter to stay up-to-date with all Fringe news.

**SIGN UP**



# WHAT THE B.F. TEAM CAN DO

Brighton Fringe wouldn't be what it was without our most important people – Artists and Venue Managers! We literally would not have a festival without you, and our job is to ensure that everyone is happy and valued and that expectations are met.

The BF team is an incredibly small one, and there is only **3 of us in the Artist and Venues Services team**. It's therefore important for us to be transparent and realistic about what we can do for you.

It's completely free to be a Brighton Fringe venue and no commitment to remaining a venue if you change your mind (although we ask that you try not to do this if you have already have some shows booked!). All you need to do is agree to our Venue Managers' Agreement which can be found here:

**VENUE**  
**MANAGERS'**  
**AGREEMENT**

- We can support you through the process of registering, offering guidance through the trickier parts of Eventotron, and give you details on how the full process works. We can offer advice on venue hire costs or ticket splits based on what you can offer artists, and we can support with resolving discrepancies.
- When signing up as a new venue, we always aim to visit your space and have a chat with you about what might be best suited to you. This might not always be possible due to limited staff and time constraints, but we would definitely like to visit when we can.
- We cannot resolve disagreements regarding costs or draw up contracts for you.
- Due to the size of our team, we cannot act as FOH for venues, be present for all shows, assist with putting up in-house advertising or help with programming.

# HOW TO TAKE PART

To take part in Brighton Fringe and become a registered venue, you will need to register on the online platform **Eventotron**. Artists will also be registered on Eventotron and can find your venue and connect with you there. Without both parties 'connecting', artists can't complete their registration and pay their fee – and therefore won't take part in festival – so it's super important our venues are all available on the platform.

Initial conversations can be had through the messaging system on **Eventotron**, and we encourage you to finalise all details here – though you are welcome to take conversations to email and phone calls if easier. The benefit of the messaging system ensures that we can oversee any conversations should there be any discrepancies.

There's a helpful '**How to Register**' guide to take you through the steps in Eventotron if you are a new venue, but if you are a returning venue we can import your details from previous years to streamline the process for you. Email [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org) to let us know if you'd like us to import past venue details.

The crib sheet, and 'likely questions' are useful to print out when thinking about the essential information needed to know about the space.

We need all the information about your venue available for artists – capacity of space, stage dimensions, PA systems, technical equipment, if there will be FOH available etc – so that they can find the best venue for them. **This will also help you as Venue Managers know what is expected of you during Fringe.** Even if you feel you have very little to offer that's okay, it's best to be honest. We've had instances in the past of VMs over promising and under delivering which resulted in hugely disappointed artists and a negative reputation for the venue. We're very keen for this to not happen again!

Below are a couple of example questions of what we will need to know from your for a full and complete Eventotron registration. You can view and download the questions to keep for your own records.

There are 10 sections in total, and this will help you have a good understanding of what it means to be a Fringe venue, and the questions artists and likely to ask you.

### 1. Venue Suitability & Programming

- Which of the following genres is the most suitable for your venue and why?
- Are there any genres that are unsuitable to your venue?
- Is your venue limited to those over 18?
- Do you have any age restrictions?
- Do you allow babes in arms?
- Is your venue appropriate for children?
- Do you have a busy schedule year-round?

### 2. Performance Space & Capacity

- Size and dimensions of performance space/stage
- Biggest size of company suitable for space
- Capacity of venue
- Can the capacity be altered e.g. moving seating?
- Multiple images of performance space
- Video of performance space

**BRIGHTON FRINGE VENUE SHEET**

Venue name: \_\_\_\_\_

Website: \_\_\_\_\_

Address:		Type of space:	standard / outdoor
		Venue capacity:	
Postcode:		Reserved seating:	yes / no

Contact details	Phone number	Email address
Primary:		
Secondary:		
Venue:		

Description:	
Hire charge:	
Hire notes:	

**VIEW AND DOWNLOAD**  
**QS HERE**

The crib sheet for venues is useful to look over before completing your Eventotron registration. We recommend printing this out or filling in digitally for your own records. When completing your registration, you'll already have all the answers, making it a quick and easy process.

**VIEW AND DOWNLOAD**  
**CRIB SHEET HERE**

# HOW TO REGISTER

If you want your venue to be visible to artists and producers for 2026, you will need to add your venue to the Brighton Fringe 2026 festival in Eventotron. If you've set up a venue profile in the past, you will still need to add it to the current Brighton Fringe season in Eventotron.

[CHECK OUR WEBSITE FOR ALL THE DETAILS ON HOW TO REGISTER HERE](#)



[Use our How to Register Your Venue Guide to get started!](#)

'How to Register Your Venue 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.



# HOW TO REGISTER CONTINUED

## TOP TIPS FOR NEW VENUES:

- [Eventotron](#) is where venues can add all their information and where artists and producers can browse through which venues are available for Brighton Fringe 2026. It's a great marketing tool if you want to get seen at new events!
- Eventotron is also where artists can contact you if they're interested in your venue. Check your event applications to see who's got in touch.
- Make sure events can happen in your venue safely. Consider entrances and exits and leaving enough time for resetting between events.
- You'll need images of your venue and a description of the space to get started – the clearer and more detailed the better!
- Work through all the tabs in Eventotron to enter all details. All the information isn't needed straight away, but there are some bits we'll chase up nearer to the festival ( Insurance information and Risk Assessment etc.).
- Want to get your venue seen by more artists? Post about your venue in our [Venues and Artist Networking Group](#) so artists can see you're available.
- Are you ready for events to see your venue in the [Venue Browser](#)? Remember to switch the 'Appear in Venue Browser' question to 'YES'! Go into the venue browser to check how your venue appears to artists.

# RETURNING VENUES

**Been a Brighton Fringe venue before?** It's easy to return as we're able to import all your details from a previous festival. You'll need to update your information and images in case anything's changed, but the majority of information will be there.

Email us to enquire about importing your details to Fringe 2026, and pending approval you'll be added to our venues list.

## TOP TIPS FOR RETURNING VENUES:

- Your first step should be adding your venue to the Brighton Fringe 2026 festival. **Look for the '+ Join a Festival' button in Eventotron in your venue profile.**
- **Double check your capacity.** You can find this in the venue details tab.
- Look in your settings to update your digital event settings. You can use this bit to set whether events can live stream from your venue.
- **Look through all the tabs!** They're all important. We'll be chasing you up later for things like **insurance information** and **risk assessment**.
- **Update all the information that artists are going to need;** access information, technical facilities, hire fees, photos and description of your event are key!
- Are you ready for events to see your venue in the **Venue Browser**? Remember to switch the **'Appear in Venue Browser'** question to **'YES'**! Go into the venue browser to check how your venue appears to artists.

# REGISTERING EVENTS AT YOUR VENUE

VENUES are also able to register their own events. You might want to register events taking place at your venue to ensure consistency and accuracy.

Under the same Eventotron log in details you'll be able to list your venue and your events. Consider yourself in the position of an artist and read the Artists' Pack and How to Register - Artists for all the information on how to set up your event. **All you need to remember is to connect your venue to your event.** Read the **Artist Information Pack** for more information on registering your event.



# AGREEING A FEE + CONTRACTING

There are a number of ways that you can charge artists for use of your venue, unless of course you'd like to offer the space for free. Different venues will work differently, so find out what works best for you and your space. The three most common ways to arrange payment are:

- **A straight hire** – does what it says on the tin, you charge one fee for hiring the space. Please note that with this arrangement, the artist keeps all ticket income, and would usually be expected to register their show themselves.
- **A bundle cost** – this is also one set fee, but it will take into account multiple costs; for example the venue hire, registration with Brighton Fringe, marketing and a percentage of the tickets sold. The artist pays this set fee, and takes home the rest. In this scenario, the venue might include the service of doing the registration on behalf of the artist in the fee.
- **A door split** – this is where you split the income from ticket sales with the artist, either as part of the venue hire cost or instead of it; e.g. 70% to the artist, 30% to you. It is up to you to decide what this split will be.



# AGREEING A FEE + CONTRACTING CONT.

Hire charges are based on what you can offer artists in terms of technical facilities and staff support, and on the day or time of the slot you're offering. Charges may include or exclude a technician, use equipment etc. Make sure this is all clear in your Venue Info.

## Example rates:

**£250 per week** for small gallery space: dry hire, no front of house, no tech.

**£50 per hour** for room above a pub on a Thursday night; minimal tech

**£100 per hour** in small theatre studio with full lighting, PA

If you are a year-round venue, you probably already have set hire costs and may not want to change them for Fringe – but it's mindful to think about how you can accommodate Fringe artists (who are likely to have limited funds) and offer a deal or discount if it feels appropriate.

For some venues, Fringe can be a great way to get additional bookings during May – and for others it will be more about getting involved and having a presence during the festival. If you're unsure about what to charge for your venue, have a scout around and chat to other venues to see what you think is fair. Some venues charge **hourly, daily, weekly** – more on a Friday/Saturday – less on a weekday morning. **Do what feels right for you, but bear in mind your artists and their realistic budgets** – many are just starting out and will be looking for the best deal to suit their needs.



# PROGRAMMING YOUR VENUE

Think about whether your venue will be open during the day, in the evening, or both. Will your programme of events be every day, once a week, or will you be the venue for just one event? Think about your potential audience. If you are an established venue, will you be programming for regulars or encouraging new audiences?

When putting together your schedule, ensure you take account of the time it takes for the performers to set up and the audience to get in and out of the venue (the 'get-ins and get-outs'), especially if you have days with multiple performances. You should also be thinking about whether the shows you book need a technical rehearsal or sound check before and when you will have time for these.

Here's an example of the timings you should be thinking about:

SLOT STARTS	GET IN	AUDIENCE IN	SHOW STARTS	SHOW ENDS	AUDIENCE OUT	GET OUT	SLOT ENDS
11:00	25 mins	10 mins	11:35	12:30	5 mins	25 mins	13:00



## TOP TIP:

Make sure you have clear terms & conditions written out ready to give to artists, including a written contract of your venue hire arrangements, to be signed by both parties. If you need any help with this or would like someone to read over a draft of your contract, contact the Artist Services team.

# HEALTH & SAFETY

It is incredibly important to carry out risk assessments to evaluate and potential risks associated with your venue for artists or audience members. Understanding these potential risks is essential when creating and signing contracts.

You are also legally required to carry out a risk assessment on your venue **and activities**. Risk assessment is a careful examination of the things that might cause harm to people in your venue and what measures are in place to prevent that harm. Different authority departments are looking for different areas covered by your risk assessment. For example, the fire service will want to know about the fire risk and your evacuation procedures for both the venue and each production. Public Safety officers need a risk assessment for members of the audience from the queue to get in to the time they leave. Health and Safety are interested in safe working practices, including performers' safety and all aspects of the staff's health, safety and welfare.

Risk assessments need to be uploaded in Eventotron by **30 April 2026**. You can upload a risk assessment in the 'Insurance' section of the Brighton Fringe 2026 tab in your venue profile.

Check the Health and Safety Executive website for info:

**RISK ASSESSMENT**  
**INFO HERE**



# HEALTH & SAFETY CONT.

## FIRE REGULATIONS

The **Regulatory Reform (Fire Safety) Order 2005** puts the responsibility for fire safety measures on the employer in the premises (i.e. you) to safeguard their employees and others (i.e. artists and the public) against the risk of fire. Under these regulations you must make sure there are suitable fire safety arrangements in place including evacuation procedures and fire-fighting equipment and training.

These laws also require you to provide a written fire risk assessment as part of your licence application. In formulating the fire risk assessment, the following points should be considered:

- What are the risks from fire, how serious are they?
- What, if anything, needs to be done?
- What training should be given to staff?

### TOP TIP:

If applicable, you are also legally required to make sure that all props, costumes, set and scenery are suitably fire retardant.





# LICENSING YOUR VENUE

When running an event at your venue during Brighton Fringe you are required by law to ensure the correct licenses are in place in order for your event to go ahead. If you have any queries on event licensing contact the Brighton & Hove City Council Environmental Health & Licensing Team on 01273 294429.

If you need a Temporary Event Notice, Premises Licence or a Personal Licence for your event you will need to contact Brighton and Hove City Council.

Most of the information can be found on their website - please ensure your event has all the correct licenses it may need [www.brighton-hove.gov.uk/licensing](http://www.brighton-hove.gov.uk/licensing)

The organisation of non-alcohol-related activities and events is strongly supported by the Council. Brighton & Hove City Council recommends keeping smoking activity to a minimum and closing any outside smoking areas early to prevent noise to residencies.



# LICENSING YOUR VENUE CONT.

## TYPES OF LICENCES

### PERSONAL LICENCE

For an individual to sell alcohol you are required to hold a Personal Licence.

### TEMPORARY EVENT NOTICE

This is the licence for short or one-off events. This allows for the temporary sale or supply of alcohol and the provision of regulated entertainment or late-night refreshments at premises without a Premises Licence or Club Premises Certificate (see below). Anybody can get a Temporary Event Notice provided they satisfy certain conditions – e.g. that the event is no longer than 96 hours and involves no more than 499 people.

### PREMISES LICENCE

This allows a venue to hold regulated entertainment, whether it's a play, a film, a sports event, a dance, or live and recorded music. It also allows for the sale or supply of alcohol or late-night refreshments. Open houses and galleries do not need a premises licence, providing that no licensable activities take place, including the sale of alcohol.



# LICENSING: PLI, ELCI

When running an event at Brighton Fringe you are **required by law** to ensure the correct licenses are in place in order for events to go ahead. If you have any queries on event licensing contact the Brighton & Hove City Council Environmental Health & Licensing Team on 01273 294266, or visit their website. You can find out about the different type of licences below.

## **PUBLIC LIABILITY INSURANCE (PLI)**

If your premises are to be opened to the general public, you will need to **take out Public Liability Insurance**. PLI is an essential part of the registration process as it's what ensures the audience and performers are kept safe, and that you are covered for any fees and expenses associated with damage or injury. Different PLI will be needed depending on the venue and it will be up to you to source the correct kind of insurance.

**Some venues will require visiting performers to also have their own PLI**, and this should be made clear in the terms and conditions of a contract before an agreement is made. Clarity about what is expected of the performer when it comes to insurance is essential.

You will be required to submit your Public Liability Insurance (PLI) for your venue and provide proof to us by 30 April 2026.

## **EMPLOYERS' LIABILITY COMPULSORY INSURANCE (ELCI)**

ELCI enables businesses to meet the costs of compensation and legal fees for employees who are injured or made ill at work through the fault of the employer.

More information is available at [BRITISH INSURANCE BROKER'S ASSOCIATION](#)

**BIBA** is the UK's leading independent insurance body, representing both insurance brokers and consumers.



# MUSIC USAGE (PPL/PRS)

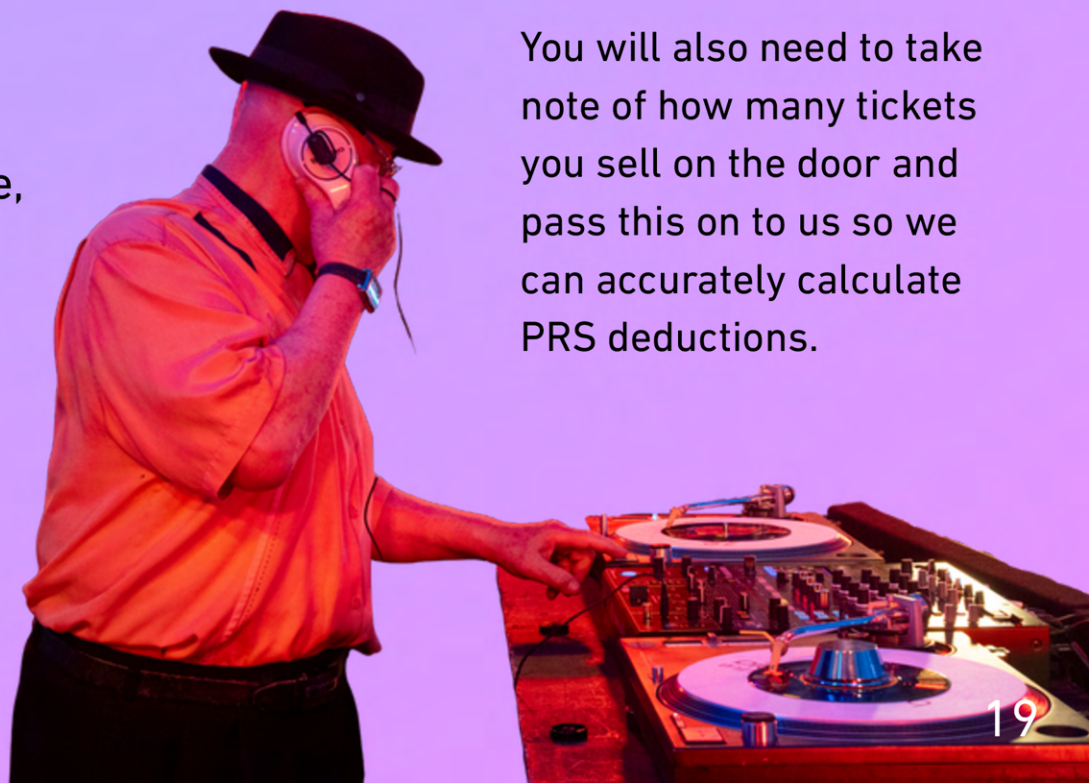
## WHAT IS PPL PRS?

PPL PRS Ltd is a not-for-profit music licensing organisation that collects royalties on behalf of its 104,000 songwriter, composer and publisher members whenever their music is played, performed, broadcast or reproduced.

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 you plan to play any background music in your venue, you will need to apply for a licence.



You will also need to take note of how many tickets you sell on the door and pass this on to us so we can accurately calculate PRS deductions.

# MUSIC USAGE (PPL/PRS) CONT.

Even if your venue has a year-round PRS licence, each event is also responsible for paying PPL PRS fees if copyrighted music is being used.

Music used during fringe events should NOT be put through the venue's year round licence, but submitted through Eventotron under our licence.

Any live or recorded music that can be heard by the public from an event should be declared by filling out the music usage section of the registration form. More information and the list of PRS tariffs can be found on our '[Music Usage](#)' webpage.

Venues need to hold a PPL PRS licence to play any copyrighted music before and after your event takes place, but this will not be valid for the music used during your Fringe event. If a venue does not hold an existing PPL PRS licence they can obtain a background music licence for the duration of the Fringe. We will have exact rates for this licence by January 2026; the rate for 2024 was £80+VAT. Please email [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org) for more details.



# ACCESSIBILITY

It is important that you inform Brighton Fringe of your venue's accessibility. By law you are expected to provide optimum accessibility around the limitations of the space. Your venue's accessibility can be updated at any time through Eventotron. Please ensure this is accurate and up-to-date at all times, as we use this to communicate accessibility with artists and audience members. We'll use the information you provide to us in Eventotron to display on our website and answer any enquiries from the public

Please see the '[Accessibility Resources](#)' page on our website for useful resources and links to providers. You'll need to be 100% sure you can provide these things before you add them to your venue/event. If you're not sure at the point of registration, you can always add them in later.

- Ways to make your venue/event more accessible.
- Check list in Eventotron.
- Checking with your events/artists to see what they require.

If you want more advice on how to make your venue more accessible, get in touch on:  
takepart@brightonfringe.org  
01273 764 907



# BOX OFFICE + TICKETING

## TICKET PRICES

Events can set their own ticket prices: this may be something that you need to confirm with the event as part of your **hire contract**. Events can choose to offer **free tickets**, **paid tickets**, or **Pay What You Want** tickets. For **PWYW** tickets, they can enter the minimum someone can pay to book a ticket (£0 will be an available option on this) and we set a hard upper limit of £20 per ticket. Ticket purchasers will then be able to 'Pay What You Want' within these boundaries.

## TICKET ALLOCATION

You are required to sell a **minimum of 30% of your tickets** (per performance) through the Brighton Fringe Box Office. If you sell more than 50% of your allocation through the Brighton Fringe box office, you can request a redirect link to be installed to an alternative box office.

If you would like to set up your own box office, contact the **Brighton Fringe Box Office** for advice on possible online ticketing systems. Please bear in mind that if you run your own Box Office, you'll need someone to run front of house and take bookings, sell tickets and collect ticket stubs.

### BOOKING FEE

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

**TOP TIP:** If you are a new venue and you don't already have a system in place for selling your own tickets, we recommend that you allocate 100% of the tickets to our Box Office.



**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

If there are any tickets left before the show starts, you can always sell them on the door.

# BOX OFFICE + TICKETING CONT.

## HOW DOES BRIGHTON FRINGE BOX OFFICE WORK?

Early Bird tickets will be available from 12 December. Customers will be able to book tickets over the phone by calling the part time Box Office on 01273 91 72 72, or online by booking through our website 'What's On' page.

We levy a commission rate of 6.5% (plus. VAT, totalling 7.8%) on all tickets sold through our box office.

## THE STAGES OF ON-SALE

For each of the event registration deadlines, there will be an on-sale date that follows. First, tickets will go on sale to members of our Friends of Brighton Fringe Scheme, and secondly tickets will go on sale to the General Public.

## BOX OFFICE REPORTING

You'll be able to view sales for your events in your Eventoron venue profile. This allows access to see up-to-the-minute ticket sales information and to also stop sales and download customer reports. If you're having any problems with your box office reports, email our box office team ([boxoffice@brightonfringe.org](mailto:boxoffice@brightonfringe.org)).





# BOX OFFICE + TICKETING CONT.

## ON-THE-DOOR TICKET SALES

If you haven't already sold out, it's always worth having tickets on the door for walk-up audiences. Any tickets not sold through the Brighton Fringe Box Office can be sold on the door of the venue. For example, if you have a capacity of 60 and only 30 have been sold in advance, you can stop sales and sell the rest yourself. Please note that these don't need to be physical tickets if you don't want them to be.

*TOP TIP:* It is important that you or the event producer stops sales so that the Brighton Fringe Box Office does not keep selling too – this could lead to selling over-capacity and unhappy customers! You will also need to take note of how many tickets you sell on the door and pass this on to us so we can use these to accurately calculate PPL PRS fees. We will ask for this info in April if we need it (if the PRS tariff for your event is worked out as a % of your sales).

## COMPLAINTS + REFUNDS

Please note that all ticket refunds are made at the discretion of the event promoter. Any complaints will be forwarded on to the promoter or venue.

**MORE**  
**INFORMATION ON**  
**OUR WEBSITE**



# BOX OFFICE SETTLEMENTS

During registration, we will require the name and bank details of the person you would like to receive the Box Office settlement for each event. Make sure you have agreed with your event(s) who the ticket money should be paid to. All settlements will be paid by BACS transfer within six weeks of the festival ending, and a breakdown of the settlement will be available to companies in Eventotron. As the venue, if you are receiving the settlement, you will then need to forward the agreed percentage or amount of the settlement on to the company. You should clearly communicate to companies when this payment will be made.

If you are registering an event on behalf of an overseas artist, please see our guide for 'Overseas Artists' and our 'FEU Tax Guide' webpages.

- Remember that the bank details listed in an event's registration on Eventotron will be where the final settlement from Brighton Fringe ticket sales is be paid into. If your arrangement with the artist is that you withhold a % of their total sales, it might be that your bank account is the one the Brighton Fringe sales are paid into.

## CONTACTING THE BRIGHTON FRINGE BOX OFFICE

To speak to the Brighton Fringe Box Office team, please email [boxoffice@brightonfringe.org](mailto:boxoffice@brightonfringe.org).

From April to July, the Box Office contact number is 01273 91 72 72

# FLYERING + FLY POSTING

Artists, next year, will still require a license to physically hand out flyers in certain areas, but there is no time restrictions, so you can flyer all day long. Brighton Fringe artists will be allowed from 16 April 2026 in order to allow those with shows at the beginning of the Fringe to have sufficient time to promote their events.

This policy has been enforced by the council to bring Brighton Fringe's flyering restrictions in line with their city-wide policy on flyers and waste management. Whilst Brighton Fringe has pushed back hard on the council, we must acknowledge that Brighton Fringe has been the recipient of compromise from the council after their considerations on the financial implications this policy will have on Brighton Fringe artists.

Artists will still require a license to physically hand out flyers in certain areas in Brighton, and these can be collected from the Artists Hub during the festival.

More details about flyering  
can be found on our website:

**MORE FLYERING**  
**INFORMATION**

## FLY-POSTING

Fly-posting is putting up posters or stickers on properties or street items without consent from the owner. Examples of fly-posting would be:

- sticking posters onto boarded-up shops advertising a gig
- attaching a poster or flyer to a lamppost
- putting stickers onto road signs with political statements

Please note that fly-posting is illegal and any costs incurred by Brighton Fringe due to flyposting will be charged to the promoter.



# MARKETING YOUR VENUE

It can feel like you're in a sea of venues and events during Fringe, so it's important to market your venue as much as possible.

Our printed brochure and venue boards are easy ways to get your venue out there to the public, but you need to have confirmed shows (that have finalised their registration) to be included in the brochure and to get a venue board from us. Prompt replies from you will help artists finalise their registrations quicker and ensure you both make it into the brochure by the deadline on **Wednesday 11 February 2026**.

You may also want to think about printing some posters or flyers for your venue and the programme of shows you have. Great advertising like this means more bums on seats for artists and more people in your venue for you. Advertising is a fantastic way to get your venue spotlit throughout the Fringe. You could talk to some of your performers about sharing the cost to make it more budget friendly.

## ADVERTISING OPPORTUNITIES

We offer a multitude of physical advertising opportunities for artists and venues – **A0 correx boards, A2 posters, lamppost boards, Heras fencing and adverts in the Fringe brochure.**

This year, we're very excited to also be offering 10 lamppost flags outside Brighton station! We imagine these will go very quickly, so if you're interested contact our Development Manager, Vicky Hague, at [vicky.hague@brightonfringe.org](mailto:vicky.hague@brightonfringe.org) for costs and further details.

**[DOWNLOAD  
LOGOS HERE](#)**

# MARKETING YOUR VENUE CONT.

## CREATE SMART GOALS FOR YOUR VENUE

**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.”

- **SMART** goals have a dual purpose: to give you direction when planning and implementing your venue/events and to help you decide whether or not your venue/events were a success (and if not, to know how to improve).
- An example of a **SMART** venue marketing goal would be to “sell 100 tickets for my Brighton Fringe events.”
- This goal is **specific** (selling tickets for this events), **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 venue throughout the weeks and months leading up to Fringe.
- It helps to outline a promotion timeline so you know when and what to release.
- It's also wise to organise a multi-touch promotion. Include a variety (i.e. email, social media, print ads, and paid ads) 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 venue/events.



# MARKETING YOUR VENUE CONT.

## Does your Venue / Event Have a 'Brand'?

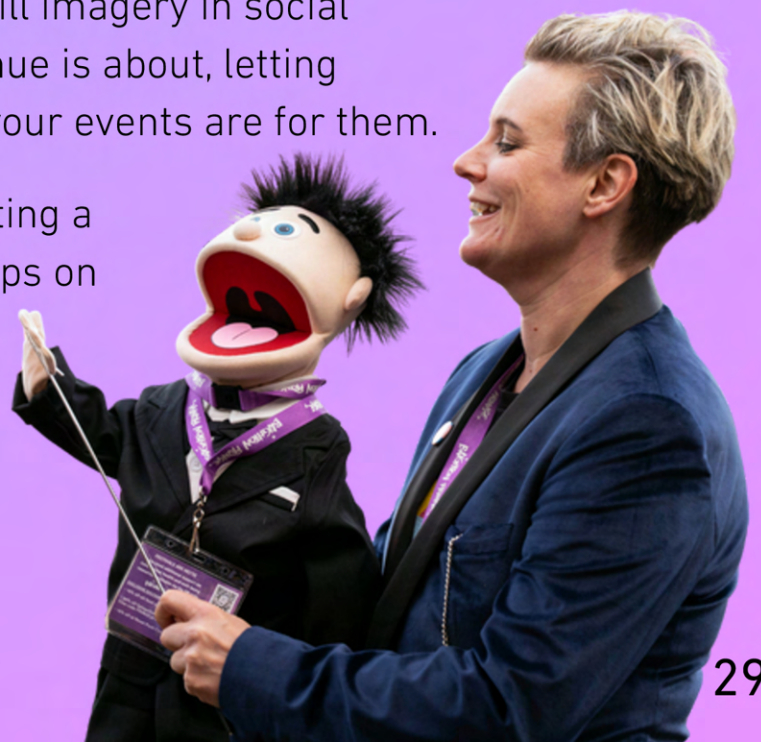
- To market your venue, you must know what information and content to market.
- Before moving further, establish your event's name, theme, brand, and purpose. Why should people attend? What will they gain? Who might enjoy it?

## Copy and Images

- Good design catches the attention of event-goers.
- Make it fun or dramatic, and include an engaging design and clear copy.
- Use pictures of real people or past events where possible — stock photos and AI generate 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.

## 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 imagery in social media and capture what your venue is about, letting audiences know whether or not your events are for them.
- Watch our Fringe Academy: Creating a Trailer for cheap, free and easy tips on creating video marketing.



# YOUR AUDIENCE

If you host shows all year round, you probably have a good idea of who your audiences are. But if you're new to this, it may feel compelling to book in as many shows as possible without thinking about who will be attending them. **Sometimes an artist or their show might not be right for your venue, or might not sit well with the audience you're looking to bring in.**

## Target Audience

- **Who does your venue appeal to? Think about:**
  - Characteristics such as age, gender, sexuality, race.
  - Lifestyle such as what they do for work, if they are a parent,
  - Interests
  - 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.

## Target Artists:

**There may be physical limitations;** e.g. a 20-performer dance ensemble won't fit in the room above your pub without a stage and a total capacity of 30 people. **And what about the acoustics? Do you have all the lighting and sound equipment to meet an artist's requests?** **There may be other limitations;** e.g. if your venue is in a very residential area outside of the city centre, you may not want to upset your neighbours by programming a late-night DJ set. Audiences may not be able to travel too far out of the centre for it either.

**When booking shows it's useful to think about what is best for you and your venue, the artists and the audience - for everyone to enjoy themselves.** If you need help or have any questions about this, please get in touch with our Artist and Venue Services team.





# VENUE BURSARIES + AWARDS

Every December, we hold a meeting for Venue Managers before we take a break over Christmas. Prior to this meeting, we'll send you a newsletter where you can enter your name into a **random draw** for one of our bursaries. Each winner will receive **1x solus email promoting their venue and programmes, 3x single-sided lamppost boards and a programming support call** from the Artist and Venue Service team.

Our Venue Bursaries are a great way to ensure venues are registered before Christmas and the **Early Bird deadline**.

Any venue can win the **Brighton Fringe Audience Choice Award** as it is the public who decide the winners!

Every customer account holder gets one vote for their favourite venue and one vote for their favourite event. Audience members can vote for their favourite venue by clicking the star icon on venues Fringe website profile.

We have awards for Audience Choice Best Small Venue and Audience choice Best Large Venue.

Winning any Brighton Fringe award qualifies the winner for a free event registration in the following year.

See our [Awards webpage](#) for last year's winners.



# VENUE 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 artists' and venue managers' 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.

[\*\*VENUE OBSERVER TO THE BOARD\*\*](#)



# ARTIST DEADLINES

Artists have several deadlines from October until the Fringe starts in May. It's useful for Venue Managers to know when these are as artists will likely want to meet them with plenty of time (or be in a rush to meet them at the last minute!).

It helps for VMs to register their venues as early as possible from when registrations open on **Wednesday 8 October 2025**, so that artists have a great range of venues to choose from. Artists can't **finalise their registration without a venue**. Without finalising their registration, there is no guarantee that they will meet deadlines for our Early Bird discount rates or be included in our incredible printed brochure. Also, if a venue doesn't have any fully registered shows in their calendar, there is no guarantee they will get a venue board, be included in the brochure or be added to the venue map. **This is all FREE marketing for you – so take advantage of it!**

Artists need to pay Brighton Fringe a registration fee to take part, and this fee is calculated on **the total capacity of their show**; if they book a venue with **30 capacity** and perform for **3 nights**, their **total capacity equals 90**. The higher the total capacity, the higher the registration fee.



As such, many will artists want to finalise their registration before the Early Bird deadline, on **Wednesday 3 December 2025**, to secure **30% discount** on the registration fee.

# ARTIST DEADLINES CONT.

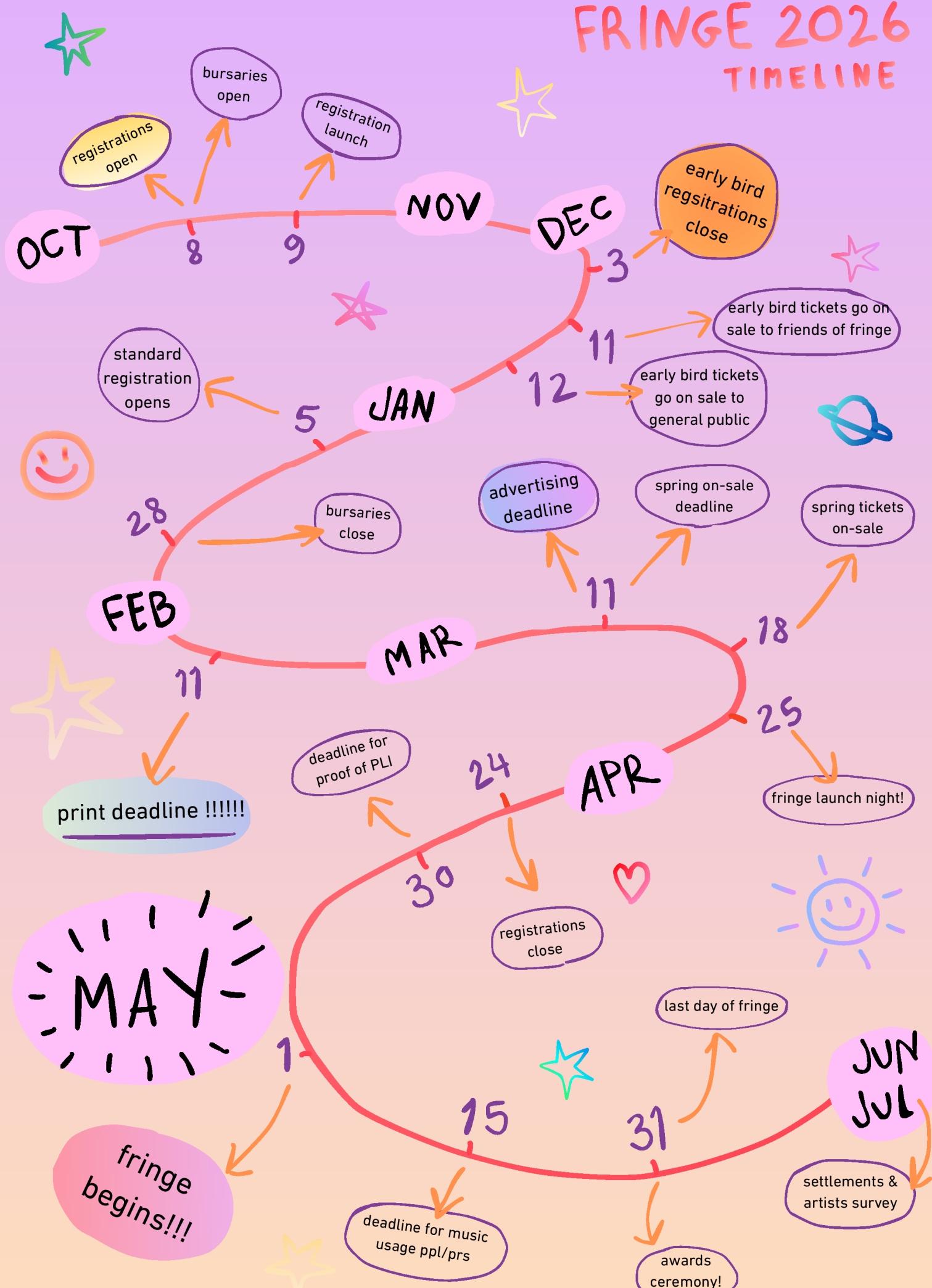
We want to avoid artists choosing a venue that may not be right for them at the last minute, just to meet this deadline. So, by help them by registering your venue as early as possible. Your venue may be an artist's top choice, but they are likely to go elsewhere if they cannot see you registered in time.

The deadline to be included in our printed brochure is **Wednesday 11 February 2026**, so be aware that you may get an influx of artists getting in contact early in the new year.

It's important to us that the Venue Managers and Artists are get on well and have a great time together during Fringe – the less stress the better for everyone!



# FRINGE 2026 TIMELINE



# TIMELINE 1<sup>st</sup> 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 ducks in a row.
- Artists may start asking if you're planning to register 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

## December

- Early bird registration closes: Wednesday 3 December @ 5:00pm
- Early Bird tickets go on-sale to Friends of Fringe: Thursday 11 December @ 12:00pm
- Early Bird tickets go on-sale to the general public: Friday 12 December @ 12:00pm

Events can continue to register up until 24 April, though we strongly recommend they register as soon as possible to allow for maximum exposure and publicity. Late registrations may struggle to find a venue.

# TIMELINE 1<sup>ST</sup> HALF CONT.

## 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
- 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

Following a successful run, some performers may enquire about adding additional nights to their run. This will be last minute but can be organised if you have the space and availability!



# TIMELINE 2<sup>nd</sup> HALF

## Mid-April - May (Pre-Fringe)

- Final registration deadline: Friday 24 April
- Deadline for proof of PLI: Thursday 30 April
- Deadline for suppling your music usage: 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)

