



Hyde Park Theatre in collaboration with ScriptWorks

Presents **FronteraFest 2011**

January 17 - 30, 2011

f r o n  
t e r a  
f e s t

## The Long Fringe

The Long Fringe provides companies and individuals the opportunity for up to 4 performances of longer works. This enables us to better serve local companies as well as attract national and international participants. Applications are accepted on a first-come, first-served entry so be sure to get your application in early!

**Application Deadline: November 1st, 2010.  
EARLY BIRD DISCOUNT IF YOU APPLY BY OCT. 1**

### ① HOW DOES IT WORK?

You Provide:

- ◆ A completed application with the \$500 fee (\$450 if we receive it by October 1st)
- ◆ A fully-prepared, rights-secured, audience-ready production that can be set up and struck in 15 minutes
- ◆ All requested material on time
- ◆ All your travel, production, and miscellaneous expenses
- ◆ Promotional materials for your show, including photographs, press releases, fliers, etc.
- ◆ Any and all special technical equipment

We Provide:

- ◆ 4 performances
- ◆ 100% of the box office receipts
- ◆ A venue with basic lighting and sound equipment, masking and seating
- ◆ A Light Board Operator
- ◆ A Venue Manager
- ◆ Full Box Office service and Front of House Staff
- ◆ One 2 1/2 hour technical rehearsal
- ◆ An overall festival program which includes your show description and show times
- ◆ FronteraFest publicity campaign supporting the event
- ◆ A publicity email contact list so that you can promote your piece to the local media, upon request.

### ② WHAT DOES ALL THIS MEAN?

#### **A completed application with the \$500 fee**

Incomplete applications will not be accepted. If you're unsure about something, please estimate. We will not process applications until we receive the \$500 fee. (\$450 if received by October 1st). We accept payment by check or money order payable to Hyde Park Theatre.

#### **A fully-prepared, rights-secured, audience-ready production that can be set up and struck in 15 minutes**

FronteraFest will not be held responsible if you fail to secure the rights of the material you plan to perform. Securing and paying for rights is solely the responsibility of the producing organization. In order to serve the needs of as many productions as possible, it is necessary to limit the technical requirements of each show. The set-up and strike of your show is your responsibility. Please provide as many extra hands as are necessary to set-up and strike in 15 minutes. When in doubt, keep it simple. We have limited storage space and time; these guidelines are strictly enforced by the venue managers.

### **All requested materials on time**

In order to serve the needs of all companies, we set deadlines. These are not flexible. If you are unable to provide us requested materials on time, we will be unable to guarantee proper publicity, accurate program information, and adequate storage for your production materials. We reserve the right to impose a \$25 fine, taken out of your box office receipts, for every deadline infraction.

### **All your travel, production and miscellaneous expenses**

FronteraFest is not responsible for any of your expenses. If you need advice about cheap places to stay or eat, we'll be happy to help you out.

### **Promotional materials for your show**

We will need a press release and photos (300dpi photos in .tiff, .jpg, .psd, or eps format) concerning your show for our general program. To ensure inclusion in the program and general press, we need these materials no later than Dec. 1, 2010. Though we will put a listing for your show in our general press, we strongly advise that you seek other avenues to publicize your show (see below).

### **Any and all special technical equipment**

We provide basic lighting and sound equipment. This includes, a general light plot, cd player, and one microphone. If you need any other technical equipment (i.e. slide projector, fog machine, multiple microphones, mini-disc player, etc.) you will need to provide it.

### **4 performances**

Your show will be scheduled for four (4) performances at various times over the length of the festival. Performances may be scheduled from 6pm to 11pm Mondays through Fridays, from 12pm to 12am Saturdays and from 12pm to 11pm Sundays. All shows will be rotated to include a balance of off-time and peak-time performances. We will do everything we can to be as fair as possible. There will be 45 minutes between each show (15 to strike, 15 to set-up, 15 to seat the house). The performance schedule may be adjusted, depending on the number of applicants and length of shows.

Shows may not exceed 90 minutes (including intermission). Each show will be scheduled for 4 performances. Shows with cast members in more than one show may be scheduled for 3 performances. We will schedule all performances in 15 minute increments; so, please determine how many 15 minute increments will be required to perform your show (including intermission). Your time estimate determines not only the entire Long Fringe schedule, but how many companies we can present. Please be as accurate as possible and notify us of any changes to your estimate. You will not be allowed to exceed the time you give us, once the schedule is set.

### **100% of the box office receipts**

You get to set your own ticket price (maximum \$15) and receive all box office revenues.

### **A venue with basic lighting and sound equipment, masking and seating**

The Long Fringe venues for 2011 are the Blue Theatre and Salvage Vanguard Theatre. We provide basic lighting and sound equipment. This includes a general light plot, cd player, and microphone. Lighting is general. We will provide one special per show to be refocused between performances.

We also provide the maximum seating allowed for the venue. It is solely up to our front-of-house staff to determine when the venue is at capacity. At times, the front-of-house staff may seat people on the floor or stand them in the aisles; if your show requires those areas to remain clear, please let the house manager know in advance.

### **A Light Board Operator**

FronteraFest will provide one technician to run lights. We cannot guarantee that the cues will be accurate if our technician is asked to accomplish additional tasks. All shows must have a stage manager who can call cues and enough crew to set up and strike your show in the time allotted. Productions without a SM will be removed from the

festival and will forfeit their application fee. If you need more technicians, we may be able to provide them at \$40 per performance with advance notice.

### **Full Box Office service and Front-of-House staff**

We will provide reservation services, on-site box office manager, and a venue manager

### **One 2 1/2 hour technical rehearsal**

You must be available for your technical rehearsal which will happen sometime Friday to Monday (Jan. 14 -17) of the festival's first week. Should your company find it impossible to arrive during the technical rehearsal period, an overtime fee may be levied for morning rehearsals on a performance day. The efficient use of your technical time is your responsibility. We do not anticipate that you will have time to run your show during the tech time. Suggested goals include setting & running cues. Any special arrangements regarding additional or alternative technical rehearsal times must be negotiated with the festival prior to December 15, 2010. If additional rehearsals are requested, and circumstances permit, the cost is \$50 per 1/2 hour, with a one hour minimum. If you are calling a rehearsal at the beginning of a day, the minimum call is for two hours.

### **An overall festival program which includes your show description & times**

We will provide basic information about your show in all of our press and promote the Long Fringe in the nightly Short Fringe curtain speech. It will be your responsibility to provide us with all text, graphics and pictures regarding your show by December 1, 2010. You will provide program inserts with specific information about your show.

### **FronteraFest publicity campaign**

We will conduct a large-scale publicity campaign to publicize the entire festival. General information and pictures concerning your show will be presented to the press for inclusion in the listings. We strongly recommend you conduct your own marketing campaign, as well.

### **A publicity email contact list so that you can promote your piece to the local media (upon request)**

We will also provide you with information about how to get your posters distributed around town.

## **③ CANCELLATIONS & REFUNDS**

100% - If you cancel before November 15, 2010

50% - If you cancel before December 1, 2010

If you cancel on or after December 1, 2010 your application fee will be forfeited to the festival

PLEASE NOTE: Companies accepted into the FronteraFest - Long Fringe cannot sell or transfer their slots in the festival to other companies. If a company is found to have sold or traded its slot, both companies will be removed from the festival and the application fee will be forfeited to the festival.

## **④ WAIT, THERE'S MORE!**

Artists wishing to stage site-specific work are invited to apply under the following adjusted "bring-your-own-venue" guidelines:

You provide:

- ◆ A completed BYOV application with a \$250 fee
- ◆ A fully-prepared, rights-secured, audience-ready production.
- ◆ All requested material and information on time
- ◆ All your travel, production and miscellaneous expenses
- ◆ Promotional materials for your show
- ◆ Any and all technical equipment and personnel
- ◆ Any and all front of house equipment and personnel
- ◆ The performance venue

We provide:

- ◆ 4 performances
- ◆ 100% of the box office receipts
- ◆ Reservations service for 4 performances between January 17 - 30, 2011
- ◆ An overall festival program which includes your show description and times.
- ◆ FronteraFest publicity campaign
- ◆ A publicity email contact list so that you can promote your piece to the local media, upon request.

To participate in the Festival under this option, please complete a "bring-your-own-venue" application.

As always, if you have any questions or concerns, feel free to contact the friendly FronteraFest staff at 479-7530, ext. 4 or email us [fronterafest@hydeparktheatre.org](mailto:fronterafest@hydeparktheatre.org)



f r o n  
t e r a  
f e s t

The Hyde Park Theatre is located at  
511 West 43rd Street Austin, TX 78751