



# PERFORMER INFORMATION PACK

EDINBURGH FESTIVAL FRINGE  
4-28 AUGUST 2023

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# ABOUT GILDED BALLOON

Hello and a very warm welcome to Gilded Balloon!

Founded in 1986, Gilded Balloon has grown from its modest origins of one theatre and 7 shows per day, surviving the 2002 Cowgate fire that destroyed its flagship venue, to operating 20 performance spaces and over 250 shows at the 2019 Fringe. Karen Koren, Artistic Director, is the founder and continuing creative force behind the Gilded Balloon alongside her daughter Katy.

Gilded Balloon firmly holds its position as a premier Fringe venue, with a real focus on artist relationships and development. It is a venue renowned for its imaginative, adventurous and international programming covering exciting dance and physical theatre, new writing, challenging drama, children's shows and the cream of the comedy crop.

Gilded Balloon's reputation continues to thrive, attracting worldwide television, radio and press coverage and selling over 275,000 tickets for its performances, cementing its dominance on the cutting edge of the Fringe.

This info pack is designed to give you an insight into performing with us, an overview of our spaces and a practical guide to the important details to consider when preparing for the festival. Please note this information pack is designed to act as a guide only, and the information included may be subject to change.

## TESTIMONIALS FROM SOME OF OUR PAST PERFORMERS

*"Gilded Balloon made it so easy for a first time performer with their support & experience. I feel really lucky to have been able to work with them, I'd describe Gilded Balloon as an artist first company!"*

*"My favourite part was the staff who went above and beyond to help. They were friendly, informative and approachable which at times was a god send during tricky situations"*

*"The staff felt like a family by the end"*

*"Gilded Balloon is beyond a doubt the friendliest of venues. Would highly recommend for an easy theatre experience"*



*"One of the most creative venues on the Fringe"*

**THE GUARDIAN**

*"The in - place for the comedy crowd"*

**THE TIMES**



A close-up photograph of a red banner with the Scottish phrase "GIE IT LALDY" written in large, white, hand-painted capital letters. The banner is slightly wrinkled and appears to be part of a larger display.

## THE FRINGE AND FRINGE SOCIETY

### EDINBURGH FESTIVAL FRINGE

In 2022 the Edinburgh Festival Fringe celebrated its 75th anniversary. From its humble beginnings as a spontaneous addition to the first Edinburgh International Festival, the Fringe still operates under its core founding principle - that anyone with a story to tell and a venue willing to host them can take part. Now recognised as the largest arts festival in the world, the Fringe thrives on the initiative and enthusiasm of those who continue to bring their shows from all over the world.

The Fringe coincides with the Edinburgh International Festival, Book Festival and Television Festival, which combined bring over 4 million people to our fair city.

### THE FRINGE SOCIETY

The Edinburgh Festival Fringe Society is an administrative organisation that doesn't run any venues or programme shows but produces the overall Fringe brochure, offers information and support to all Fringe participants and sells tickets to all shows registered with them via their box office, website and app.

The Edinburgh Fringe Society has a wealth of online resources for anyone interested in participating in the Fringe. These can all be found at [www.edfringe.com/take-part](http://www.edfringe.com/take-part)

The Fringe Society's official Fringe dates are **4th – 28th August**, however we run previews from the **2nd** of August.

At Gilded Balloon, we register all of our shows with the Fringe Society on their behalf – so once you've confirmed a slot with us, you would fill out our online portal, Eventotron and we'll handle your Fringe registration from there!

# VISITING COMPANY DEAL

## Gilded Balloon Provides:

- The performance space for an agreed period of time in a specific time slot
- General lighting rig and PA sound rig (exact details for each performance space available on request)
- General Marketing and Press support
- Box Office and Front of House staff for your performance
- Public Liability Insurance for the building

## You Provide:

- A show that is rehearsed and ready, complete with set, props, costumes etc.
- Your own promotional material
- Your own Insurance and Public Liability Insurance. We reserve the right to refuse to store equipment, instruments, props etc. if you do not carry adequate insurance cover.

## Our Standard Financial Deal

Our standard deal is to charge artists either 40% of the total Box Office Receipts or a set facility fee (whichever is higher).

(Please note: if your company is VAT registered, we charge 40% of the Net Box Office income for the percentage split. If your company is not VAT registered, we charge 40% of the Gross Box Office income for the percentage split).

For example, if you are not VAT registered and your set facility fee is £2500.

Example A) Your box office income including VAT is £6000 = GB will charge the facility fee of £2500, as this is more than 40% of £6000

Example B) Your box office income including VAT is £9000 = GB will charge £3,600 as it is 40% of this and higher than £2500.

We calculate the Facility Fee by working out what our split (40%) of the total Box Office income would be if you sold an average of 40% capacity over the full run based on what we expect the average ticket price to be for that slot.

## Calculating Your Facility Fee

Follow these steps as a guide to calculating your approximate Facility Fee:

1. Choose a performance space, note its capacity.
2. Work out your average ticket price (we recommend looking at shows in a similar time-slot in that space from the last Fringe to get an idea of ticket prices).
3. Multiply the average ticket price by space capacity, then multiply the result by number of performances to give your potential gross Box Office income.
4. Multiply your potential gross Box Office income by your expected minimum attendance (this is normally 40% of the total capacity).
5. Calculate 40% of this figure and this is the Facility Fee which Gilded Balloon will expect as a minimum return.

For Example, for a show in a venue with a 90 seat capacity, an average ticket price of £11, doing 27 performances.

$90 \text{ seats} \times £11 \times 27 \text{ performances} = £26\,730$  (potential maximum gross income)

$£26\,730 / 40\% \text{ capacity} / 40\% \text{ fee} = £4\,276.80$  Facility Fee

Facility fee deposits would be x 20% of the fee, so  $£855.36 \times 2$ . Due on registration and closer to the festival.

Once we've agreed upon a venue and time slot for your show, you'll be issued with a Deal Memo that includes all the important details – performance dates, ticket prices, financial deal, deposits etc. After you've received this you'll have a set amount of time to confirm it with us. Please read it carefully as it cannot be changed once agreed!

## Deposits & Value Added Tax

We require Visiting Companies to pay 2 deposits to confirm your slot with us. The first deposit, which is normally due within 14 days of confirming your slot, will be the Fringe Registration Fee and Publicity Fee (see mandatory costs below) and 20% of your Facility Fee. Another deposit of 20% of your Facility Fee will be charged later.

All charges, both mandatory and discretionary, facility fees, services and equipment supplied are subject to VAT at the current rate.

## Settlement

The percentage split is calculated using the total Box Office income from both the venue and the Fringe Box Office, before any deductions are made. The Gilded Balloon requires the Fringe and other Cross Selling Venues' Box Office income (less deductions) to be paid directly to them prior to distributing it to Visiting Companies. We usually receive pay out from the Fringe Society by the end of September, Visiting Companies can expect settlement by the end of October.

# MANDATORY COSTS

## Box Office Commission

There is a charge of 4% (plus VAT) commission on all gross Box Office sales to cover the cost of ticket printing and credit card charges.

## Gilded Balloon Publicity Fee

(These costs may be subject to change for 2023)

This fee is a mandatory charge for all Gilded Balloon shows that supports the cost of your inclusion in all Gilded Balloon's individual and collaborative press and marketing campaigns. The fee helps to cover:

- i. Inclusion in the 'Pals in Pink Pocket Guide', our printed brochure with a run of over 10,000 copies, distributed at all of our venues and to members of the public by our promotions team.
- ii. Our investment in the Edfest.com campaign, promoting your show alongside those from 7 of the best curated venues on the Fringe. In 2022 this included print, digital and out of hand advertising, social media campaigns, media partnerships with The Scotsman, The Times and The List, outdoor signage, box office services, website promotion and partnership PR.
- iii. Listing signage at each venue.
- iv. Press launch events in both Edinburgh and Glasgow.
- v. This also allows for the press and marketing team to have an open door service throughout the Fringe for performers to get advice whenever the office is open.

- Standard Fee (1 – 2 performances) - £120 (£100 excl VAT)
- Standard Fee (3-5 performances) - £300 (£250 excl VAT)
- Standard Fee (full run) - £600 (£500 excl VAT)

## Fringe Registration Fee

(These costs may be subject to change for 2023)

At Gilded Balloon we register all our shows with the Fringe Society. This fee covers your show's inclusion in the Fringe brochure, a listing on edfringe.com and allows tickets to be sold via the Fringe Box Office. The registration fees set by the Fringe Society for 2022 are below.

- Full run (6 or more performances) Discount rate - £295.20 (£246.00 excl VAT)\*
- Full run (6 or more performances) Full rate - £393.60 (£328.00 excl VAT)
- Limited run (3 to 5 performances) - £204.00 (£170.00 excl VAT)
- Limited run (1 or 2 performances) - £96.00 (£80.00 excl VAT)
- Summer rate (20th June onwards) - £295.20 (£246.00 excl VAT)

*\*The discount rate applies to any show that registers by the early-bird deadline for inclusion in the printed programme*



## PRS and PPL

If you use music as part of your show (including film and video) you are liable for PRS and PPL royalties. Every registered Fringe show must fill in a PPL PRS declaration form, whether it uses music or not. The Fringe Society and Fringe venues have an agreement with the PRS & PPL which affords Fringe Artists reduced rates. The maximum PRS charge is 4% of ticket sales for shows using more than 30 minutes of music. PPL charges are only applicable to shows using recorded music and varies based on amount of music used, venue capacity and number of performances (be warned, PPL charges can be quite high!). For more information on PRS and PPL charges please visit: [www.edfringe.com/take-part/putting-on-a-show/music-licensing](https://www.edfringe.com/take-part/putting-on-a-show/music-licensing)

## Foreign Entertainers Tax

If any members of your company are not resident in the UK for tax purposes, then you may be liable to pay Foreign Entertainers Tax. To see how much tax, if any, you will pay you need to submit an FEU8 (Reduced Tax Application) form to HMRC. If this paperwork has not been processed, the Fringe Society and Gilded Balloon are legally required to withhold the Box Office takings until the tax has been calculated. Any claim for a repayment of tax withheld must be made directly to HMRC. For more information on Foreign Entertainers Tax, please see <https://www.edfringe.com/take-part/putting-on-a-show/international-performers#foreign-entertainer-s-tax>

## Insurance

Visiting Companies must arrange their own insurance for public liability, company members and equipment, as well as any damage to the venue building and its contents or injury to the venue staff caused by the Visiting Company members or equipment.



# DISCRETIONARY COSTS

## Gilded Balloon Technical Operator Fees

If you require a **GB Technical Operator** to operate lighting and/or sound cues during your show an operator fee of £20 + VAT per show will be charged at settlement. Companies are welcome to bring their own qualified Technicians but must ensure the person designated for the role is suitably technically competent to operate the venue equipment.

Please see the technical specifications for more details regarding operator fees for each venue.

## Technical Equipment Hires

Our Production department can assist with hiring in additional equipment you might need and can arrange splitting these costs with other companies that may need the same kit. They will agree these costs with you prior to the Fringe and they will be charged back to you at Settlement.

## Sales Commission on Merchandise

Merchandise can be sold either from our box office at your venue or sold within the premises after the show by a member of your company. Both arrangements are charged a commission of 15% - please get in touch with us before the start of the festival to arrange.

## Marketing and PR

Our expert marketing and PR team will be working across all shows to present a united GB brand to the world. We expect all Visiting Companies to provide their own print (we'll put up your posters around your venue). Poster boards that go around the outside of venues can be arranged by us – we order them and put them up, and you'll be charged for them at settlement. While our press and marketing teams can provide general support and advice for your show, **we do not do individual marketing or press plans**. You may also want to consider looking into PR agencies and hiring a street team to flyer for you – we can give you recommendations on companies we've worked with in the past.

## Complimentary Tickets

You will be provided with a set number of complimentary tickets for your guests (this number will be confirmed on your deal memo when an offer is made). Any tickets used over this will be charged back to you at the percentage split of your full price ticket price. These tickets are separate to your press allocation.

## Important!

Please note that all charges both Mandatory and Discretionary, facility fees, services and equipment supplied are liable to Value Added Tax (VAT) at the current rate. The current rate is 20%. We recommend you seek independent tax advice if you're unsure of your tax status.

## OUR VENUES

### GILDED BALLOON TEVIOT

One of Edinburgh Fringe's longest-running and most iconic venues, Teviot is our flagship performance hub based in the heart of the festival in Bristo Square. Its neo-gothic architecture and castle-like features have established it as one of the most recognisable venues at the Fringe. Launched in 2001, Teviot boasts 9 world-class performance spaces that host hundreds of artists from a variety of genres each year. Teviot also has 4 public bars, 2 box offices, food stalls, a cafe and our exclusive VIP and performer space, The Loft Bar.

#### DEBATING HALL

##### Capacity - 350

The largest and most grand of the Teviot venues. The venue is based in the Debating Chamber with the stage area being 11m x 5m, height 1m and a grid height of approximately 6m. The Debating Hall has a full moving lighting rig, full PA system with at least 4 ways monitoring and a large storage and dressing room area. The seating is on the flat with the back rows raked. There are approximately 10 seats on the upstairs balcony.

#### TURRET

##### Capacity - 50

The Turret is on the top floor of Teviot. The stage dimensions are approx 4m x 2m, in a formal black box format and the lighting rig has a warm and cold wash with a down stage. It has a small vocal PA, complete with microphones and CD Player. Dressing area and storage space is available. The Turret is perfect for stand-up comedy and small theatre productions with minimal set and props.

#### DINING ROOM

##### Capacity - 120

Our most popular performance space at Teviot. The stage area is 6m x 4m and flat on the floor, the height from the stage to the lighting grid is 4m. The Dining Room lighting rig has a warm and cold wash and a down stage centre special, some moving lights and LED colour changers, vocal PA, complete with microphones and CD player. The Dining Room also has the luxury of a dressing room and storage area. 110 seats are on a rake with 10 seats on the floor. The Dining Room is wheelchair accessible.

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[WWW.GILDEDBALLOON.CO.UK/PERFORM/PERFORMANCE-SPACES](http://WWW.GILDEDBALLOON.CO.UK/PERFORM/PERFORMANCE-SPACES)





### WINE BAR

#### Capacity - 150

The stage area is approximately 5m x 3.75m, 0.6m high, the lighting rig has a warm and cold wash and a down stage centre special, some moving lights and LED colour changers. This room has a more substantial PA system with a base bin and three way monitor mix, making it suitable to music as well as comedy and theatre. There is a small amount of storage space available. Seating is on the ground floor and upstairs balcony is on the flat.

### WEE ROOM

#### Capacity - 50

The Wee Room is an intimate performance space with flat seating. The stage dimensions are approximately 4m x 2m, in a formal black box format and the lighting rig has a warm and cold wash with a down stage centre special and LED colour changers. It has a small vocal PA, complete with microphones and CD Player.

### BILLIARD ROOM

#### Capacity - 106

The Billiard Room stage is 6m x 3m, height approximately 100mm, in a formal black box. The lighting rig in The Billiard Room is made up entirely of colour changing LEDs from the front, sides and template wash from a 3/4 back position. The sound system is complete with vocal PA, microphones, and a CD Player. There is a small amount of storage and dressing space back stage in this venue. There is a crossover backstage. Seating is on the flat, apart from the back rows, which are on a small rake.

### SPORTSMAN

#### Capacity - 90

This venue space has raked seating and a raised stage. The stage height is 450mm approximately with an area of 5m x 2m. The lighting rig has a warm and cold wash, a down stage centre special and LED colour changers. It has a vocal PA, complete with microphones and CD player. Small dressing area and storage space is available. The Sportsman's has hosted small theatre productions, spoken word and comedy.

### NIGHTCLUB

#### Capacity - 90

The Nightclub (which includes a balcony), has an irregular shaped stage, is approximately 3.6m x 3m, 0.4m high with a stage to lighting grid height of 5m. This venue has both moving light profiles and LED colour changing wash light fixtures, as well as a warm and cold wash and downstage centre special. There is a vocal PA complete with microphones and a CD Player. A small storage and dressing area is available. There is seating on the flat at both ground and balcony levels. This venue also has standing as part of the capacity for late night gigs.



## GILDED BALLOON PATTER HOOSE

With 7 outstanding performance theatres, a box office and a stunning large bar and event space, Patter Hoose quickly became the must-visit venue at the festival following its launch in 2019. This fabulously pink venue hub is situated across the road from the Museum on Chambers Street, just a stone's-throw away from Teviot and Bristo Square.

### BIG YIN

**Capacity - 252**

The largest venue in Patter Hoose and situated on the third floor, the Big Yin has a fixed rake seating bank with the front row on the floor. The Big Yin is wheelchair accessible.

### DRAM

**Capacity - 90**

The Dram is an intimate performance space with flat seating. It is ideal for standup comedy and small scale theatre. There is a small dressing room area behind the venue.

### NIP

**Capacity - 70**

The Nip is an intimate performance space with flat seating located next to the Dram on the second floor of Patter Hoose. It is ideal for standup comedy and small scale theatre. There is a small dressing room area behind the venue.

### OTHER YIN

**Capacity - 142**

For 2022, The Other Yin has a new layout. It has 3 seating banks with the stage in the round. There is a small dressing room to the back far right of the venue, accessible by the drape line which separates the rear of the venue from the performance area. The Other Yin is wheelchair accessible.

### DOONSTAIRS

**Capacity - 160**

Doonstairs is an existing theatre with permanent seating and proscenium arch stage that is approx. 6m wide x 4m deep. The seating is on a slight rake. There is a dressing room and small storage space backstage.

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### COORIE

#### Capacity - 60

A brand new venue to 2022, Coorie is a converted lecture room with 60 seats level to the floor. The performance area is approximately 3600mm wide x 1800mm deep and is raised 300mm from the ground. This venue is perfect for smaller shows or stand up comedy.

### SNUG

#### Capacity - 40

Another new venue to 2022, The Snug is Patter Hoose's cosiest venue. It has 40 seats on the flat and a raised stage 300mm above floor level and is approximately 3600mm wide x 1800mm deep. There is a very small amount of storage space so this venue would suit stand up comedy or a production with minimal set.



## GILDED BALLOON AT THE MUSEUM

Located at the back of the iconic National Museum of Scotland building, facing onto Bristo Square and bang in the middle of Teviot and Patter Hoose, our Museum pop-up boasts a beautiful performance theatre with a large amount of space for set storage, a box office, and a bar and coffee shop with a spacious outdoor seating area. Since its launch in 2016, the venue has played host to an eclectic line-up of performers from an array of genres.

### AUDITORIUM

#### Capacity: 210

This superb theatre space has raked seating and a raised stage. The stage area measures 7m long x 3m deep x 300mm high. The lighting rig has a warm and cold wash with a down stage centre special and LED colour changers. It has a vocal PA, complete with microphones and CD player. There is a generous dressing room and storage area for larger sets.



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## FAQS

### When do applications for Fringe 2023 open and close?

Show applications will open in November. We review applications on a rolling basis up until the last Fringe Society registration deadline however we do sometimes accept applications after this time if we still have gaps to fill. So the sooner you apply the better.

### Do you have wheelchair accessible performance spaces?

Yes. Some of our venues have level access. This is noted on the venues page and in the technical specifications for each space. If you have any questions regarding accessibility in our spaces please contact us at [admin@gildedballoon.co.uk](mailto:admin@gildedballoon.co.uk)

### When will I hear back about my application?

We receive a huge volume of applications every year and it can take us a while to get through them so please be patient with us! We do try to contact every one that's applied.

### Do you do room rental agreements?

No, all our shows are programmed by our Artist Directors to offer a mix of the best of the best across the Fringe. All shows work off a percentage split of the box office, we do not rent rooms. Please see Visiting Company Deal section on page 5 for more information.

### How long should my show be?

Most shows at the fringe run for between 50 and 75 minutes. Obviously we do not disregard the epic project but the audience expectations are for short shows as a lot of people will be seeing many shows in a day.

### Does it matter how long my run is?

Most shows chosen are available to play the full length of the Fringe. We do occasionally programme shows that have a limited run if it fits into a gap in the programme, but you should be aware that doing a part-run (especially opening a show midway through the festival) can make it difficult to build momentum and for word of mouth to spread.

### What can I put on my application that will make it more likely to be programmed?

We're open to absolutely anything and everything! Providing as much detail as possible in your application (links to any videos of previous performances, reviews or scripts are a bonus) really helps us get a feel for the show.

## FAQS

### Will I definitely get the exact venue and time slot I want?

With over a thousand applications and 180 plus slots to fill, programming can be a real juggling act and it really helps if you can be flexible with your preferred venue and time slot. Also, with over 30 Fringes under our belts, we may have a clearer idea of what venue and time would be best suited to your show – if we think we have a slot that would work well for you we'll get in touch and discuss that with you.

### What if another venue offers me a slot?

That's completely fine, we understand that most shows apply to several venues. If this is the case email [admin@gildedballoon.co.uk](mailto:admin@gildedballoon.co.uk) with an update and we will try and give you a status update on your application. Keep in mind that as we're working our way through 100's of applications, we may not be able to give you an update or offer in the time frame required by the other venue so you may need to make a decision.

### Will I have time for a tech rehearsal before the show opens?

Each show is offered a technical rehearsal slot. These take place from 3 days before the first preview – please bear in mind that every other show in your venue will also need a rehearsal and your venue technician will also need to sleep at some point so do try to be available for a tech rehearsal from the 1st of August if possible. Also, if your show is starting mid-way through the run, we'll try our best to accommodate tech rehearsals but this will need to take place around other shows in the venue.

### How long of a turnaround time will I have between my show and the next?

The standard get in/get out time in most venues is 20 minutes, this is shared with the shows around you (in larger venues such as the Debating Hall and Big Yin, it's 30 minutes).

### Do I decide how much I want my tickets to cost?

We'd suggest having a look at similar shows from the Fringe before to give you a rough idea. Once we've offered you a slot we'll suggest ticket prices which we can then discuss with you. These will be included in the deal memo, and should be agreed before this is returned to us.

### I have a company that wants to sponsor my show, is that OK?

Sponsorship is a great way to pay for things like additional marketing or cover some of your costs, however we will need to approve any sponsorship of shows before it's agreed upon.



## Some of the actors and crew in my company are not UK or EU citizens, can they come and perform at Fringe?

If you are not a UK citizen, you may need to gain entry clearance or a visa before coming to the UK. You must have the correct documentation and permissions to come to the UK. The Fringe Society can help with this by issuing a welcome letter to all overseas participants and legitimate entourage connected with a registered show. Find out more at [edfringe.com/take-part](https://edfringe.com/take-part)

## SO, WHAT'S NEXT?

If you've made it through all that, then well done! All there's left for you to do is to fill out a performer application form on our website when it's available, and start planning for Fringe 2023...

**In the meantime, if you need to contact us, give us a call on 0131 622 6555 or [admin@gildedballoon.co.uk](mailto:admin@gildedballoon.co.uk)**