



# GILDED BALLOON

EDINBURGH FESTIVAL FRINGE 2024  
PERFORMER INFORMATION PACK



## 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.

While Teviot closes for renovations until spring 2025, our fabulously pink hub Patter House and the Auditorium in the world-renowned National Museum of Scotland will return in full force to house our 2024 programme. We look forward to receiving your application and finding a perfectly suited venue space for your show.

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

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



### TESTIMONIALS FROM SOME OF OUR PAST PERFORMERS

*“Everyone we had the pleasure to work with at GB consistently went above and beyond with a smile on their faces to make our show come to fruition in just the way we always dreamed it would.”*

*“We had such an incredible time putting our first ever show on, and have been blown away by the response we’ve had off the back of it... We went from having no idea what on earth we were doing, to putting on 7 amazing shows as a result of your guidance, help and advice.”*

*“All the staff were absolutely class, the room was fantastic, and I’m on the train home feeling serious blues already!”*

*“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”*

### APPLY TO PERFORM WITH US

If you are interested in bringing a show to Gilded Balloon, please fill out the application form on our website. There is no deadline for applications, we fill slots on a rolling basis but we do recommend applying as soon as possible.

Before you submit the form we recommend looking at our spaces and technical specifications, you can also read more about our standard financial deals and costs to be aware of on page 5.



## 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 2nd - 26th August, however we run previews from the 31st of July. We register all of our shows with the Fringe Society – so once you've confirmed a slot with us, we send you a link to our online form portal, 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 suitable for a variety of show genres (exact details for each performance space available on request).
- Listings on the Gilded Balloon website & in our brochure.
- Box office including online, phone sales, and in person at our venues.
- Front of House and venue staff who manage the safety of audiences in and out of your show
- Public Liability Insurance for the venue buildings. .
- Inclusion in our general press & marketing campaigns.
- Open door access to our press, marketing, box office management and artist services team throughout the festival.

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.
- Your own marketing and PR campaign.

### FINANCIAL DEAL

Our standard financial deal is to charge Visiting Companies either 40% plus VAT of the total Box Office Receipts or a set facility fee, whichever is the greater.

(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) If your box office income including VAT is £6000 = You will pay the facility fee of £2500 plus VAT, as this is greater than 40% of £6000

Example B) If your box office income including VAT is £9000 = You will pay a split of 40% plus VAT, as this is greater than the facility fee of £2500.

## FACILITY FEE

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. You may follow these steps as a guide to calculating the approximate Facility Fee, however please note that this is just an estimate.

1. Choose a performance space, note its capacity.
2. Work out your average ticket price.
3. Multiply the average ticket price by capacity, then by number of performances, this will give the potential gross Box Office income.
4. Multiply the 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 would have a potential maximum gross income of £ 26 730. (90 seats x £11 x 27 performances = £26 730).  $\text{£}26\,730 / 40\% \text{ capacity} / 40\% \text{ fee} = \text{£}4\,276.80$  Facility Fee

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!

## UPFRONT DEPOSITS AND FEES (PRE-FESTIVAL)

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 agreeing your deal memo, will include the Fringe Registration Fee, Publicity Fee and a 20% deposit of your Facility Fee. Another deposit of 20% of your Facility Fee will be charged later once contracts have been signed (usually issued in May).





## COSTS AND SERVICES

### 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.

### BOX OFFICE COMMISSION

There is a charge of 4% (plus VAT) commission on all gross Box Office sales. The Fringe Society charges this commission on all sales through their own box office. We charge this on gross box office, regardless of where tickets are sold - this goes towards processing fees and credit card charges. Any rebates received from ticket services providers are retained to cover Box Office costs.

### GILDED BALLOON PUBLICITY FEE

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:

- Inclusion in the Gilded Balloon Brochure, with a print run of over 20,000 copies, distributed to key locations around the city and available at all of our venues.
- Our investment in the Edfest.com campaign, promoting your show alongside those from 7 of the best curated venues on the Fringe. In 2023 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.
- Listing signage at each venue.
- Press launch events.
- 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.

Full Run (6 or more performances)	£600 (£500 excl VAT)
3 - 5 performances	£300 (£250 excl VAT)
1 or 2 performances	£120 (£100 excl VAT)



### **FRINGE SOCIETY REGISTRATION FEE**

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](http://edfringe.com), enables tickets to be sold via the Fringe Box Office and allows you use of their participant services. The registration fees set by the Fringe Society are below.

Full Run (6 or more performances) Early Bird	£295.20 (£246.00 excl VAT)
Full Run (6 or more performances) Standard	£393.60 (£328.00 excl VAT)
3 - 5 Performances	£204.00 (£170.00 excl VAT)
1 - 2 Performances	£96.00 (£80.00 excl VAT)
Summer Rate (Listing on <a href="http://edfringe.com">edfringe.com</a> only)	£295.20 (£246.00 excl VAT)

### **TECHNICAL STAFFING**

If requested, we can provide a member of the Gilded Balloon technical team to operate simple lighting and sound cues at a rate of £30 + VAT per performance (charged at settlement). This is an optional service in all of our spaces.

While companies are welcome to bring their own qualified technician, the person designated for the role must be suitably technically competent to operate the venue equipment. A member of our technical team will be available to support during the production's technical rehearsal and we will provide roving support as needed.

### **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 to these costs with you prior to the Fringe and they will be charged back to you at settlement.

### **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. For more information on these charges please visit: [www.edfringe.com/take-part/putting-on-a-show/music-licensing](http://www.edfringe.com/take-part/putting-on-a-show/music-licensing)





### **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.

### **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).

We offer a number of additional advertising opportunities, including Poster Boards, in and around our venues. If you book any of these in, you'll be charged 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.

### **MERCHANDISE SALES COMMISSION**

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.

**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**

## VENUES

### GILDED BALLOON PATTERN HOUSE

With 7 outstanding performance theatres, a box office and a stunning large bar and event space, Patter House 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 Bristo Square.

### BIG YIN

Capacity: 252

The largest venue in Patter House and situated on the third floor, the Big Yin has a fixed rake seating bank with the front row on the floor. There is dressing room and storage space behind the stage. The Big 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.

### OTHER YIN

Capacity: 142

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.





### 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 House. It is ideal for standup comedy and small scale theatre. There is a small dressing room area behind the venue.



### COORIE

Capacity: 60

A brand new venue in 2022, Coorie is a converted lecture room with 60 seats level to the floor. This venue is perfect for smaller shows or stand up comedy.

### SNUG

Capacity: 40

Another new venue in 2022, The Snug is Patter House's cosiest venue. It has 40 seats on the flat. 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 House, 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, with microphones. There is a generous dressing room and storage area for larger sets.





## FAQS

### **When do applications for Fringe 2024 open and close?**

Applications are open now! 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!

### **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 everyone that has 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 fixed facility fee against a percentage split of the box office, we do not rent rooms. Please see the Visiting Company Deal section on page 3 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 occasionally do 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.

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

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 35 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.

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

The standard shared 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 Big Yin, it's 30 minutes).



**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 hundreds 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, so we kindly ask that Visiting Companies make themselves available on these days. 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.

**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.

**Where can I find accessibility information about your performance spaces?**

If you would like to discuss the accessibility of our performance spaces please feel free to get in touch with us at [admin@gildedballoon.co.uk](mailto:admin@gildedballoon.co.uk). You can find info on accessibility in our technical specifications.

**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](http://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 and start planning for Fringe 2024. 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)