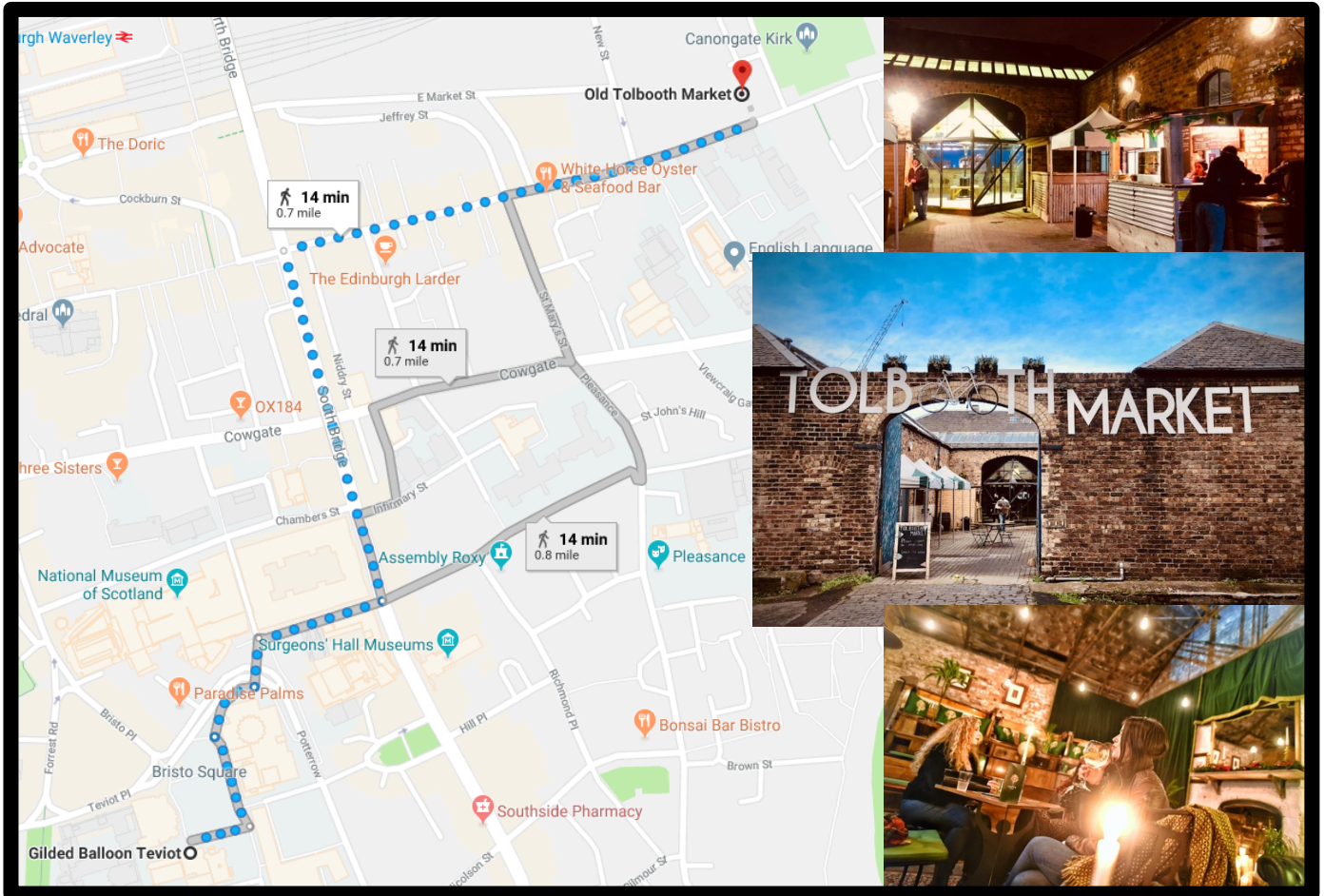




# Gilded Balloon at Old Tolbooth Market

Everything you Need to Know



Gilded Balloon are excited to be programming three venues at the Old Tolbooth Market for Fringe 2019. The space is serviced by a large bar and has an outdoor market at its centre.

## LOCATION & VENUE IMAGES

Old Tolbooth Market is located at Canongate just off the Royal Mile. It is a 5-minute walk from Pleasance Courtyard and a 15-minute walk from Gilded Balloon Teviot.

Images and technical drawings of the 3 venues will be shared with performers as soon as possible. In the heart of the three venues is a large bar and outdoor courtyard with food stalls. GB will also operate a box office in the courtyard and put up posters and signage at the entrance to signpost the venue.

The venue will be open from **Wednesday 31<sup>st</sup> July – Sunday 25<sup>th</sup> August**, with previews for the first 3 days.

## VENUE MODEL

All venues within the Old Tolbooth Market will operate a hybrid rental model. 'Pay in advance to reserve a seat or pay what you want at the end of the show'

2 Commercial Street, Suite 1F4, Edinburgh, EH6 6JA  
[www.gildedballoon.co.uk](http://www.gildedballoon.co.uk)

The ticket prices will be set by the performer but must be a minimum of £6 and a maximum of £8. We recommend a preview price of £3 (for the first three days) and a standard price of £6 or £7.

Performers will be expected to do 'bucket shaking' at the end of the show. This money should be taken to the box office to be accounted for at the end of each show.

GB will have venue staff that will bring audiences in and out of the venues. They will also operate lights up, lights down to start and end shows but if you need a technical operator for your show, you will need to bring one in.

### **FINANCIAL DEAL - 70/30 Deal**

The performer keeps 70% of **all** income (advance & bucket sales). There is a minimum Venue Facility Fee which is calculated dependent on your room size and time slot. You'll either pay this fixed facility fee **or** 30% of the overall sale (both bucket & advance), whichever is the greater. The bucket takings will be accounted for by GB each night but the performer is welcome to take the bucket money home after each performance. At the end of the festival GB will combine the bucket and box office earnings and calculate the final split amounts.

The Facility Fee or Box Office split that GB takes is to cover the cost of setting up and providing venue staff for the rooms. All of the venues at Old Tolbooth Market need to be set up by GB with staging, seating, lighting and sound kit in order to make them into suitable theatres for shows. GB is keen to run a successful venue for both audiences and performers and is happy to be open and honest with performers about what our split covers.

### **MIN FACILITY FEE (INC VAT)**

	12-2.45pm	3-6.45pm	7-11pm
Capacity	50p per seat	60p per seat	65p per a seat
70	£1092.00 (£910.00)	£1310.00 (£1091.00)	£1419.00 (£1183.50)
50	£780.00 (£650.00)	£936.00 (£780.00)	£1014.00 (£845.00)
40	£624.00 (£520.00)	£749.00 (£624.00)	£811.20 (£675.80)

This fee is calculated at p per seat x capacity x 26 days + VAT.

All facility fees will be deducted at settlement. GB is a VAT registered company meaning that VAT will be charged against your 70% and has been included in the minimum fees above.

### **UP FRONT COSTS**

The following costs must be paid in advance of the Fringe.

**Slot Deposit** - £150 to secure your slot. This will be deducted from the facility fee amount you pay at settlement.

**GB Marketing Fee** –pays for your entry in the Edfest.com brochure with GB, Pleasance, Underbelly & Assembly. It also covers the costs for the support of the lovely GB Press & Marketing team, your inclusion in the venue listings collateral that are distributed across all GB venues and your entry into the Gilded Balloon's Press Pack which is sent out to our media lists.

**Fringe Registration Fee** – the registration fee that goes straight to the Fringe Society to participate.

Fringe Society Registration Fees	
6 + Performances (Early Bird)	£295.20 (£246.00)
6 + Performances (Standard)	£393.60 (£328.00)
3 - 5 Performances	£204.00 (£170.00)
1 - 2 Performances	£96.00 (£80.00)

GB Marketing Fee	
Standard	£600 (£500)
Double	£1080 (£900)
Quad	£1920 (£1600)
Standard: 1 - 5 Performances	£300 (£250)

### **COST EXAMPLE:**

Rachel is performing in the 50-seater venue at 6pm for the full festival.

Total costs inclusive VAT.

Registration fee: £295.20

Slot Deposit: £150

GB marketing fee: £600

Room facility fee: £936.00 vs 30% of sales

### **Costs due pre-festival:**

*Before the registration date deadline:*

Registration fee: £295.00

Room deposit: £150.00

*Before our brochure launch in May:*

GB standard marketing fee: £600.00

This can be paid in installment as agreed with our Finance team.

**Total that Rachel will pay pre-festival: £1045.00**

**Total Rachel will pay at settlement: £786.00 (£936.00 - £150.00 deposit) or 30% of sales whatever is greater.** Note VAT may be payable on your 30% fee, depending on her VAT status.

Note the standard 4% Fringe Society processing fee for tickets will apply to all tickets booked in advance.

### **ROOMS & CAPACITIES** - *Additional rooms may become available*

**Top** – 50 seats

**Bottom** – 70 seats

**Bothy Bar** – 40 seats

### **TECHNICAL SET UP**

All rooms will have a basic lighting rig and PA set up. They will be set up to be best suited for stand-up comedy.

Technical Drawings of the rooms are currently being prepared and will be sent to acts as soon as they become available.

### **INTERESTED?**

We are offering the best deal possible for performers considering GB are receiving no contribution from the bar and will be building all the venues from scratch.

If you'd like to register your interest for a slot or have any questions about the venues. – please apply on our website or email us – [programming@gildedballoon.co.uk](mailto:programming@gildedballoon.co.uk)