
GILDED BALLOON
EDINBURGH FESTIVAL
FRINGE 2027
PERFORMER INFORMATION PACK
4-30th August 2027

ABOUT GILDED BALLOON

Hiya Pals and welcome to Gilded Balloon! Founded in 1986, our beloved Gilded Balloon has grown from its modest origins of one theatre with 7 shows per day and surviving the 2002 Cowgate fire that destroyed our flagship venue, to operating 20 performance spaces and presenting over 200 shows during August 2026. We are a family run venue, with our founder, Artistic Director, and continuing creative force, Karen Koren, at the helm 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 new writing, challenging drama, children's shows, gig, dance and physical theatre and the cream of the comedy crop. Gilded Balloon's reputation continues to thrive, attracting worldwide television, radio and press coverage and selling over 197,000 tickets for its performances in 2025, cementing its dominance on the cutting edge of the Fringe.

We were thrilled to have returned to the newly renovated **Teviot Row House** last year after a couple of years away! As well as this, we have our fabulously pink hub **Patter House** - and the Auditorium in the world-renowned **National Museum of Scotland** will also be back to host our 2027 programme. Additionally, we have a performance space at our pub, **The Gilded Saloon**, our year-round venue in collaboration with Paradise Palms and Kelburn Arts.

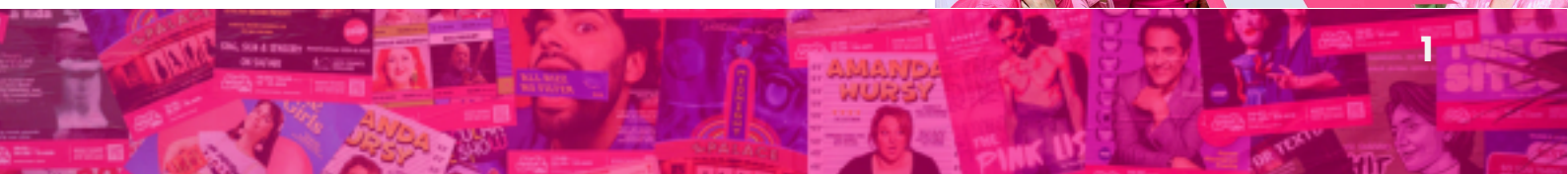
We look forward to receiving your application and finding the perfect venue space for your show!











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

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

TESTIMONIALS FROM PAST PERFORMERS

"Gilded Balloon felt young, vibrant, upbeat and joyful. I felt really proud to be a part of the pink movement. The slogan 'hiya pals' really sums it up - informal, friendly, part of a family."

"It felt like theatre camp for adults who take big risks. I loved getting to meet the performers from all around the world and attended the GB events throughout the month...this is by far my favorite artistic experience I've had to date"

"The Gilded Balloon gang worked so hard whilst still being the most super fun, supportive and smiley faces and it was a dream to feel part of the club"

"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!"

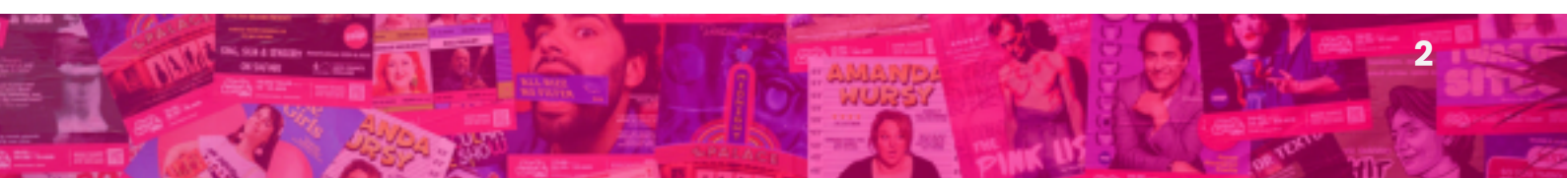
"My favourite part was the staff who went above and beyond to help. They were friendly, informative and approachable which at times was a god send during tricky situations"

"I had an absolute BLAST with y'all this summer! Everyone was so kind and professional and made me feel so welcome. So sad it's already over, can't believe how fast it flew by..."

APPLY TO PERFORM WITH US

If you are interested in bringing a show to Gilded Balloon, we ask that you fill out a short application form, the link to apply can be found on our website. There is no deadline for applications as we fill slots on a rolling basis so 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 4.



THE FRINGE AND FRINGE SOCIETY

EDINBURGH FESTIVAL FRINGE

This year, the Edinburgh Festival Fringe is celebrating its 80th 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 Edinburgh Fringe Fringe coincides with the Edinburgh International Festival, Book Festival, Art Festival and Television Festival which, combined, bring hundreds of thousands of people from near and far to our beautiful city every year. In 2026, the Fringe festival issued an estimated 2,805,395 tickets, with countless more attending non-ticketed shows and Street Events.

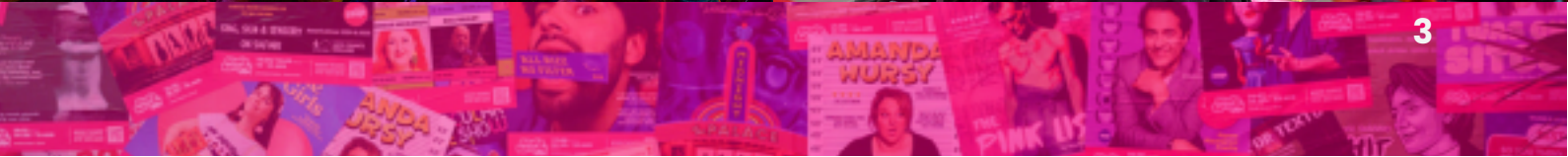
THE FRINGE SOCIETY

The Edinburgh Festival Fringe Society is an administrative organisation that 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. They don't run any venues or programme shows themselves. The Edinburgh Fringe Society has a wealth of online resources for anyone interested in participating in the Fringe which can all be found at www.edfringe.com/take-part

The Fringe Society's official Fringe dates are **06 – 30 August 2027**, however, we run previews from 4th August. We register all of our shows with the Fringe Society. After you've confirmed a slot with us, we ask that you fill out our online form portal, and we'll handle your Fringe registration from there!







VISITING COMPANY FINANCIAL DEAL

Our standard financial deal is to charge Visiting Companies either 40% (plus VAT) of the total gross box office receipts **OR** a minimum facility fee, whichever is greater.

(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 gross box office income for the percentage split).

An example, based on a Facility Fee of £1080:

If gross box office is **£2,000,** you will pay the minimum facility fee of **£1,080** plus VAT.	*(The minimum facility fee is greater than 40% of gross box office - £800)*
If gross box office is **£5,000**, you will pay a split of 40% of box office **£2,000** plus VAT.	(A split of 40% is greater than the minimum facility fee *of £1080)*

FACILITY FEE

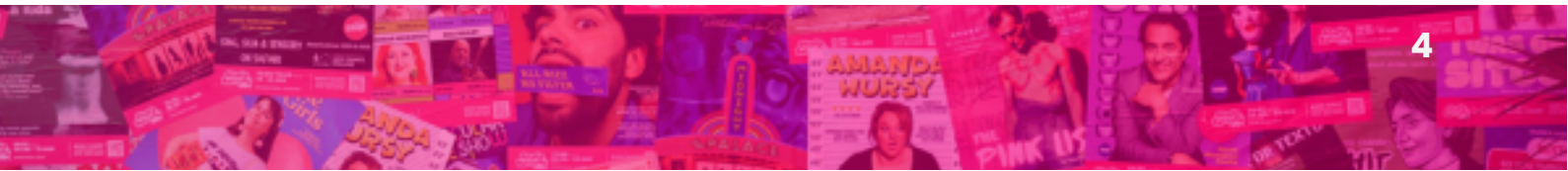
We calculate the facility fee by working out what our split (40%) of the total Box Office income would be if you sold an average of 40% capacity over the full run. You may estimate a facility fee by multiplying the venue capacity x average ticket price x 40% capacity x 40% venue split.

Once we've agreed upon a venue and time slot for your show you'll be issued with a deal memo which includes all the important details – the facility fee, 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 COSTS

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).

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.



What the venue fee to Gilded Balloon covers:

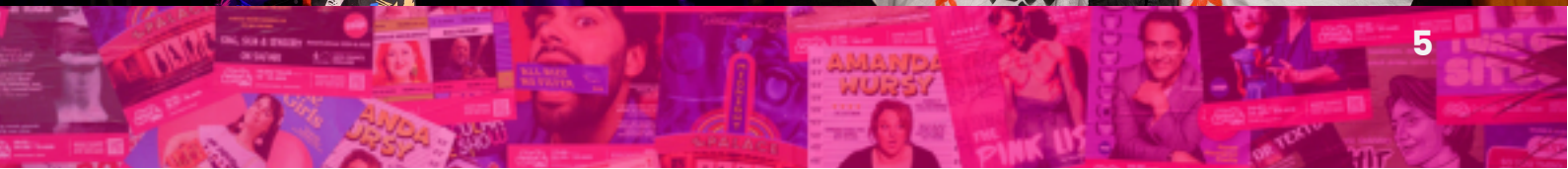
- A professionally set up venue run by the friendliest team at the Fringe to ensure your audiences access your venue in a safe and timely manner.
- Basic technical set up in the venue including lighting and sound, plus additional AV/projection options available.
- Dedicated venue box offices and Box Office Management team to support selling advance tickets, helping with queries and ticket offers.
- Support from the GB Press & Marketing team and promotion as part of the overall GB programme. (There is also a mandatory marketing and publicity fee charged to cover brochure entries and inclusion in venue marketing campaigns.)
- Support from the GB Technical team to set up your show during the tech rehearsals and roving support as needed throughout the festival (but not someone to operate your show).
- Access to a dedicated Artist Services team to support you and your show in the run up to, and throughout, the Fringe.
- Access to sell advance tickets on cross selling platforms as part of Gilded Balloon's extensive venue partnerships.
- Promotion and sales opportunities at Gilded Balloon's other venue hubs and mixed bill showcases.

What you are expected to provide:

- A show that is rehearsed and ready to be performed to your audience from your first preview day, complete with set, props, costumes etc.
- Your own promotional material such as flyers, posters, content clips etc.
- 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.







OTHER 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. 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 and Visiting Companies can expect settlement by the end of October.

BOX OFFICE COMMISSION

The Fringe Society charges 5% ticket commission on all sales through their box office. We charge a rate of 4% on gross box office on sales through our own box office - this goes towards processing fees and credit card charges. Any rebates received by Gilded Balloon from ticket service providers or agents are retained to cover box office costs.

FRINGE SOCIETY REGISTRATION FEE

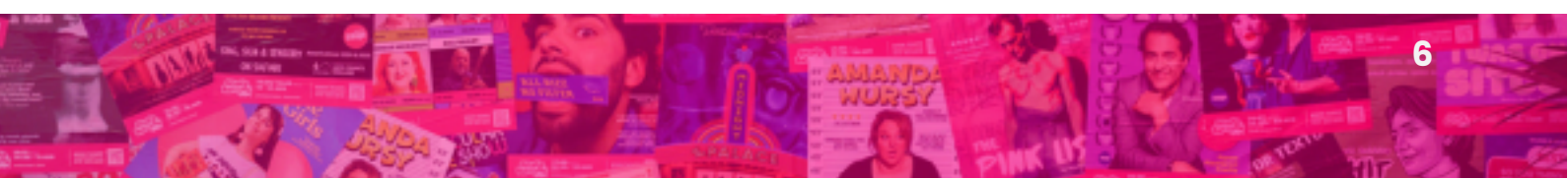
We register all our shows with the Fringe Society. This fee covers your show's inclusion in the Fringe brochure, a listing on edfringe.com, enables tickets to be sold via the Fringe box office and allows you use of their participant services. The registration fees set by the Fringe Society are below.

Full Run (6 or more performances) Early Bird	£325 (£260.00 excluding VAT)
Full Run (6 or more performances) Standard	£433 (£346.40 excluding VAT)
3 - 5 Performances	£224 (£179.20 excluding VAT)
1 - 2 Performances	£106 (£84.80 excluding VAT)

GILDED BALLOON MARKETING AND 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 of the Fringe. In 2026 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)	£660 (£550 excluding VAT)
3 - 5 performances	£330 (£275 excluding VAT)
1 or 2 performances	£150 (£125 excluding VAT)

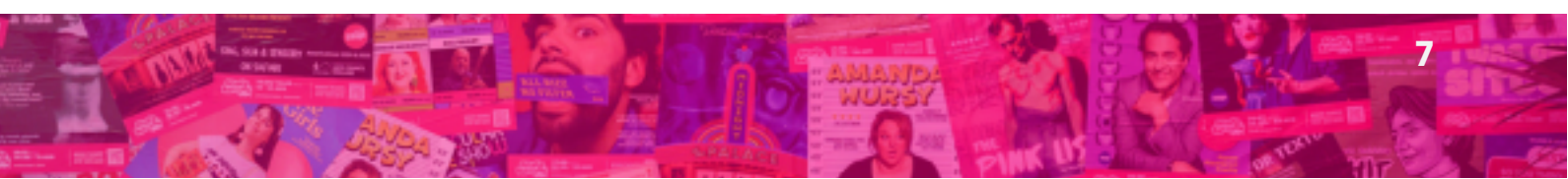
TECHNICAL STAFFING

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 will provide roving support as needed throughout the month.

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. Make sure you review your venue's technical specification to understand what equipment is included as standard.



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 PRS PPL Ltd which affords 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 the Fringe Society website.

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 Gilded Balloon brand.

We offer a number of additional advertising opportunities, including double & full page Brochure entries and Poster Boards in and around our venues. If you book any of these you'll be charged at settlement. While our press and marketing teams can provide general support and advice for your show, please note that, we do not do individual marketing or press plans.

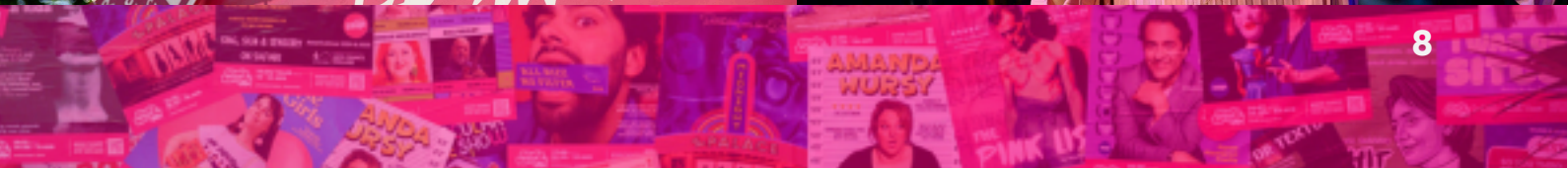
You may also want to consider looking into PR agencies and hiring a street team to flyer for you – we can give you recommendations on companies we've worked with in the past.

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

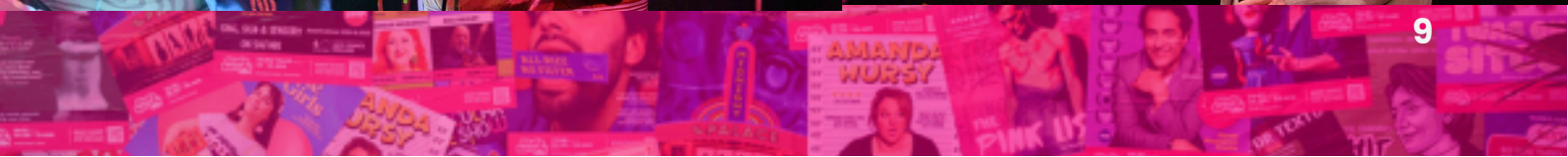
Merchandise can be sold either from our box office at your venue or sold within the premises after the show by a member of your company. Both arrangements are charged a commission of 15% - please get in touch with us before the start of the festival to arrange.

DEVELOPMENT DEALS

The **Pay What You Want** development deal is an opportunity for performers in smaller rooms (60 seats and under at Patter House) to bring work in progress shows, split bills or new work with less technical requirements, to our simpler rooms while still having the benefits of being part of our professionally run venue hubs.
In these rooms we allow performers the opportunity to fill empty seats on a Pay What You Want basis via bucket collections. If you are offered a slot, we will be in touch to discuss this model in more detail.

In addition to this, Gilded Balloon runs the **Show Support Fund** which raises commercial, public and charitable donations to directly support artists bringing work to the Edinburgh Festival Fringe. With the cost of participating in the Fringe continuing to rise, the fund aims to ensure that more artists, particularly those with distinct voices and limited financial means, can bring their work to Edinburgh. Donations will support five shows selected by Gilded Balloon Artistic Directors Karen Koren and Katy Koren. You can find more information **here.**



OUR VENUES

GILDED BALLOON PATTER HOUSE

With 9 outstanding performance theatres, a box office and a stunning large bar and event space, Patter House quickly became a 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 - 234

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 of chairs on the floor. The performance area is approximately 6m wide by 3m deep, and raised by 300mm. There is a dressing room and storage space behind the stage.

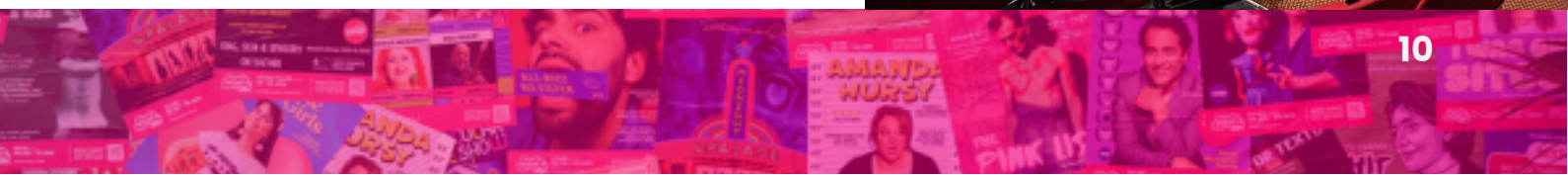


DOONSTAIRS

Capacity - 160

Doonstairs is an existing theatre with permanent seating and proscenium arch stage that is approx. 6m wide by 4m deep and 900mm above floor level. The seating is on a slight rake. There is a dressing room and small storage space backstage.













OTHER YIN

Capacity - 140

Other Yin 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 - 100

The Dram was newly configured for 2026, and has a capacity of 100, with 9 rows of seats with a central aisle. The performance area is 6m wide by 5m deep, 300mm above floor level.

COORIE

Capacity - 60

The Coorie is a converted lecture room with 60 seats level to the floor. The performance area is approximately 3.6m wide by 1.8m deep and is raised 30mm from the floor.

BLETHER

Capacity - 56

The Blether has 5 rows of chairs and a capacity of 56 seats, the performance area is approximately 3.6m wide by 1.8m deep with the stage at floor level.

Technical specifications and venue plans for all of our spaces can be downloaded on our website.

BOTHIE

Capacity - 58

The Bothie has 6 rows of chairs and a capacity of 58 seats, the performance area is approximately 3.6m wide by 1.8m deep with the stage slightly raised above floor level. There are soft black drapes on the rear and sides of the stage.



THE PENNY

Capacity - 43

The Penny is one of Patter House's smaller venues with 43 seats on the flat. The performance area is approximately 3.6m wide by 1.8m deep and the stage is at floor level, with six rows of chairs.



SNUG

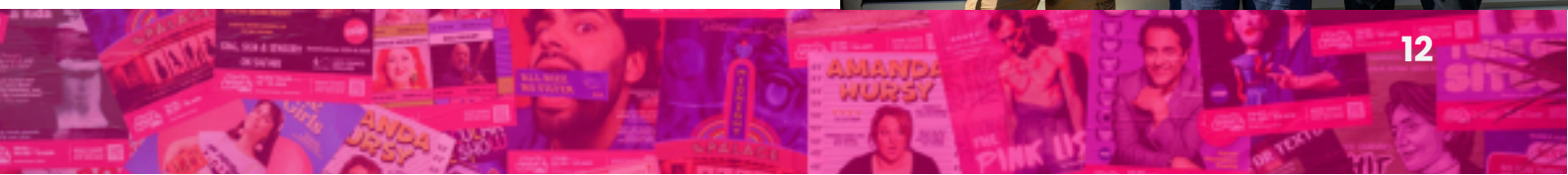
Capacity - 40

Another of Patter House's cosier venues, the Snug has 40 seats on the flat and a raised stage 30mm above floor level and is approximately 3.6m wide by 1.8m deep. There is a very small amount of storage space so this venue would suit stand up comedy or a production with minimal set.



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GILDED BALLOON AT THE MUSEUM

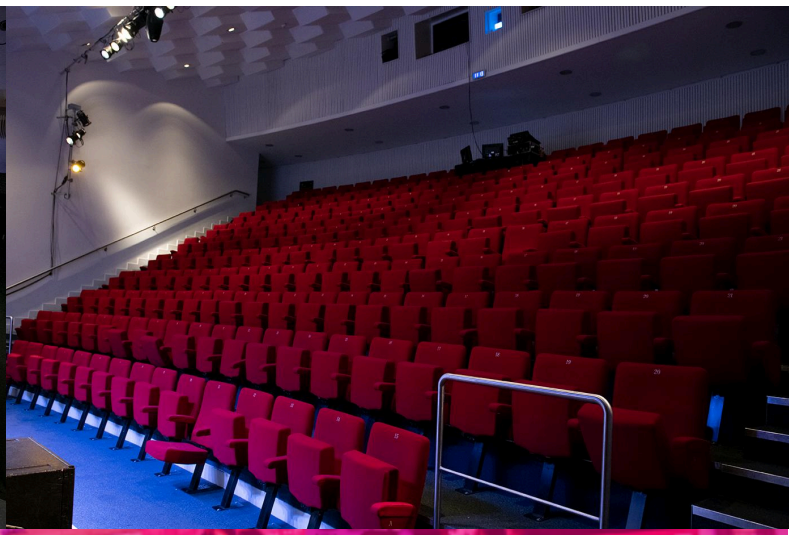
Located at the back of the iconic National Museum of Scotland building, facing onto Bristo Square and bang in the middle of Teviot and Patter House, our Museum pop-up boasts a beautiful performance theatre with a large amount of space for set storage, a box office, a bar and a coffee shop with an outdoor 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 wide by 3m deep, and 300mm high. There is a generous dressing room and storage area for larger sets.





GILDED BALLOON TEVIOT

After a brief hiatus, Teviot has returned to the heart of the festival in Bristo Square. One of Edinburgh Fringe's longest-running and most iconic venues, Teviot will once again serve as our flagship performance hub. Its neo-gothic architecture and castle-like features have established it as one of the most recognisable venues at the Fringe.

The refurbished Teviot will offer a variety of performance spaces, public bars, 2 box offices, food stalls, a cafe and our exclusive VIP and performer space, The Library Bar. Existing tech specs and plans are available to download from our website.

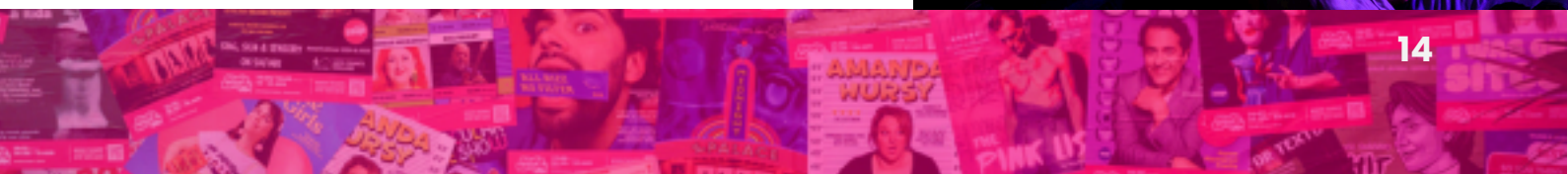
DEBATING HALL
Capacity - 307
The largest and grandest of the Teviot venues. The venue is based in the Debating Chamber with the stage area being 11m x 5m, height 1m and a grid height of approximately 6m. The Debating Hall has a large storage and dressing room area. The seating is on the flat with the back rows raked. There are approximately 10 seats on the upstairs balcony.

WINE BAR
Capacity - 150
The stage area is approximately 5m x 3.75m. There is a small amount of storage space available. Seating is on the ground floor and upstairs balcony is on the flat.

















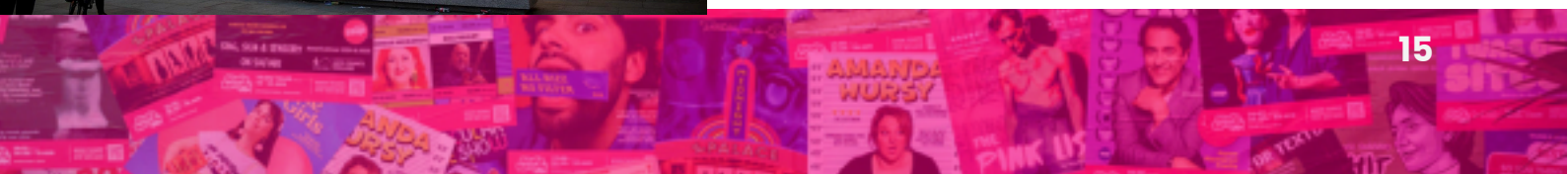
DINING ROOM
Capacity - 120
The stage area is 6m wide, 4.5m deep, and flat on the floor, the height from the stage to the lighting grid is 4m. The Dining Room also has a dressing room and storage area. 110 seats are on a rake with 10 seats on the floor.

BILLIARD ROOM
Capacity - 100
The Billiard Room stage is 6m wide by 3m deep and the stage is 100mm above the ground. There is a crossover backstage. Seating is on the flat, apart from the back rows, which are on a small rake.

LOUNGE
Capacity: 120
The Lounge venue space has been reconfigured for 2026 and has a total capacity of 120 seats. The stage is 100mm above floor level, with a performance area of 3.5m wide by 2m deep.

THE DEN
Capacity: 60
A new Teviot space for 2026, The Den is an intimate performance space with flat seating. It is ideal for standup comedy and small scale theatre. The performance area is approximately 4m wide, 2m deep, and 300mm above floor level.

Technical specifications and venue plans can be found on our website.







WEE ROOM
Capacity - 50
The Wee Room is an intimate performance space with 6 rows of flat seating. The stage dimensions are approximately 5m wide by 2m deep, in a formal black box format, and 300mm above floor level.

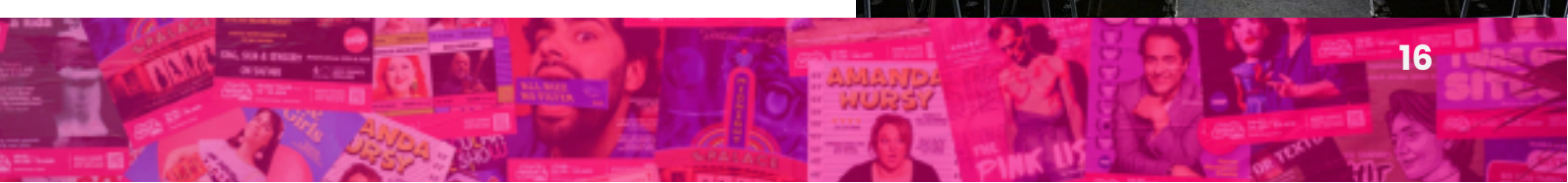
TURRET
Capacity - 50
The Turret is on the top floor of Teviot. The stage dimensions are approx 5m wide by 2m deep and 300mm above floor level, in a formal black box format. Dressing area and storage space is available.



NOOK
Capacity: 46
The Nook was a brand new space for 2026. It is located on the lower ground floor. It is Teviot's cosiest venue with 46 seats, stage dimensions are approximately 3m wide and 1m deep, in a formal black box format, 300m above floor level, making it a perfect venue for stand-up and productions with minimal set and props.



Technical specifications and venue plans for all of our spaces can be downloaded on our website.



THE GILDED SALOON

Opening during Fringe 2025, this new pub and venue is a unique collaboration between some of Scotland's most prolific arts organisations. Gilded Balloon, Paradise Palms and Kelburn Arts have joined forces to bring a multi-genre programme to the venue with the local community at its heart.

GILDED SALOON BASEMENT
Capacity - 90
The stage area is raised and roughly 3.2m wide x 1.6 deep. The seating is on a flat in a cabaret style. There is a small space which can be used as a dressing room.

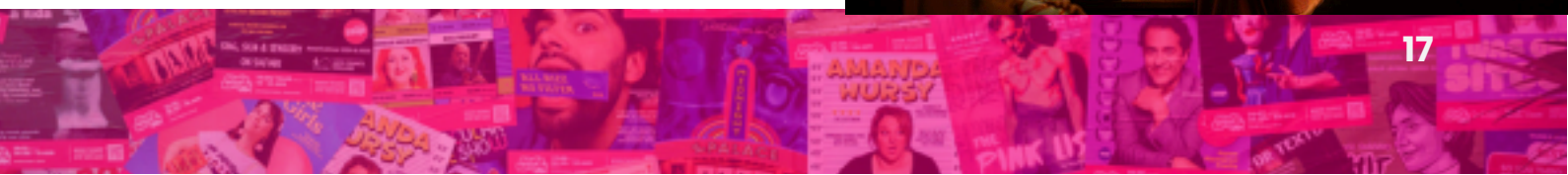
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FAQS

When do applications for Fringe 2027 open and close?
Applications open in November each year! We review applications on a rolling basis up until the last Fringe Society registration deadline - so the sooner you apply the better! We will sometimes accept applications after this time if we still have gaps to fill. Find out more about the application process on our website.

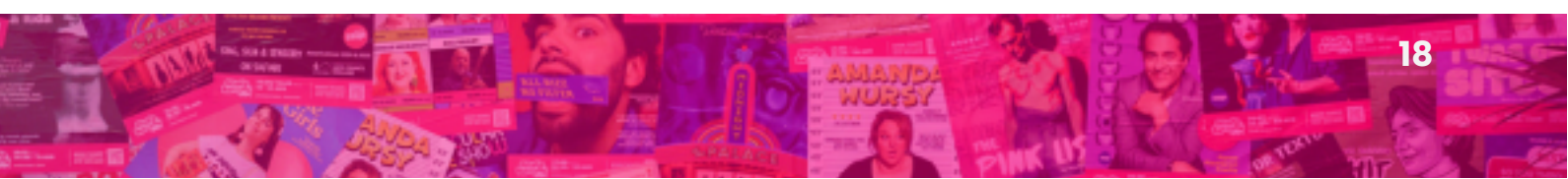
When will I hear back about my application?
We receive a huge volume of applications every year and it can take us a while to get through them so please be patient with us! We do try to contact everyone that has applied.

Do you offer room rental agreements?
No, all our shows are programmed by our Artistic 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 4 for more information.

How long should my show be?
Most shows at the fringe run for between 50 and 75 minutes. We sometimes have room for longer projects but the audience expectations are for short shows as a lot of people will be seeing multiple shows in one 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 really helps us get a feel for the show. Links to any videos of previous performances, reviews or scripts are a bonus!



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 40 Fringes under our belts, we can help find the venue and time 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.

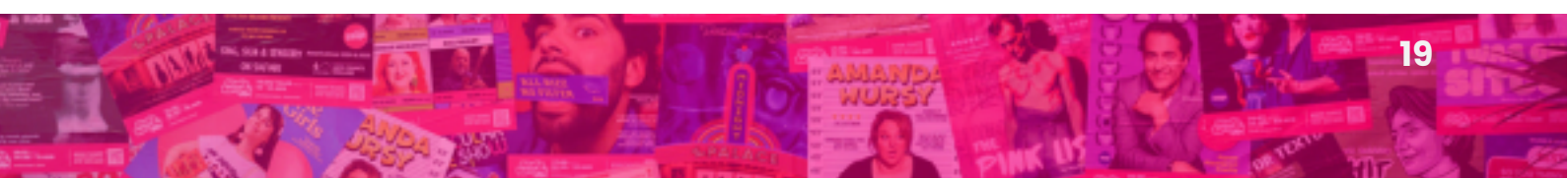
How much turnaround time will I have between my show and the next?
The standard shared get in/get out time in most venues is 20 minutes. This is shared with the shows around you and with getting the audience in/out the venue (in larger venues, such as the Big Yin, it's 30 minutes).

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 with an update and we will try to 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.

Will I have time for a tech rehearsal before the show opens?
Each show is offered a technical rehearsal slot. These take place in the 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 last year's Fringe 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. You can find info on accessibility in our technical specifications and on our accessibility information page here.



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 to 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 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

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 our performer application form and start planning for Fringe 2027. In the meantime, if you need to contact us give us an email on admin@gildedballoon.co.uk





