



How did my FRINGE event go? Report for FRINGE 2010

The information you provide will be for Fringe use only.

It will be used on future grant and sponsorship applications that the Fringe Arts Trust may make and the information you provide will help us better serve future Fringe participants.

Please complete the following report and email it to welcome@fringe.co.nz or return it to Fringe offices by 5pm Friday 19th March 2010. **Your \$50 bond will be refunded on receipt of this report.**

Name:

Show Name:

Production Company:

Bond Cheque Made Out to:

Postal Address:

Did you receive Kakano Funding? Yes / No amount received?

(If yes please fill in Kakano report attached as well as these report questions below.)

Did you receive Wellington City Council Creative Communities or other Creative New Zealand Funding? Yes /No If yes how much?

Did you receive any cash sponsorship from other parties? (aside from your own bank account)

Yes/ No If yes, who and how much?

--

What was your overall expenditure? (total amount spent on your production)

--

EVENT INFORMATION

Name of Venue:

--

What is the maximum capacity of the Venue? (number of seats that you could have sold for one performance)

--

Dates of Season:

--

Total number of performances:

--

Tickets Prices:

Waged Concession Fringe Addict

How many people were involved in your event?

Cast	
Crew	
Volunteers	
Others	
Total	

ADVERTISING

What marketing techniques did you use?

Please list the top three mediums that you think were most effective in promoting your event.

1.

2.

3.

IN YOUR OPINION:

Do you think you received enough Fringe Support?

Do you have any suggestions for how Fringe can improve support to participants?

What was your overall experience with the Fringe Festival?

ADDITIONAL:

How many from your production attended Running of the Fringe?

Was your production interviewed on the Chit Chat Lounge? Was this affective and why?

Did you attend the Chit Chat Lounge? What was your experience?

Do you think the Chit Chat Lounge is a necessary Fringe event? Why?

TICKETED EVENTS ONLY TO FILL OUT THIS SECTION

TOTAL TICKET SALES

Number of Complimentary Tickets Issued _____

Number of General Admission Tickets Sold _____

Number of Concession Tickets Sold _____

Number of Addict Card Tickets Sold _____

Total Number of Audience Members: _____

What was the total (gross) amount that you took over the BOX Office \$_____

What was your overall house percentage? _____%

(take your total amount of sold tickets – less complimentary tickets. Then divide by the total capacity of your venues. The x by 100. E.g. BATS seats 85 so over a 4 night season your show has a total capacity of 340. You sold 140 tickets over those four nights. 340 divided by 140 x100 = 41.18% this is your house percentage).

FREE/ KOHA EVENTS ONLY FILL OUT THIS SECTION

Please estimate how many people attend your event/came to see your exhibition?

What was the total income generated from Art Sales/ Koha collection?

To help us in future funding applications that the Fringe Arts Trust makes to funding bodies and sponsors, we need quotes from participants. If you have any quotes about your Fringe experience and your perception of Fringe please write them below.

Is the New Zealand Fringe Festival a necessary event for Wellington and New Zealand?

- Yes
- No
- Other (please specify)

Thank you so much for your valuable feedback and your participation in the New Zealand Fringe Festival

If you have any questions or additional comments, please feel free to contact Zelda Edwards at welcome@fringe.co.nz