

2011 APPLICATION: THE BERKSHIRE FRINGE

BAZAAR PRODUCTIONS, INC

The final deadline for submissions to The Berkshire Fringe is **February 15, 2011**.
All applications must be **postmarked** by February 15, 2011.

Postal Mailing Address: (Preferred)

Berkshire Fringe Application Committee
Bazaar Productions, Inc.
PO Box 1033
Great Barrington, MA 01230

UPS/FedEx Address:

Berkshire Fringe Application Committee
c/o Sara Katzoff
137 Garfield Place #2L
Brooklyn, NY 11215

Application Checklist:

- \$60 application fee* made out to BAZAAR PRODUCTIONS, INC
- Project information sheets (pages 2, 3)
- Signed and dated procedures sheet (pages 4, 5)
- 1 page artist statement
Please provide an artist statement up to one page describing the piece you are submitting and why you feel that The Berkshire Fringe is an appropriate venue for your work.
- 1 page project history / status
Briefly describe: 1) the history and origins of your project 2) if and where it has been performed 3) other background information that you think will help the committee to understand your work and its context
- 30-50 word project rave / description and a 10 word marketing tag line
We want to hear how you market yourself. Be creative and think about an audience that knows nothing about your work. Describing what you do is often more compelling than an intellectual analysis of the meaning of your work.
- A Short bio or 1 page resume for your key performers/collaborators
- Tell us a story
Tell us a story that goes beyond the information provided in the rest of the application materials and provides unique insight into you, your company, or your piece.

Supplemental Materials:

Please provide *at least* one of the following as applicable.

- Video documentation (VHS please cue tape to a favorite scene; DVD - suggest a track or time)
- Script (please bookmark or highlight a favorite scene or passage)
- A concise written show summary
- Audio CD (if original music is a strong element in your production)
- Print quality photos (All hi-res photos available of your show, or photos of your past shows, company or performers if photos from the show you are applying with are not available. JPG format on CD preferred.)
- Press about the show, company, or performers involved

We **strongly** recommend including a visual and/or audio supplement to your application material. It is extremely difficult for the application committee to accurately perceive work without any kind of visual information. For new works, video or audio recordings from rehearsals or workshops are strongly recommended. Documentation of previous works by the same company or artists is also acceptable.

Notification will be sent **after** April 1, 2011

*NOTE: If you are submitting applications for more than one project, you must include a fee for each.

Project Information

Contact Information:

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____

Cell / Alt Phone _____

E-mail _____

Best way to contact you? Phone E-mail

Project Details:

Title of Project _____

Production Company _____

Written/Created by _____

Director/Choreographer _____

Cast/Ensemble Members _____

Total number of essential personnel attending the festival:

Performers _____ Staff/crew _____ Other _____ Total # _____

Length of piece in minutes _____

Is your project an original work or an adaptation? _____

If adaptation, please specify _____

If not an original work have you obtained the necessary rights and permission?

Yes In the process of doing so

Have you obtained necessary permission from all performing unions?

Yes N/A Will obtain permission

Is this a World Premiere? American Premiere? East Coast Premiere?

Please choose one genre that best describes your work:

Solo Original Play Adaptation Multi-Media Musical Mime/Clown/Mask
 Dance/Movement Other _____

For general marketing purposes, please rate the content of your performance:

Note: This is only for our information and will not be used as a deciding factor. Past festivals have included works in all of these categories. Shows that are "appropriate for everyone" are not necessarily marketed as "kids shows".

Appropriate for Everyone (all ages)

Some Adult Themes (suggested for 12+)

Strong Adult Themes/Content/Language (suggested for 18+)

How did you hear about us?

Please be specific. For example, general answers like "the internet" or "a friend" are less helpful to us than "nyfa.org" or "My friend and former Berkshire Fringe performer Joe Smotts".

Technical

Please describe in detail the technical specifications for your show.

Lighting _____

Sound _____

Rigging _____

Set _____

Projections _____

Other _____

The Berkshire Fringe will provide a basic festival lighting plot and basic sound equipment and two technical staff members to help you run your show. Please be aware that you will be sharing the theater with at least one other group while you are at the festival and that lighting will be based on a festival rep plot. Our staff is eager to help you to accomplish as many of your technical needs as are possible within the context of a festival atmosphere. If you need to attach an additional sheet to clarify any special technical requirements that you might have, please do so.

Marketing and Promotion

What traditional or unconventional methods will you plan on using to promote your show within the greater Berkshire community?

Procedures

The deadline for submissions to the Berkshire Fringe is February 15, 2011. Please have your application postmarked first-class on or before February 15, 2011. Letters regarding the committee's decision will be sent after April 1, 2011. If accepted, you will be mailed an information packet as well as a contract detailing the festival and your responsibilities as a performer therein.

Upon acceptance, you will be required to submit a \$150 non-refundable performance fee. The \$150 fee along with your signed contract, press and marketing materials must be returned to us within 15 days of notification to retain your spot.

What The Berkshire Fringe provides for you, the artist(s)

- An incredible venue in the beautiful Berkshires.
- On campus housing for up to 8 essential members of your cast and crew
- 50% of your box office sales.
Our theaters seat up to 53 or 75, depending on the venue. There will be at least five performances of each show. Tickets are \$15 advance / \$18 at the door. Discounted or promotional ticket packages are still split 50%. In 2010, Berkshire Fringe artists took home an average of about \$900, with some earning \$1350+
- Free admission to all festival shows and events
- 4 company comps per performance for personal use
The Berkshire Fringe will provide comps to industry professionals and press directly
- A limited amount of time to rehearse and tech your show in the performance space
- Festival promotional material, press releases, posters, advertising and brochures including full details about your show in our 2011 season brochure
- Basic lighting, sound and digital projection equipment
- A small crew to assist you throughout your run
Our Technical Director is available to operate lights and our Production Coordinator is available to operate sound.

What your responsibilities are to provide

- A fully mounted evening-length performance (At least 50 min, no longer than 90 minutes) that can load in and out quickly and easily
- To establish a presence in the community by helping to promote your own show
- Any and all sets, costumes and props required
- Any technical crew and stage management personnel you may need beyond the two technical staff provided to you.
- Your own transportation* and meals
** Though The Fringe can provide some limited ground transportation, past festival participants found having a car or van to be immensely helpful*

As an applicant I have read and understand my responsibilities fully.

Signature

Printed name

Date

If you have any questions or concerns about this application please contact Co-Artistic Director Sara Katzoff:
sara@berkshirefringe.org - (413) 320-4175 - www.berkshirefringe.org

Additional Information

Your Show: Marketing and Promotion

Here at the Berkshire Fringe, we pride ourselves on providing you, our artists, with an exemplary community and superb network of support. We are Fringy, we are innovative, we are fun and we all agree that getting butts in seats at our theaters is the absolute best thing we can do for you. We work incredibly hard at promoting the festival year round and we hope we can count on you to help us. In addition to the promotional materials we provide, we also send out a street marketing staff, help set up interviews with local media outlets and talk up your show as much as we can everywhere we go. How can you help us? We were hoping you would ask that question! First of all, we strongly encourage you to print and distribute your own postcards/posters. In the Berkshires, word of mouth and personal interaction is paramount and truthfully, nothing sells your show more successfully than you.

About the Venue

Performances take place in the 70 seat blackbox theater at the Daniel Arts Center at Bard College at Simon's Rock in Great Barrington, MA and at Mixed Company, a 53 seat theater in Great Barrington.

"The Daniel Arts Center is really terrific and played perfectly for our production. We loved it!"
- *Fiely Matias and Dennis Giacino, LOUNGE-ZILLA!*

"This festival has a great mix of professionalism and play."
- *Stephen Buescher, Workhorse*

"The performance space met and *far* exceeded any of my expectations."
- *Dan Bernitt, "Thanks for the Scabies, Jerkface!"*