



EVENT GUIDE 2019

Here's a guide if you are putting on an event :

REGISTRATION

- Registration of your event with Belper Fringe ensures that it will be featured in brochures (if received by 31 January 2020, on the web site and in all publicity material.
- The registration fee is £35. This should be by BACS / electronic transfer. Contact us for adjustments for smaller audiences. (workshops etc)
- The Belper Fringe office is at 121 Belper Lane, Belper DE56 2UH
- The closing date for events to be registered to ensure inclusion in the brochures is 31 January 2020.
- Events can be registered after this date but they will not be featured in the brochure.
- The registration document and an up to date event timetable will be forwarded from belperfringe.org.

DECIDE ON YOUR VENUE

- You need to decide which venue best suits your event.
- You need to be clear as to what the venue can do for you.
- Ensure that you are clear on the financial aspects of dealing with the venue (hire cost etc.)
- Make sure that you have written confirmation from the venue of your booking.
- Ensure that the venue has suitable licenses. If not you may need to apply for a Temporary Events Notice from Amber Valley Borough Council.
- Belper Fringe recommends Public Liability Insurance for all events. Check with the venue because their PLI may cover your event. Belper Fringe does not accept any responsibility for events that do not have PLI.

REGISTERED EVENTS : TICKET SALES

- If you advise so, tickets will be sold through the Belper Fringe Box Offices. A charge of 5% of the total sales will be made by the Fringe to cover costs and fees to the Box Office.
- Belper Fringe will sell tickets through the Fringe web site and ensure delivery to buyers via email. Belper Fringe will take 5% of the ticket price to cover administration and charges.
- It is the responsibility of the event organiser to organise front of house arrangements for their event. Many events have a high level of "walk up", hence the need for front of house.
- Monies due to organisers from ticket sales will be forwarded within 14 days after the event.
- Ticket prices are set by the event organiser. However, we suggest that pricing structures are as simple as possible with as few tiers as possible.
- Customers will incur a charge from Paypal.

- If you choose to have ticket concessions they must fit the following tiers:
 - FULL TICKET PRICE
 - UNDER 16's
 - OVER 60's
 - DISABLED

These are not compulsory. You can offer just the full ticket price if you wish but Belper Fringe will not accept such categories as 'unwaged' or 'students'.



PUBLICITY

- Belper Fringe will publicise your event through brochures, the web site, local radio, social media, newspapers, and magazines.
- It is essential that you promote your event as widely as possible.
- Unless agreed with Belper Fringe it is the event organisers responsibility to produce posters, flyers and other promotional material.
- Event organisers will receive a promotional pack for posters (A4) and a copy of the Belper Fringe logo. This must be used on all promotional materials issued by organisers.
- Where applicable sponsors logos must be featured and Belper Fringe will supply these.
- The organiser should supply an image for the event to the address at the end of this document. This will be featured on the web site, social media, brochure and promotional material. The image **MUST** be a minimum of 80mm x 50mm at 300dpi and in a jpeg format. The image should be supplied along with the registration form.
- Please remember that often the quality of promotion is only as good as the information received.

BELPER FRINGE CONTACT DETAILS

OFFICE :

121 Belper Lane, Belper DE56 2UH

EMAIL : events@belperfringe.org

WEB SITE : www.belperfringe.org

PRINT / WEB SITE CONTACT :

Mayers Design | Email: andy@mayers-design.co.uk