



Edinburgh Fringe Guide 2020

TAKING A SHOW TO EDINBURGH FRINGE

www.dancehorizons.co.uk

Intro

Taking your work to the Edinburgh Fringe is both exciting, and nerve racking at the same time. So, we have compiled some information to make this process less daunting for you as an artist/company. Dance Horizons works with artists at all stages of their career in taking their work to the stage. The Fringe is an incredible opportunity to showcase your work on an international level. Dance Horizons has a unique partnership with Greenside Venues with whom we work exclusively to give artists the best fringe experience possible. Their venues, ethos and team are just the best. Greenside also champion diversity and not just between art forms, therefore we are thrilled to be working with them again in 2020.

The Basics

We are trying to keep information as bitesize as possible, but the basic facts are Dance Horizons acts as producer between yourselves as the artists, and Greenside Venues managing a whole range of the background to your performance, each show is different and has a variety of needs as detailed in the next section.

- Dance Horizons takes no payment from companies upfront, our fringe policy is detailed in our contract for the nitty gritty side of things, however Dance Horizons deducts just 20% of box office take for Fringe Productions as our producing “fee”. Its our job to ensure bums on seats for your show!
- Artists are responsible for funding behind their show. Including venue, fringe registration etc. Marketing is organised through Dance Horizons and is either payable in advance or from the box office takings.
- Dance Horizons retains full control of the performance slot with the venue and is not liable for charges due to artist cancellation or other factors beyond our control. Artists are invoiced from Dance Horizons for fees and registrations. Each show is managed differently so there are flexibilities.

Ok enough of the dull stuff, let's move on to the exciting part.

Dance Horizons' Fringe Services

This section rounds up the services we provide as your producer for your fringe show. This is an overview, not a definitive list as each production is different and requires a unique approach.

- **Venue Management;** we deal with your booking process and venue hire liaison, to get you the best deal and ensure the venue has suitable provision to accommodate your show, including technical requirements.
- **Fringe Registration;** we manage the registration processes for your show. This includes ensuring your EdFringe online and print listings are marvellous and will stand out from the crowd.
- **Marketing Support;** as a dance production company, Dance Horizons can manage your marketing requirements. From your posters, flyers, digital promotions and much more. With us being an Edinburgh based organisation we can begin this process of marketing much earlier, giving you a sound advantage.
- **A Guide;** with us being based in Edinburgh we are able to guide you through your fringe journey and ensure you are as prepared as possible before you arrive in Edinburgh for your show.
- **Technical Support;** we can provide plenty of support for you in the run up to your show with preparing all your technical plans and paperwork to ensure you're ready to go.
- **Press;** we work hard to connect with relevant press, reviewers and publications to get as many industry bums on seats as possible to help promote you as an artist/company. The fringe is all about getting noticed and taking risks with your work.

We support you during your time here in Edinburgh, ensuring the smooth running of your show and always on hand with assistance and a smile.

About Us

Dance Horizons is an Edinburgh based creative dance production company specialising in creating, producing and advocating dance performance and events. At the heart of our events is industry development, enabling dance to broaden and reach new audiences.

History

Dance Horizons first emerged in 2013 when a small group of entrepreneurial dance graduates presented "Dance Horizons Industry Night". An evening of dance development in Chester which was co-ordinated in partnership with DanceUK (Now OneDanceUK). The event featured presentations and workshops from national and regional dance organisations and enabled artists to connect, share ideas and discuss the developmental needs of the region.

In November 2014 the first Innovations Contemporary Dance Platform was presented at the Forum Theatre, Chester becoming the areas first standalone dance platform event. Innovations has become the company's flagship event. The platform has had several editions including Edinburgh Fringe and is rapidly expanding across the UK to provide opportunities for dance artists and companies to share their work. For more information on Innovations visit www.innovationsdanceplatform.co.uk

Dance Horizons now has a small team working to create our events and now works on behalf of a number of small-scale companies and independent artists as dance producer for their works including Paul Scott Bullen and Kennedy Muntanga Dance Theatre

Contact Us

To begin your journey and ask any questions you may have, get in touch!

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