



## PARTICIPATE IN THE 2010 GETTYSBURG FRINGE FESTIVAL!

Welcome to the 3rd Annual Gettysburg Fringe Festival, June 18-27, 2010. Our mission statement is to organize, facilitate and promote a community festival that enhances a broad spectrum of talented artists, artisans, and other unique events in Adams County. The Gettysburg Fringe Festival is the community's complement to the artistic and cultural Gettysburg Festival. We provide a unique opportunity for the community to produce and present Fringe events during the exciting ten-day Gettysburg Festival. Whether you are an artist, performer, author, business owner, community club, or non-profit organization, there's a place for you in the Gettysburg Fringe Festival.

The Fringe Festival is open to anyone with the following two items:

1. An idea for an artistic, cultural, entertaining or historical event
2. A venue to share with a vast audience

After these two items are secured, the next steps include:

3. A committed group of performers or staff for your event
4. A completed Gettysburg Fringe Festival application submitted, along with a non-refundable participation fee of \$75 and \$55 for nonprofit organizations.

While you will control the production of the event, we will work in conjunction with you on the publicity. Your benefits provided by the Gettysburg Fringe Festival include:

- A poster for display, designating your location as an official Gettysburg Fringe Festival event
- A Fringe Festival flag is available for a \$35 deposit (\$25 will be refunded back to you, after the flag is returned)
- Promotion of your event in the Gettysburg Fringe Festival program
- A generous supply of Gettysburg Fringe Festival programs, including your event listing and photo
- Promotion of your event on the Gettysburg Fringe Festival web page of the Gettysburg Festival website
- Your event mentioned in a comprehensive Gettysburg Fringe Festival press release sent to regional media outlets

The deadline to submit your application is **March 30th** in order to maximize publicity efforts on the website. The strict deadline to be included in the Fringe Festival program will be **April 15th**. Please note additional advertising opportunities are also available in the Fringe Festival program (see attached). The advertising contract is **May 1, 2010**

Lastly, a few facts and figures:

- The Inaugural Gettysburg Fringe Festival attracted 18 community events in 2008. Participation increased in 2009 with 38 events. Many participants received extra media coverage as a direct result of their affiliation with the Fringe Festival, and many reported extra foot traffic, visitors, sales, etc.
- Attendance for the Gettysburg Festival in 2009 was 22,000 attendees from at least 22 states.
- The Gettysburg Festival was honored as the "Top 100 Events in North America for 2009" by the American Bus Association.

We look forward to hearing your ideas and working with you, on the 2010 Gettysburg Fringe Festival!

Sincerely,

Phyllis Netherland  
Gettysburg Fringe Festival Coordinator  
fringe@gettysburgfestival.org