



WHYTE & MACKAY GLASGOW INTERNATIONAL COMEDY FESTIVAL
THURSDAY 10th – SUNDAY 27th MARCH 2022
HOW TO BE INVOLVED IN THE GLASGOW INTERNATIONAL COMEDY FESTIVAL

INFORMATION FOR ACTS

In order to be included in the GICF programme, shows must be registered with the festival office by the registration deadline **Monday 24th January 2022**. By this date, the festival office requires the following:

- Fully completed show set up form (by email)
- Show image: Dimensions - 225(w) x 150 (h) px
- Registration fee (BACS Payment)

OPTION ONE: HIRE A VENUE AND PRODUCE THE SHOW YOURSELF

If you already have a venue in mind, get in touch with the comedy festival office to see if it is an existing comedy festival venue. If it isn't, then it will be subject to a few basic checks to ensure it is suitable for hosting a comedy festival show. This is to ensure that people who attend any show under the festival banner can be assured of the same high quality experience and there are no dodgy mics or makeshift light arrangements. After this process is complete, you need to make sure that you provide us with a fully completed set-up form along with your registration fee in time for the programme deadline **MONDAY 24th JANUARY 2022**. In this instance you, the act, will be the promoter, this means it is your responsibility to ensure the venue has the right set up for your show. We highly recommend you visit the venue, preferably to see a show. This way you can decide if you are happy with the lights, sound and general set up of the room yourself. You may wish to adjust the capacity for your night for example. We highly recommend going to the venue, meeting with the managers and technicians so you, the promoter can discuss and advise them on how you want to produce your show.

OPTION TWO: FIND A VENUE WHO WILL CO-PROMOTE THE SHOW WITH YOU

This option means you and the venue share any production and marketing costs in return for a share of the box office. This means your costs are less, and the risk of losing out financially in the event of low sales is far less. In this case it is best to have a written agreement with the venue in advance of tickets going on sale. This should state what costs are involved and what the split of any profit will be. Make sure you know what you are getting from the venue in return for their share of the box office. Deals vary, but for instance, a fairly standard deal would be an 80/20 split of any surplus after production costs have been paid for in the artist's favour. With a co-promotion the registration fee should be treated as a cost and taken off before the split so that both parties pay a share. Again, although the venue may be helping you to promote the show, be sure to pop in to see the venue and ensure you are happy with the set up.

OPTION THREE: FIND A PROMOTER WHO HAS A VENUE AND WILL PRODUCE YOUR SHOW

In this instance you can expect to be paid in one of three ways:

1. An **agreed flat fee** for your performance.
2. A **split of the box office** between you and the promoter. As an indication the main venues on the Edinburgh Fringe usually offer a deal where the box office is split 60/40 in the artist's favour. The 40% pays for all venue costs but not usually for promotion or publicity. The deals do vary so it's worth asking around.
3. A minimum **guarantee** with an **agreement to split** the surplus should the show do well. This is really a mixture of the first two approaches. Again, deals vary so shop around. And again, this must be agreed in advance and in this case the promoter is the person liable for the registration fee.

Please don't hesitate to ring the office to ask for advice on dealing with promoters or venues. We aim to keep a good relationship with everyone in the festival so sometimes we might be able to help get an agreement.

Should you have any questions relating to any of the above don't hesitate to get in touch.

CONTACT

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