

A decorative graphic consisting of numerous thin, radiating lines in shades of light blue, dark blue, and pink, emanating from a central point behind the text.

THE HEART BEAT OF THE FRINGE
LOVE THE FRINGE

www.lovethefringe.com

LOVE THE FRINGE AND CELEBRATE BEING PART OF THIS INCREDIBLE FESTIVAL – MAKE BETTER USE OF UNUSED TICKETS.



Love the Fringe is a new membership scheme devised by the majority of organisations that create the Edinburgh Festival Fringe. Members will get an immediate benefit of being able to increase the value of their ticket purchases and gaining access to other rewards and offers throughout the festival.

50/50

For shows it is an opportunity to promote a positive message and get a benefit from any money generated by the scheme. After costs the profits will be split 50/50 between shows and venues/producers with the latter taking the risk on creating the scheme. Returns will be calculated based on accumulated issued tickets through the scheme by show/venue.

The aim is to make better use of papering, free tickets, 2 for 1's and promotional offers to build a loyal membership that support the festival. This is being set up initially as a three year trial with the aim that it should continue in future and be a positive way of involving everyone in the festival, shows, producers, audiences, venues and the many businesses that care about the Fringe.

COMMIT 2%

What it requires of shows is to commit 2% of their ticket stock (with the option to add more) to the scheme. This can be spread across the entire festival or on designated days. Beyond this if shows want to provide further offers they can manage this themselves on the edfest.com website with the options of: 2 for 1, 20% off, 50% off, £5 ticket and £8 ticket.

Everything will be run through lovethefringe.com where you can claim your show and manage your own page on the site by making sure it has all the correct information and adding further marketing materials and media reviews. Members of Love the Fringe will be encouraged to leave public reviews and ratings that will appear on your page. (Shows are asked to report any incorrect or offensive posts).

THE MEMBERSHIP SCHEME WILL LAUNCH MONDAY 10 JUNE 2024.

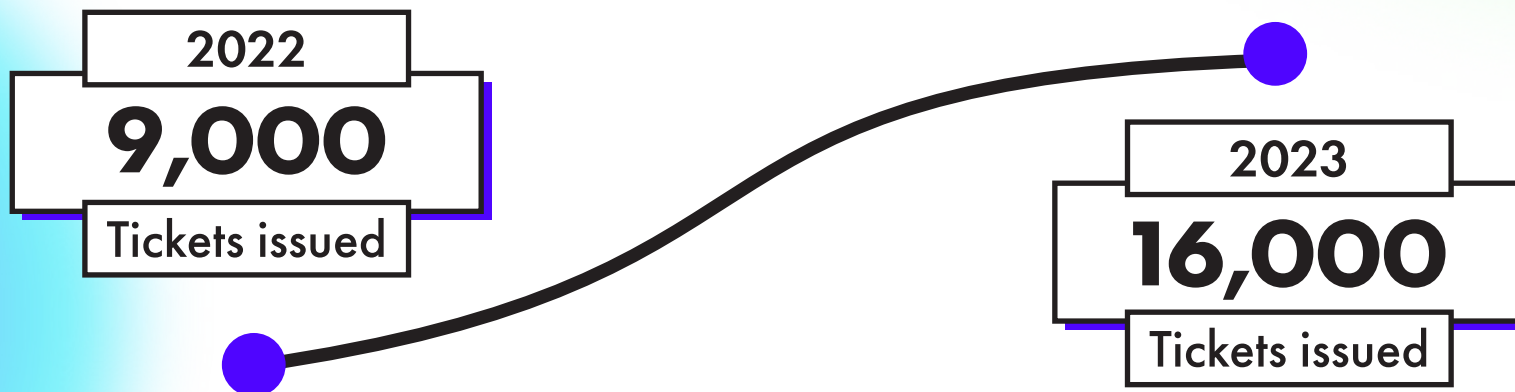
The membership scheme will launch at the beginning of June and you are being asked now if you wish to opt-out of the scheme and the automatic inclusion of 2% of your tickets for the season. By default they will be spread equally across the season, taking in to consideration peak times. Should you wish to amend your default allocation **please contact your venue marketing team.**

A MASSIVE SUCCESS

In addition to this 2%, Love the Fringe will also host The Scotsman free ticket offer which offers subscribers tickets for 31 July - 07 August the first week of the festival.

In 2022, The Scotsman launched a giveaway which turned out to be a massive success, with over 9,000 tickets issued in 2022 and over 16,000 in 2023. The Scotsman and EdFest are partnering once again to offer 20,000 free tickets giveaway redeemable during the last week of June until mid-July (or when they run out). This will provide artists with an opportunity to showcase their event to a new, untapped audience.

The Giveaway will be promoted in print and digitally via The Scotsman channels, including directly to their database. Your venue marketing manager will be in touch with you soon to give more information on how to opt-out to this offer and the allocation of your tickets.



A POSITIVE PROJECT FOR THE FESTIVAL.

Whilst this is a membership scheme the priority is to promote the festival. This is the first time so many organisations that make up the Fringe have jointly worked in such a positive and collaborative way for the festival. For all of us that care about it it's an opportunity to show our commitment and celebrate. We all need to work together to promote the importance of the festival from whatever your point of view. It's a legacy to the future of our industry and its vital we keep it on a positive footing.

FAQS

CURIOUS TO LEARN MORE?

Explore our FAQs to find the answers you need and uncover helpful insights!



~ HOW DO I CHANGE MY ALLOCATION?

Depending on your venue, contact your marketing or venue manager, and they will be able to help you change your allocation.

~ HOW DO I ACCESS PREVIOUS EDFEST OFFERS/ ARE THEY STILL RUNNING?

Yes, these offers are still running: 2 for 1, 20% off, 50% off, £5 ticket & £8 ticket.



TO ACCESS THESE OFFERS YOU MUST:

1.

Login to your venue RED61 Reporting Portal

2.

On the left hand side click 'Ticket Management' (1), then 'Offers' (2). This will show all events registered to the company.

The screenshot displays the 'assembly' reporting portal. The left-hand navigation menu is expanded, showing 'Reports', 'Ticket Management', 'Complimentary tickets', and 'Offers'. A blue circle with the number '1' points to 'Ticket Management', and another blue circle with the number '2' points to 'Offers'. The main content area shows the breadcrumb 'Ticket Management > Offers > Event List' and the title 'Offers'. Below this, an 'Event List' section contains three entries:

- Assembly Gala Launch**
Assembly Hall : Main Hall : Assembly Gala Launch
- Best of the Fest**
Assembly Hall : Main Hall : Best of the Fest
- Best of the Fest: The New Class**
Assembly George Square Gardens : Piccolo Tent : Best of the Fest: The New Class

The 'assembly' logo is at the top left, and a 'Log out' button is at the top right. The 'RED61' logo is at the bottom left of the interface.



3.

Select the event (3) and performance (4) you wish to access.

4.

Once on the 'Performance' page, you will see a blue arrow pointing down on the right of the page (5). Click this and this will show which offer you have assigned to the performance (6).

assembly

Log out

Reports

Ticket Management

Complimentary tickets

Offers

Ticket Management > Offers > Event List

Offers

Event List

Assembly Gala Launch
Assembly Hall : Main Hall : Assembly Gala Launch

Best of the Fest
Assembly Hall : Main Hall : Best of the Fest

02/08/2024	23:55
03/08/2024	23:55
09/08/2024	23:55
10/08/2024	23:55
11/08/2024	23:55
16/08/2024	23:55
17/08/2024	23:55
18/08/2024	23:55

RED

assembly

Log out

Reports

Ticket Management

Complimentary tickets

Offers

Ticket Management > Offers > Event List > Performance

Offers

Performance

Best of the Fest
02/08/2024 23:55

Full Price 771 available

4 tickets assigned to Edfest 20% off.

Restricted View 50 available

RED

5.

It is here you are also able to add these offers to a performance by clicking the '+' (7), selecting the type of offer (8) and how many tickets you wish to assign to this offer (9). Then click save (10).

6.

To remove an offer, on the 'Performance' Page' simply click the '+', select the offer that is on the performance (11) and then click 'Remove Concession' (12).

HOW DO I CHECK HOW MANY TICKETS HAVE BEEN ISSUED BY THE SCHEME FOR MY SHOW?

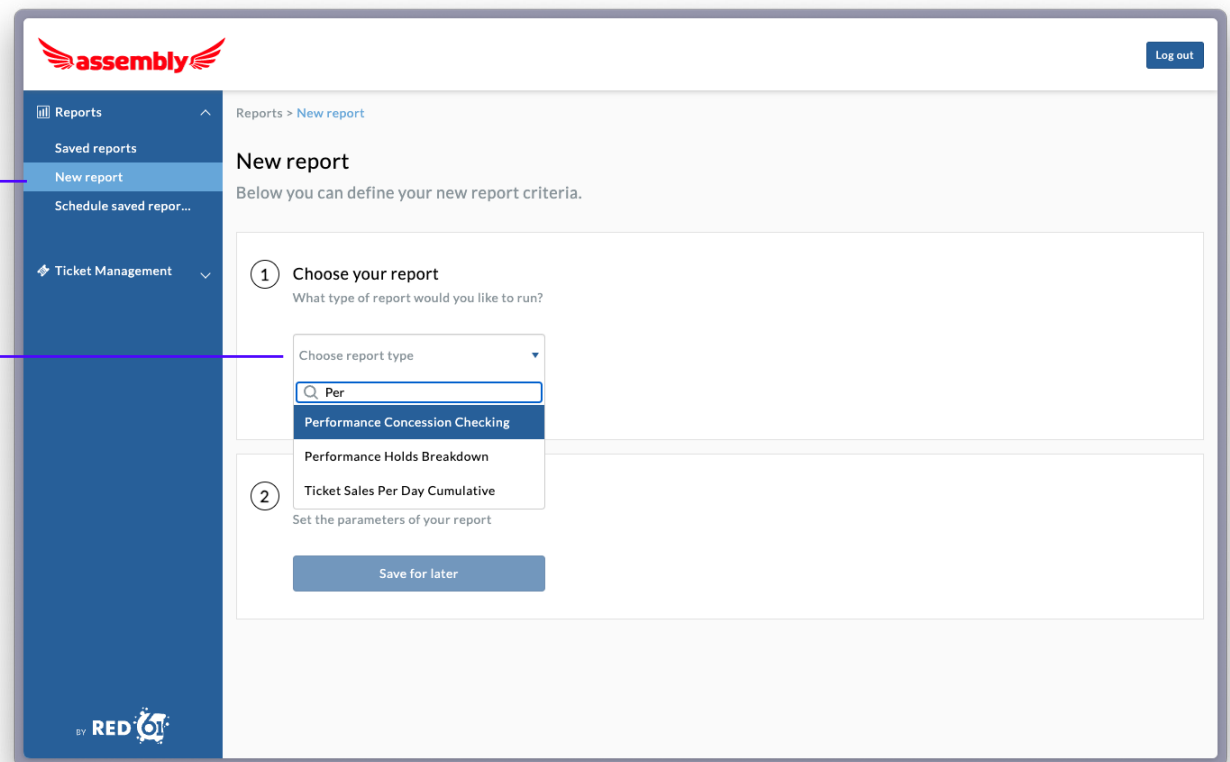
To check how many tickets have been issued, you must run a report. To do this, you must:

1.

Login to your venue RED61 Reporting Portal

2.

Click 'New Report' (1) on the left-hand side, and in 'Choose your report' search for 'Performance Concession Checking' (2)



3.

Once you have done this, fill in the parameters of your show (3)

4.

Then scroll to the bottom and click 'Generate Report' (4). You can also save this report for later (5), and this will appear in 'Saved Reports' on the left-hand side (6).

assembly Log out

3 Reports

- Saved reports
- New report
- Schedule saved repor...

Ticket Management

BY RED 61

2 Choose report criteria

Set the parameters of your report

Season
Active Seasons X Search

*(A): This denotes an active season

Venue --ANY-- Search Sub Venue --ANY-- Search Event --ANY-- Search

Performance Start Date dd/mm/yyyy Time

Performance End Date dd/mm/yyyy Time

Company --ANY-- Search Promoter --ANY-- Search Organisation --ANY-- Search

assembly Log out

6 Reports

- Saved reports
- New report
- Schedule saved repor...

Ticket Management

BY RED 61

Concession

--ANY-- Search

- Group by venue
- Group by subvenue
- Group by event
- Group by performance
- Summarise

5 Save for later

Report format

PDF

4 Generate report

SHOULD I ADVERTISE MY INVOLVEMENT IN THE SCHEME?

Absolutely.

WHAT HAPPENS TO THE PROFITS FROM LOVE THE FRINGE - WILL I SEE ANY OF THE MONEY?

Please speak to your venue contact for further information.

HOW DO I CONTACT THE EDFEST/LOVE THE FRINGE TEAM IF THERE IS AN ISSUE WITH MY LISTING, REPORTS, OR OFFERS?

If you have any issues, please email info@edfest.com and someone will contact you.

WHAT IS THE SCOTSMAN GIVEAWAY?

EdFest.com / Love the Fringe are once again partnering with the Scotsman to give away 20,000 tickets to their subscribers, all keen Fringe-goers, for performance dates in the first 8 days of the festival. The scheme aims to reward The Scotsman and Fringe fans and fill houses in the early part of the run and start that WORD OF MOUTH going!

Your venue will confirm your suggested/default allocation and mechanisms to increase/decrease. The offer itself will run from 20 June - 12 July (or when allocations are exhausted) **Love the Fringe** members and The Scotsman subscribers will have priority access from 20 - 27 June. Tickets will be valid for performance dates from 31 July - 07 August.

We encourage you all to make use of this scheme to start your season with confidence and to promote your inclusion within.

CAN I PARTICIPATE IN THE SCOTSMAN GIVEAWAY OR LOVE THE FRINGE ONLY?

You can participate in one or the other, however we recommend you participate in both, as well as including some of your busier shows.

- HOW DO I CLAIM MY SHOW ON EDFEST.COM AND WHAT CAN I DO ONCE I HAVE?

Standby - Website yet to go live