



FESTIVAL OF INTERNATIONAL THEATRE **CLEVELAND**

**FRINGE FESTIVAL APPLICATION**

**Festival Dates: July 25 – 28, 2019**

**Deadline to Apply is December 15, 2018**

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## BorderLight: Festival of International Theatre **FRINGE FESTIVAL – APPLICATION OVERVIEW**

Deadline for Submission: December 15, 2018

### Greetings, artist!

BorderLight: Festival of International Theatre makes its debut in 2019. And you, artist, wish to join us for this ride. How else can we put this? You rock. Thank you for your artistry, effort, and interest in playing a part in the inaugural festival. We can't wait to see what you have to share.

### **ABOUT BORDERLIGHT: FESTIVAL OF INTERNATIONAL THEATRE**

Founded in 2015 by Dale Heinen and Jeffrey Pence, BorderLight's mission is to present visionary international theatre and build cross-cultural understanding.

BorderLight will launch as a 4-day late summer festival of contemporary international theatre from July 25-28, 2019 in Cleveland, Ohio. It will feature **top-flight performers from abroad**; world premiere **collaborations between Cleveland-based theatres and international artists**; and a **fringe festival that will activate non-traditional performance and public spaces** from Playhouse Square to Public Square ("Square-to-Square") in Cleveland's vibrant downtown corridor. BorderLight will grow to become a signature annual festival promoting Cleveland as an international city of artistic innovation and border-crossing conversation.

**BorderLight Fringe** is the third ring in BorderLight's "target" model.

### **BORDERLIGHT IN ACTION: The Target Model**

- **INNER CORE**  
The international showcase (top flight touring works from across the globe)
- **CONNECTIVE LAYER**  
Collaborations between Cleveland theatres and international artists
- **OUTER EDGE**  
A fringe festival, featuring edgy, new, experimental work from established and emerging companies from across North America and locally



## WHY CLEVELAND?

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Cleveland has an incredible theatrical infrastructure, ideal for supporting an ambitious theatre festival. Our per capita arts attendance is among the highest in the nation. In fact, in a recent report by the Cultural Data Project (SMU/Arts), Cleveland ranked 5<sup>th</sup> among the nation's leading cities for arts and culture, including New York, Baltimore, Boston, Chicago, Cincinnati, Columbus, Pittsburgh, Philadelphia, Los Angeles and San Francisco. **Your audience is here.**

Playhouse Square is located centrally in downtown Cleveland and is the second largest performing arts center in the country (after Lincoln Center in NYC). Downtown Cleveland's redesigned Public Square opened in 2016 as an open-air performance complex and was recently designated as one of 5 "Great Public Spaces" by the American Planning Association. **Your venues are here.**

With the world-famous Cleveland Orchestra and Cleveland Museum of Art, nationally-recognized Gordon Square Arts District (home to Cleveland Public Theatre, Near West Theatre, 78<sup>th</sup> Street Studios, and others), plus large-scale arts events such as FRONT International and the biennial Rock & Roll Hall of Fame Inductions, Cleveland is already recognized as a cultural center, featured regularly on national "Best of" lists, including being named by *National Geographic Traveler* as one of the "Best of the World" cities to visit in 2018. **You will love it here.**

## THE SELECTION PROCESS

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The BorderLight Fringe is committed to presenting a wide range of theatrical work representing the best of contemporary theatre from across the country, including work that is new and untried. We are looking for everything from translations to adaptations to musical theatre; from experimental opera to new circus; from physical theatre, to interactive wandering shows, to reimagined classical texts...and everything in between.

Additionally, we will be looking to activate the outdoor public spaces along the downtown Euclid Avenue corridor, so if you are a busker, a living statue, a street musician, juggler or otherwise interested in being involved, let us know!

In July 2019, our inaugural BorderLight Fringe will present approximately 30 theatre and performance companies from across North America.



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The inaugural BorderLight Fringe will use a juried application process—and this application serves as the first step. Fringe festival programming will be selected from applications received between **October 31 and December 15, 2018**. Artists who are not chosen during the initial selection may be placed on a waitlist in the event of a cancellation.

Here's what we'll we're looking for:

- Surprise, innovation, and creative risk-taking in the proposed work
- Artistic quality of the proposed work and/or work samples
- Feasibility of your show's technical requirements
- Enthusiasm and capacity for self-promotion
- Preference for shows 45-60 minutes in length; no shows longer than 90 minutes
- An expressed interest in the work of others, being part of the Festival community, and embracing the collaborative spirit of the inaugural BorderLight Festival

Perhaps you are a new or emerging artist, and don't have extensive materials to share – we still want to hear from you. The spirit of the Fringe is one of risk-taking and development, and we will be looking to program diverse work that represent a wide range of artistic styles, modes, and points of view—including the untested and untried. Share with us your vision and what you hope to achieve with the work—we look forward to hearing from you.

## HOW TO APPLY

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Applications will be accepted from **October 31 to December 15, 2018**. There are 2 steps which must BOTH be completed in order to be considered for the BorderLight Fringe. We also strongly recommend artists to submit Supplemental Materials, where available.

### STEP 1: APPLICATION FORM

The first step is to complete the Application Form by answering a series of questions about your proposal. This should be saved as a Microsoft Word document (.doc or .docx) or .pdf and emailed to [fringe@borderlightcle.org](mailto:fringe@borderlightcle.org). Please use the following subject line, which will help us track your application: **Fringe19 [Last Name, First Name, Company]**

Upon submitting your application, you will receive a confirmation email that your submission has been received.



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## STEP 2: PAYMENT OF APPLICATION FEE

Applications must be accompanied by a non-refundable \$40 application fee, paid via BorderLight's **Stripe online payment system**. Applicants must complete payment prior to the deadline via credit or debit card via the BorderLight website: [www.borderlightcle.org/fringe-apply](http://www.borderlightcle.org/fringe-apply)

It is critical that you complete this second step as soon as possible following the email submission of your application. **All applications and application fees must be submitted on or before December 15 in order to be included in the selection process.**

If your application is deemed incomplete, late (i.e. not received online on or before December 15) and/or the application fee is not received by this time, it will not be adjudicated.

NOTE: You are welcome to submit more than one show, but each show must have its own application, support materials, application fee, and be submitted separately.

## (RECOMMENDED) SUPPLEMENTAL MATERIALS

At the end of the Application Form, you'll be asked to include support materials as web links (include password if password-protected) and/or attachments.

Examples of supplemental materials include: Script or adaptation (if any) of proposed project (uploaded as a single PDF file); any other additional support materials (like photos, press clippings, bios – also attached as a single PDF file), and web links to video and audio.

***Please do not send hard copies of your materials to our postal address. Only digital applications will be considered.***

## INFORMATION FOR PARTICIPANTS

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### ACCEPTANCE

Application is not a guarantee of acceptance. All adjudicated applicants will receive acceptance status notification (i.e. accepted, alternate, or declined) starting on or around February 1, 2019.

If you are accepted to the festival, you will receive a participants' packet at the time of acceptance. This packet must be completed and returned to us by our deadline of March 1 and



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accompanied by a non-refundable \$200 participation fee. Your show may also be selected as an alternate. Selected alternates MAY be offered a participant’s slot beginning in early May.

### **PARTICIPATION FEE**

The **\$200 participation fee** covers the following:

- Venue Rental
- Venue Manager
- Liability Insurance
- Front of House and Box Office Management
- Festival Marketing and Publicity Support
- Complimentary all-access Artist Passes for you/your artists to see other Fringe shows (one per artist, up to 6 total per company)
- Special Discounts on BorderLight International Festival tickets

Please note that you must provide your own stage manager/board operator, along with any necessary technicians and crew to load in/out your show.

### **BOX OFFICE AND TICKETING**

BorderLight will handle all aspects of ticketing and box office via our partnership with Playhouse Square. Fringe Festival tickets will be priced at \$10 (plus convenience charges, if applicable).

### **COMPENSATION TO COMPANIES**

Compensation to artists will be a **70/30 box office split**, with 70% ticket revenue (minus fees) going to the artists.

### **DUE DATES**

Below are the due dates for all fees related to participating in BorderLight.

<b>FEE</b>	<b>DUE DATE</b>	<b>AMOUNT</b>
Application Fee (due with submission)	December 15, 2018	\$40
Fringe Participation Fee	March 1, 2019	\$200

Please refer to the **TERMS & CONDITIONS** at the end of the document for more details regarding applicable fees. All fees are non-refundable.



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## **HOUSING, FOOD, TRAVEL**

Please note that we do not currently provide housing, food, or travel stipends, but see PREPARING FOR THE FRINGE below for further info.

## **RESPONSIBILITIES**

If your show is accepted to the festival, you are given a slot in which to produce your show. Note: We are NOT producing your show, we are merely presenting it. You or your producing organization must hire your own cast, crew, and staff, stage manager, and run your own rehearsals and light/sound board during performances.

For scripted work, we require that artists provide evidence that they have obtained rights (including paying all required fees). This documentation will be required at the time you pay your Participation Fee.

## **SCHEDULING**

Most shows will be scheduled into one venue for the length of the festival. Movable and wandering performances will be coordinated on a case-by-case basis. Most venue-based shows will receive 2-6 performances over the course of the weekend festival. Artists are invited to state their preferences on venue size and # of shows in the APPLICATION section of this packet.

Change-over time between shows will be limited—so minimalism and efficiency will rule the day. Also, please keep in mind that when you are striking or setting up your show, another show is also striking or setting up. Your curtain time will vary from day to day to ensure all shows receive an equal amount of prime performance times.

## **TECHNICAL / PRODUCTION**

You will need to keep the technical requirements of your show very simple. The venues are equipped with only very basic lights and sound. Storage space (if any) in the venues is minimal; since this space is shared with all shows in that venue you may need to take props, set pieces and costumes away with you after each performance. Prior to opening, each company will have a cue-to-cue technical rehearsal in the venue.

## **PUBLICITY**

BorderLight will publicize the festival and coordinate overall media relations, including interviews and critic attendance at performances critics have chosen to review. You will be



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asked to submit publicity photos and PR materials so that we can send complete press packages to print and broadcast media. You are responsible for publicizing your own show through your own press releases, mailers, handbills, busking and/or flyering. Also, attending BorderLight afterhours gatherings is a great place to connect with fellow artists and promote your show among the Festival community.

Once selected for participation in the Festival, artists will receive a BorderLight Participation Packet that will include helpful details and templates to support the marketing of your show.

## **PREPARING FOR THE FRINGE**

### *Housing*

All artists are responsible for securing their own accommodations, but as you'll discover, Cleveland is a welcoming and affordable city. Cleveland is home to numerous downtown hotels as well as more affordable accommodation options, such as the Cleveland Hostel (which offers a limited number of single occupancy and group rooms), AirBnB, and Couchsurfing—but plan ahead, as these options will fill up during the summer tourism season. A limited amount of free and discount housing via local hosts may be available on a first-come, first-serve basis. On the Application there's a checkbox where you can indicate your interest in this option.

### *Keep it Simple*

Start thinking of ways to scale back the technical complication of your piece. Fringes are meant to be low tech, so look to theatrical solutions rather than relying on a space/tech to do the work for you. This increases the likelihood of your success.

### *Self-Promotion, Self-Promotion*

Come up with a marketing plan! The more people get in to see your show, the more revenue comes back to you. Help us help you by providing high quality promotional materials (descriptive text, photos, and graphics). Plan your street promotion strategy in advance so you're ready to hit the ground as soon as you arrive.

### *Be in Communication*

Our wish is to make participation as accessible as possible, while covering costs. If you are concerned about the participation fee, please contact us at [fringe@borderlightcle.org](mailto:fringe@borderlightcle.org) to work out a payment plan.



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## READY TO APPLY? HERE ARE YOUR NEXT STEPS.

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### COMPLETE THE APPLICATION

1. Prepare your support materials. These may include Script (or equivalent), Cover Letter, Printed materials as PDF files, Links to reviews, Promotional Photos, Video and Audio recordings as Vimeo or YouTube web links (URLs). NOTE: If password-protected, be sure to include the password.
2. COMPLETELY fill out the application form (included in this packet) and email it with any attachments (see above) to [fringe@borderlightcle.org](mailto:fringe@borderlightcle.org). Please use this subject line: **Fringe19 [Last Name, First Name, Company]**. Please send entire application and support materials in a single email.
3. Pay the Application Fee (\$40) via our Stripe online payment system. Use the secure form available on the BorderLight website: [www.borderlightcle.org/fringe-apply](http://www.borderlightcle.org/fringe-apply)
4. If you still have questions, you are welcome to email us in advance of the deadline at [fringe@borderlightcle.org](mailto:fringe@borderlightcle.org).

### HELPFUL LINKS

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- Fringe Festival Application & fee payment: [www.borderlightcle.org/fringe-apply](http://www.borderlightcle.org/fringe-apply)
- BorderLight general information: [www.borderlightcle.org](http://www.borderlightcle.org)
- Cleveland Convention & Visitors' Bureau: [www.thisiscleveland.com](http://www.thisiscleveland.com)

*...But if we missed something, be sure to visit the BorderLight website for answers for answers to your FAQs, festival updates, contact information, and more.*



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# BorderLight: Festival of International Theatre FRINGE FESTIVAL APPLICATION

**Deadline for submission is December 15, 2018**

Please complete the application and submit it with additional materials electronically as an attachment to [fringe@borderlightcle.org](mailto:fringe@borderlightcle.org) with this subject line: **Fringe19 [Last Name, First Name, Company]**

## COMPANY INFORMATION

Producing Company/Artist: \_\_\_\_\_

Website (optional): \_\_\_\_\_

Are you a student? YES/NO If yes, what school? \_\_\_\_\_

Primary Contact (Name/Title): \_\_\_\_\_

Primary Contact Address: \_\_\_\_\_

Primary Contact Cell Phone: \_\_\_\_\_

Primary Contact E-Mail: \_\_\_\_\_

Title of Work: \_\_\_\_\_

Run Time: \_\_\_\_\_

Performance Type (e.g. dance/physical theatre, musical, play, solo show, interdisciplinary, etc.):

\_\_\_\_\_

Is your show Family Friendly? YES/NO

Short Description of Your Work (10 words or less): \_\_\_\_\_

Long Description of Your Work (50 words or less): \_\_\_\_\_



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Your Team, or Who's coming with you? (Please list name and role, e.g. "Actor," "Stage Manager," etc.): \_\_\_\_\_

Do you need housing in Cleveland? YES/NO

If yes, tell us what you need. (Please include # of beds, special accommodations, etc.)

*NOTE: A limited amount of free and discount housing may be available via local hosts on a first-come, first-serve basis. Application is not a guarantee of housing. All artists are responsible for securing their own accommodations well in advance of July 2019. Our Fringe team is happy to serve as a resource in guiding these efforts.*

## **PROJECT PROPOSAL**

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**TELL US ABOUT YOUR WORK.** (up to 800 words)

- What can audiences expect to experience?
- Provide a plot summary or equivalent.
- What is the current state of your show? If still in-development, what are your plans to complete it?
- If working with scripted material or others' words, have you secured all necessary rights? YES/NO (If no, please explain your process to secure the rights.)

**TELL US ABOUT YOUR TEAM** (up to 500 words + attachments)

- What is your/your company's artistic experience?
- Please include bios and/or resumes of Lead Artist(s).

### **PRODUCTION HISTORY**

- If the show has been produced elsewhere, please list production history (date, venue, producing theatre, city, etc.)

### **TECHNICAL REQUIREMENTS & OTHER**

- What are the technical requirements of your show?



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- Does your show require anything special of the space (ceiling height, unusual layout, special flooring, etc.)?
- Is there anything else we need to know, in order to fully understand your show?

## **SELF-PROMOTION**

- Fringe Festival success relies heavily on self-promotion. Beyond BorderLight's efforts, how do you plan to get the word out about your show?

## **FESTIVAL SCHEDULING**

- The BorderLight Fringe will run concurrently with the BorderLight Festival of International Theatre, Thursday, July 25<sup>th</sup> through Sunday, July 28<sup>th</sup>. Please indicate any schedule limitations during that time.

## **VENUE SELECTION**

BorderLight Fringe productions will occupy many different theatrical spaces, both traditional performance venues and non-traditional locales such as downtown storefronts. We will do our best to match your piece to a venue that fits your needs.

In an effort to share opportunity across venues of multiple sizes, we will schedule each company with respect to the potential capacity of their venue, i.e. shows in larger venues will perform fewer times to a larger capacity; shows in smaller venues will be scheduled to perform more frequently to a smaller capacity. Depending on artist preference and venue availability, each show will have the option of performing roughly 2-6 times (more where appropriate).

**Please select the venue types (all that apply) that would work for your show.**

- Intimate (10 or fewer seats)
- Small (25-35 seats)
- Medium (35-50 seats)
- Large (50-75 seats)
- Installation (ongoing)
- Outdoor/Wandering
- Other, please specify:

## **SUPPLEMENTARY MATERIALS (RECOMMENDED)**

- Script or equivalent. If the show is in-development, consider sharing a sample excerpt.

- Bio(s) and/or resume(s) of Lead Artist and key team members
- Reviews of work (web URLs or .pdf) or audience feedback
- Work samples – video and photo\*\*
  - Web links (YouTube or Vimeo) to video - **Include password if password-protected**
  - Web link to photo gallery or up to 5 individual photos (under 5MB please)

*\*\*Please note, submissions will be accepted digitally only. We are unable to accept dvds or other hard copy materials.*

## **(OPTIONAL) ARTIST ENGAGEMENT**

As part of the larger BorderLight: Festival of International Theatre experience, we will be hosting networking and educational opportunities for artists local and visiting artists.

If you have a certain skill or experience you wish to offer and would like to hold a formal workshop or master class, please explain your idea in the space below and we will contact you if it is a good fit. (We will provide the space, you provide the experience.)

***Please email completed application and digital support materials to [fringe@borderlightcle.org](mailto:fringe@borderlightcle.org) by the December 15, 2018 deadline.***

## DEMOGRAPHIC INFORMATION (OPTIONAL)

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BorderLight is commitment to building cross-cultural understanding and promoting theatrical work that reflects the diversity of our communities—locally and nationally. Our hope is that the BorderLight International Festival + Fringe will be an opportunity for audiences to experience new work created and performed by artists from many different backgrounds, especially artists from communities typically underrepresented on the American stage. **The following answers are confidential and should be completed by the Lead Artist.**

We recognize that the options below are far from comprehensive; there is room for additional comments at the bottom.

### How would you describe yourself?

(select all that apply)

- Asian
- Black/African American
- Hispanic/Latinx
- Middle Eastern
- Native American
- Pacific Islander
- White
- Prefer not to answer
- \_\_\_\_\_

### Gender

- Female
- Male
- Nonbinary
- Prefer not to answer
- \_\_\_\_\_

### Disability Status

Do you identify as disabled?

- No
  - Yes
- Optional – comment
- \_\_\_\_\_

### Age

- Under 18
- 18-24
- 25-34
- 35-44
- 45-59
- 60+

### Education

- High school diploma or equivalent
- 4-year undergraduate degree
- Master's degree
- Ph.D. or equivalent

### Veteran Status

Are you a veteran of the US Armed Forces?

- No
- Yes

Optional – comment

\_\_\_\_\_

**Is there anything else you wish to share?**



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## TERMS & CONDITIONS

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By submitting this application form, I, the undersigned, consent to paying the non-refundable \$40 application fee. Should my show be selected to be performed at the BorderLight Fringe, I also consent to paying the \$200 participation fee and providing all necessary support materials. I agree to adhere to the specific rules and regulations of my venue, provided by BorderLight's administration after the venue has been selected, and I agree to cooperate with security, back of house and front of house staff in the best interests of BorderLight and the venue itself.

By submitting this application form, I, the undersigned, attest that all the information contained herein is accurate to the best of my knowledge. I attest that my performance will be adequately rehearsed and produced, and the actors fully off-book in advance of our opening date. I understand that BorderLight reserves the right to terminate any application that is deemed misleading or fraudulent without refund. I also understand that any duplicate applications will be invalidated, along with the original, and that the application fees for each of these duplicate applications will not be refunded to me by BorderLight. I agree not to sell or assign my slot to another company or performer; if BorderLight discovers that I have sold or assigned my slot to another company or performer, I understand that any payments made to BorderLight will not be refunded to me and that the performance will be cancelled.

By submitting this application form, I, the undersigned, understand that I will not be provided with a stipend for performing at BorderLight's Fringe. I understand that I or my company **will receive 70% of the revenue generated by my performances after credit card fees, taxes, and venue fees have been deducted from ticket sales.** I also understand that I am responsible for marketing our performance outside of BorderLight's general Fringe marketing campaign. I understand that my company is responsible for our own travel expenses and all costumes, props, set pieces and performers to be used during our performances. I understand that I will have limited access to technical equipment and that that access is dictated by my venue; I agree to provide any necessary equipment of my own volition if not provided by BorderLight.

By submitting this application form, I, the undersigned, represent and warrant that I own the copyright and intellectual property of the content, and I authorize BorderLight to produce the piece named in the application section without payment of copyright, royalty or any other fees. I authorize BorderLight to use my likeness and the likeness of my actors, directors and production team in any and all advertising without payment. I grant permission for BorderLight to market the event in whatever way BorderLight chooses.



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By submitting this form, I, the undersigned, confirm that I have read the Terms and Conditions of BorderLight Fringe, that I have acquired all necessary rights and paid any required royalties for the work I am submitting, or that I agree to acquire and pay for these rights and royalties by March 1, 2019. I understand that any failure to adhere to these terms and conditions will result in immediate dismissal from the festival without refund.

By signing below, I agree that I have read and agree to the Terms & Conditions, and that the information in this form is true to the best of my knowledge. If I am submitting this application on behalf of a company or group of performers, I represent and warrant that I am authorized to submit this application form and to agree to the Terms & Conditions. If submitting this form online, I consent to have my typed name qualify as my written signature.

## **SIGNATURE (REQUIRED)**

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SIGNATURE / PRINTED NAME / DATE