

6/18/21

HFF21 - ASYLUM VENUE PACKET

Theater Asylum is back for its 11th year as a Hollywood Fringe HYBRID Venue. We look forward to working again this year with veteran and first-time Fringers. Our professionally trained team books venues, coordinates public relations and creates a social media plan for you. We provide time tested support to ensure our clients have a successful Fringe experience from submission through the award ceremony and beyond.

Asylum has managed venues and produced shows every year of the Hollywood Fringe Festival (HFF) since its inception in 2010. In addition, for the past year, we have been producing live streaming entertainment and have received several nominations and awards for our work. We look forward to sharing all of our knowledge with our participants as well as shows in other venues who join the Asylum family (see below for details).

We look forward to working with you and are always available to answer your questions.

Warm Regards,

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COVID 19 SAFETY

The Hollywood Fringe Festival has announced that the 2021 Hollywood Fringe will be HYBIRD with in person audiences as well as live streaming shows.

All Asylum team members, participants, including performers and techs will continue to follow all health protocols as established by the L.A. Public Health Department and posted by the Hollywood Fringe Festival:

<https://www.hollywoodfringe.org/learn/article/4916>

All Asylum staff are fully vaccinated.

You and your audience's safety is our primary concern.

GENERAL ASYLUM BOOKING INFORMATION

Asylum welcomes all types of shows and will work with you to find the best space for your show.

- All spaces are air conditioned, have professional light & sound equipment and standard furniture, including chairs and tables. Please see specific space information below. The lights are set up as a repertory plot with some specials depending on the venue.
- **Think Simple** on all production elements of your show. You will be sharing a space with 13 - 20 shows and you should plan on 15 minutes to set-up and 15 minutes to strike the show, although if you need extra time, you may purchase it. (NOTE DUE TO COVID THIS MAY BE INCREASED TO 30 MIN)
- We normally book 3 to 5 different shows on weekdays and up to 10 shows on weekends depending on the venues. Our spaces are located throughout Hollywood within the HFF21 Venue Zone. Preview shows are available from August 5 through 10 and then throughout the Festival August 12 through August 29.
- **Length of Shows:** Shows are usually 60 minutes, but we accept shows less than 60 minutes and up to 90 min. 2 hour shows will be considered depending on the space.
- **Number of Shows for the run:** Most productions do a 5 show run, but groups have had successful runs with 3 - 7 shows. We offer a discounted 5 show package consisting of 2 evening shows, 2 afternoon shows and one morning or late-night show. Upgrades and additional slots can be added as part of the package or a-la-carte. This may vary for Immersive shows. We suggest you use one show from your package for a preview show or you can book an additional separate preview show August 5 through August 10 to help with pre-HFF word of mouth and press.

Streaming:

We are offering the following streaming options in all of our venues.

Stephanie Feury Studio Theatre. You can use different versions for each of your shows.

- 1 Fixed Cam - Included in Package
- 1 Fixed Cam and 1 Zoom- Additional \$20 (per show)
- 3 Fixed Cams - Additional \$20 (per show)
- Photo shoot of your show - If HFF21 goes Hybrid
- Film Version shoot- (Does not include editing)

Thymele Arts (California and Kansas Room)

- You can bring in your own equipment.
- We have limited streaming/photography options.
- Or you can hire an outside contractor,

We have partnered with 10 year fringe veteran videographer and photographer Rich Clark (600+ fringe shows shot) to provide technical know-how and an artistic sensibility to our streaming service.

- Two days after your show, you will also receive a link to an HD quality file with the footage of the live stream and main camera.
- We will have a group instructional session with Rich, one-on-one consulting is available if needed.

We are looking into Youtube or Vimeo to stream.

Equipment:

<p>Cameras:</p> <p>Sony A7SIII-main camera 2 Sony A6400's</p>	<p>Audio:</p> <p>Rode NTG5 shotgun mic and sound blimp Rode VideoMic NTG Zoom H8 audio recorder and mixer</p>	<p>Lenses:</p> <p>Sigma 24-70 f/2.8 Sony 16-35mm f/4 Sony 135mm f/1.8 Sony 85mm f/1.8 Sony 35mm f/1.8 Tamron 70-180mm f/2.8 Canon 16-35mm f/4 Canon 24-105mm f/4</p>	<p>Tech:</p> <p>Blackmagic ATEM Mini multi-cam switch</p>
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SPACE RENTAL PACKAGES

Stephanie Feury Studio Theatre is a beautiful theatre black box located just off Larchmont St. It has an entire back room full of set pieces, E.g., a bed, stove, refrigerator, chairs etc. There is a coffee shop next door and many restaurants nearby.

Stephanie Feury

5636 Melrose Ave
Seats 36-45 Stage (18' 8"W x 13'4"D)
Light and sound booth.
Backstage Green Room.
Furniture available for set.
Projector
Limited Storage



Thymele Arts is a non-traditional performance space that is designed to be flexible for your production needs. We know that each production is unique and has specific needs when it comes to setup and performance. You are responsible for making sure you have enough time to set-up and strike. Start and ending of show times are strictly enforced. The Atlas, a cafe, on the first floor has concessions and beverages.



THYMELE ARTS - CALIFORNIA ROOM

5481 Santa Monica Blvd. LC CA 90029

HFF - <http://www.hollywoodfringe.org/venues/350>

Seats up to 50.

Room is 29'x20' Stage is flexible

Lights - 5 Fixed LEDs

Light board - SDC12: 12 DMX channels

Sound - Ion speaker system designed for presentations. Bluetooth, Aux cable.

No Storage

THYMELE ARTS - KANSAS ROOM

5481 Santa Monica Blvd. LC CA 90029

HFF - <http://www.hollywoodfringe.org/venues/350>

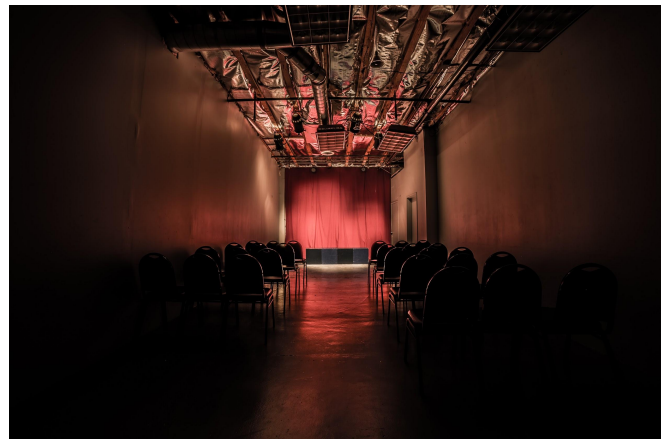
Room is 40 x 15, stage is flexible

30+ Seats

Lighting - 4 LEDS and basic house light system

Sound - Ion rehearsal speaker with Bluetooth capabilities and aux cable.

Dressing Room - Small



PACKAGE PRICE

<u>Stephanie Feury *(90min - 2 hr slots)</u> Five - 60 minute shows - \$1325 Five - 90 minute shows- \$1775 Three- 60 minute Shows - \$878.75 Three- 90 minute shows- \$1166.25	<u>Thymele -California (2 hr slots)</u> Five- 2hour slots - \$830 Three- 2hour slots- \$590 Each additional hour- \$60	<u>Thymele - Kansas (2 hr slots)</u> Five- 2hour slots - \$640 Three- 2hour slots- \$440 Each additional hour- \$45
INCLUDES STREAMING	STREAMING AVAILABLE	STREAMING AVAILABLE

* Time for transition between shows will be decided once we hear from the Public Health Dept.

>Prices are subject to change.

Packages include: 5 shows: 2 evening, 2 afternoon and 1 late night or morning. 3 shows 1-2 evening, 1-2 afternoon. We try to spread the shows out over the month and in different time slots to best help reach your audience. "Upgrades" can be made to packages as well as adding on additional shows. Free tech/rehearsal time (5 shows - 3 hours / 3 hours - 2hours)

SCHEDULES WILL START TO BE GIVEN ON JUNE 21

PROMOTION PACKAGE

All shows at the Asylum will enjoy our marketing/promotional package including:

- One mailing of your press release to our press list.
- Workshops with Matthew Quinn and special guests.
- Weekly meetings in person and through Zoom to discuss concerns, questions and marketing plans.
- Online posts on Asylum's Facebook, Twitter and Instagram Accounts.
- Access to our Google File with updated information, budget template, timelines, pr tips etc.
- A space for a poster and postcards at Thymele Arts.
- Asylum Facebook group page for networking.
- Shared marketing tools.

*******EVEN IF YOU DON'T BOOK ONE OF OUR VENUES - YOU CAN SIGN UP FOR THE PROMOTION PACKAGE TO BECOME PART OF THE ASYLUM FAMILY*******

OTHER COSTS

Stage Manager-

Each space will have an Asylum trained Tech Person (an independent contractor) to run your show. You will pay them directly the day of the tech rehearsal/show or as agreed upon by you and the tech person.

\$40- for a 60 minute show.

\$60- for a 90 minute show.

\$25/hr for tech time.

\$25/hr for Thymele Arts tech person all times.

Insurance- \$150 - If you don't have your own insurance, you can be added to our rider.

Example Booking Cost for a show at an Asylum venue

Five, 60 minute shows at Stephanie Feury Studio Theatre.

5 Show Package = \$1325 (Insert which ever package here)

Tech Person = (\$40 (for a 60 minute or less show) X 5) + (\$50 for 2 tech hours) = \$250 (Note the fee is \$60 per show for a 90 min show)

Insurance = \$150 (If needed)

Total due to Asylum = \$1725 (Final price may vary depending on packages). This cost DOES NOT include the HFF Registration fee or other production costs.

HFF / ASYLUM - SUBMISSION PROCESS

Due to the nature of the Hollywood Fringe, you will need to book a space separately from registering for the HFF. You should first have a contract with a venue before paying for the HFF Registration.

STEPS:

1) **FOR HFF-** Create an account on the HFF site by going to www.hollywoodfringe.org and click "My Shows" on the main menu bar, or go to https://www.hollywoodfringe.org/profile/add_user?

Then create a project http://www.hollywoodfringe.org/add_project and go through the various steps.

- PROJECT BASICS - General Information- Must fill out to create a project. It can always be updated if information changes.
PROJECT DETAILS - A chance to give us the information we need to know about your show.
TAG PROJECT- with key words (i.e., LGBT or solo) in order to index your project for query

searches.

CHOOSE SPACE - You will need to click "Apply" to at least one venue to book a show at the HFF21. At this point, it is a good time to start researching venues.

2) **FOR ASYLUM -**

- Go through the above packet information.
- Get available space descriptions and pricing.
- If interested in our space, please fill out our ASYLUM ENCORE FORM at <https://forms.gle/BhFmrDZSgosgoUyK7>
- We will get in touch within hours and set up a meeting and tour

Once a deal is made, we will send you a contract. We require a 50% deposit at signing to secure your spot. The deposit will be non-refundable once the dates are confirmed and accepted by you.

3) **FOR HFF & ASYLUM (ALL VENUES)** There is an online process called a "Deal" that is made on the HFF website with your times and dates. Once you accept the "Deal," you will then be directed to a website where you will be able to register for the HFF21.

4) **FOR HFF - REGISTER PROJECT**

**** Any questions, please email us at info@theaterasylum.com or call 415-336-0513****

Additional Links regarding Registration and Venues from HFF

<https://support.hollywoodfringe.org/hc/en-us/articles/115000016391-ALL-ABOUT-REGISTRATION>

IMPORTANT INFORMATION FOR INTERNATIONAL SHOWS:

<https://support.hollywoodfringe.org/hc/en-us/articles/115000016532-INTERNATIONAL-PARTICIPATION>