

Asylum @ HOLLYWOOD FRINGE

Theater Asylum is back for its 11th year as a Hollywood Fringe Festival (HFF) Super Venue. We look forward to working again this year with veteran and first-time Fringers. Last year we were the largest presenter of shows (over 80 shows and workshops) and we have also expanded our theater consulting services.

Theater Asylum is a venue and production management company, with over 20 years of experience. Our professionally trained team books venues, coordinates public relations and create a social media plan for you. We provide time tested support to ensure our clients have successful Fringe experience from early submission through the award ceremony and beyond.

Theater Asylum promotes a strong Fringe community. We are active members on the Venue Committee and on the Hollywood Fringe Advisory Board. Along with our production company, Combined Artform, we produce the Encore Awards (Best of HFF) and select shows for extensions post-Fringe, including the NYC Fringe Encore Series.

This year we are expanding our services to include a promotion package available to all Hollywood Fringe participants as well as our year round consulting services. In addition, we have begun producing shows in NYC and Edinburgh as well as offering specific support for our of town shows coming to the US.

We look forward to working with you in one of our venues located throughout the Hollywood area.

Warm Regards,

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www.theaterasylum.com

www.combinedartform.com

www.hollywoodencores.com

Asylum @ HOLLYWOOD FRINGE

Asylum provides an array of services including consulting, production management, budgeting, booking a venue, coordinating public relations and creating a social media plan.

One of our specialties is the Hollywood Fringe Festival and we have specific promotional packages available to all Hollywood Fringers.

Asylum Consulting has well established relationships with directors, designers, arts industry people and influencers as well as relationships with other venues in the Hollywood/ Los Angeles area, San Francisco, San Diego, Chicago and New York.

We are excited to announce a new Production / Marketing Package available to all Hollywood Fringe participants, whether you are in one of our venues or not.

ASYLUM PROMOTION & PRODUCTION PACKAGE INCLUDES

- **PR/Social Media Plan:** We incorporate all of our shows and our venues (last year there were 84 shows in 8 venues throughout Hollywood) in our Eblasts, Facebook, Twitter, Instagram which goes to over 10,000 patrons! This is part of the Asylum Online Community.
- **Lanyards for you and your team**, which will identify you as an Asylum participant so you can fill those empty seats for each others' shows.
- **A separate Asylum Guide** featuring all the shows in the Asylum family.
- **Weekly PR/Production meetings** starting in late March/ early April we meet to discuss production/marketing strategies, network with each other and meet fellow Asylumers in all the different venues.



- **Display your poster and postcards** on Santa Monica Blvd.
 - Access to our Google File with updated information, budget, timeline, pr tips and much more.
 - Access to the Asylum Community Facebook Page.
 - A budget template, publicity guide, and timeline.
 - This package is included if you rent an Asylum venue otherwise the cost for non-Asylum renters is \$150.

Asylum PR Meet-Up 2019

Venue Packages below.

HOW TO PRODUCE A HOLLYWOOD FRINGE SHOW

How to Produce a Hollywood Fringe Show is a three hour intensive introduction workshop to producing a show in the HFF taught by HFF producer and venue manager, Matthew Quinn who has eleven years of experience with HFF and over 23 years of production experience.

You will learn everything from creating a budget, promoting your show, becoming part of the HFF community, awards and much more.

Visit - <https://www.hollywoodfringe.org/projects/4267> for more information, testimonial and times.

ASYLUM CONSULTING SERVICES FOR HFF AND NON-HFF SHOWS

If you want even more support, we provide time-tested support to ensure a successful show. We think it is important to look beyond the development or initial production and explore the next steps and possibilities with your project. While no one can guarantee success, we will make every effort to help you make your show a success. Visit www.theaterasylum.com for more information and contact us for a free consultation. Below is a list of some of the services we provide.

- Consultation: An initial consultation or ongoing consultation on venue options, budgeting, marketing, public relations, insurance, performing at festivals, staff/tech requirements, and more.
- Budgets: We will work with you to create a realistic budget of your costs and risks associated with your production.
- Crewing Up: We can help you find the right crew within your budget: directors, choreographers, writers, actors, line-producers, and designers.
- Public Relations Management: We will assist you in preparing a press release for your production. Advise on design and what to include on the postcard and poster. We will strategize on publicity and marketing and ways to grow your audience. We will advise you on other marketing channels.
- Industry Engagement: We will research, identify and contact industry, possible finding partners and producers based on your show's needs.
- Ticket Service: We will provide information on ticket services and discount sites.
- Dealing with Actor's Equity: We can answer your questions or do the work to find the answers.
- Insurance: We will determine what type of insurance you will need and where to find it at a fair price.
- Trouble shooting / Problem Solving your production needs.
- Support for Out of Town Productions.

ASYLUM VENUE BOOKING INFORMATION FOR HFF2020

Asylum welcomes all types of shows and will work with you to find the best space for your show. Along with our traditional black box spaces, (which include Hollywood gems like McCadden Theatre, Stephanie Feury Theatre Studio and Studio C), we also book Thymele Arts which has four non-traditional spaces including a dance studio. You can find the instructions for submitting for a venue below

- 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 10 - 20 shows and you should plan on 15 minutes to set-up and 15 minutes to strike the show, although extra time may be purchased.
- We normally book 3 to 5 different shows on weekdays and up to 10 shows on weekends depending on the venue. Our spaces are located throughout Hollywood within the HFF20 Venue Zone. Preview shows are available from June 4 through June 9 and then throughout the Festival June 11 through June 28.
- **Length of Shows:** Shows are usually 60 minutes, but we accept shows less than 60 minutes and up to 90 minutes. Two hour shows will be considered, depending on the space. Each show also includes 15 minutes for setup and 15 minutes to strike before and after each show (E.g., a 60 minute show = 90 minute slot; a 90 minute show = 120 minute slot). These slots are flexible with Immersive Shows.
- **Number of Shows for the run:** Most productions do a 5 show run although groups have done 3 - 7 show runs. 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 as a preview show or you can book an additional separate preview show June 4 through June 9. A preview show helps get the buzz going on your show before the actual festival begins.
- **Stage Manager/Board Operator ("SM"):** You must use an Asylum certified SM for your shows. However, you are welcome to add any additional tech support. Price for a SM is \$40 for a 60 minute show, \$60 for a 90 minute show. For the tech rehearsals, you pay the SM/Tech person \$25 an hour. You will make arrangements with your SM (an independent contractor) as to when and how you will pay them directly for your run. Your SM will also be able to program your lights, so no need for a light designer.
- **Tech Time** All the shows get twice the length of their show in free tech rehearsal time. You can purchase additional rehearsal at a discounted price and tech time (regular price) beyond that if needed.
- **Box Office:** The production keeps all their ticket sales, made on-line or at the door. You provide the box office person and box office money. We will train you or box office person on the best way to run

it. We will have a representative at each venue at all times, but we find it best for your representative to handle your box office, press attending the show and VIP's.

TRADITIONAL BLACK BOX SPACES



STUDIO C

6448 Santa Monica Blvd. Los Angeles, CA. 90038

Seats 32-38 , Stage (W- 15', D- 15')
Lights: 8 lights, Light Board, Track lighting.
Sound- Sound System - 1/8 input for your computer.
Projector and Screen

HFF- <http://www.hollywoodfringe.org/venues/86>

Located right on Theatre Row. Studio C is perfect for your intimate one person or ensemble show.

MCCADDEN THEATER

1157 N. McCadden Place, Hollywood, CA 90038

A beautiful theatre with a large stage and two levels

Seats 50-60 , Stage (W- 19', D- 23'), Proscenium,
Lights: Two scene preset, 12 channel dimmer pack and board
Sound- Multi-channel mixer, amplifier, two speakers, CD player
Projector & Screen
Storage: TBD , Dressing Room



HFF - <http://www.hollywoodfringe.org/venues/29>

STEPHANIE FEURY STUDIO THEATER

5636 Melrose Ave, LA CA 90038

Beautiful deco style building on the corner of Larchmont and Melrose.

HFF - <http://www.hollywoodfringe.org/venues/114>

Seats 36-45 Stage (18' 8"W x 13'4"D)
Light and sound booth. Backstage Green Room.
Some furniture available for set.

Storage TBD / Projector Dressing Room





UNDERGROUND ANNEX

1312-1314 N. Wilton Place , Hollywood, CA 90028

31-40 seats, stage: 10.5d x 30w, Black Box

storage & dressing rooms -Small dressing room, bathroom

HFF Venue Link -

<http://www.hollywoodfringe.org/venues/87>

NON TRADITIONAL SPACES



Thymele Arts

2020 Hollywood Fringe

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. With that in mind, we have created several options for performances during The Hollywood Fringe. These spaces have been popular with immersive shows in previous HFF.

Pricing

You can book any of the rooms by the hour based on your production needed. Or

You can save by booking one of our 5 show packages that includes additional hours of rehearsal. Additional shows can be added to the package.

PLEASE REMEMBER

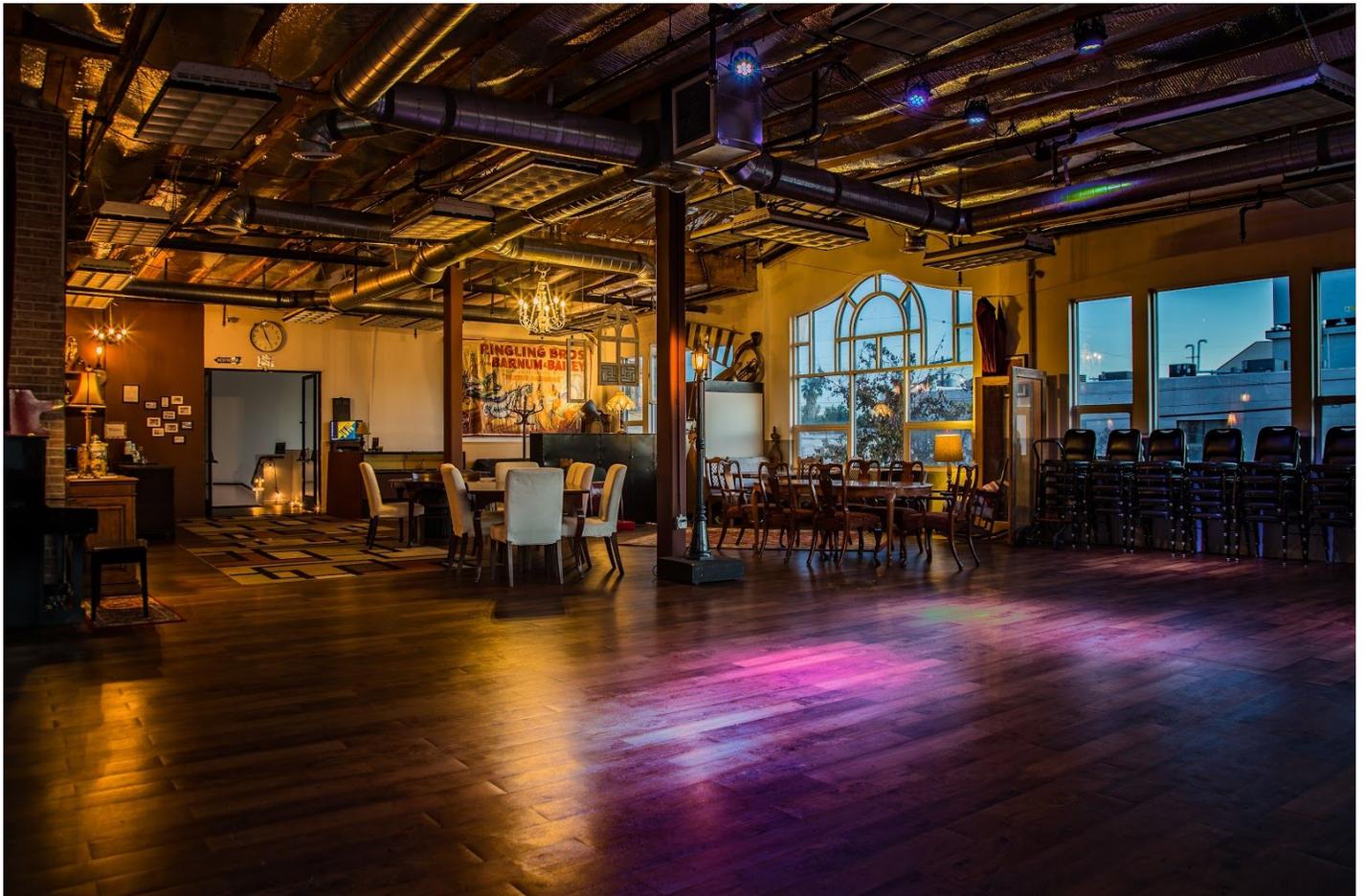
- We have multiple shows in the space each night. You only have access to the room for the amount of time that you book the space. If it will take 30 minutes to set up and 30 minutes to strike - it can be worked into your booking time. You are responsible for making sure you have enough time to set-up and strike. Start and ending of show times are strictly enforced.

- You will be responsible for setting up your space and striking it back to the “house plot” (chairs, tables, etc).
- Thymele Arts will have a venue manager on site, but you will need your own box office person. (You know your audience better than we do.)
- Thymele Arts has a designated Tech Person for each space. They will tech and run your show for a fee of \$25 an hour.
- We are booking shows Thursdays (6pm - 10pm) Fridays (6 pm - Midnight), Saturdays (6 pm - Midnight) Sundays (6 pm - 10 pm). Please confirm the number of shows and afternoons, evenings and late night preference.
- There is no Storage - there are lockers available at \$10 - \$25 per month
- You may be able to bring furniture and leave it - only if all productions agree
- DO NOT PUT HOLES IN WALL OR CEILING JOIST

THYMELE ARTS - COMMON ROOM

5481 Santa Monica Blvd. LC CA 90029

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



Space 35' x 62'

Seats 100+

There is an active Bar on Thursday, Friday, and Saturday nights

The Common Room is a flexible event space, ideal for galas, large meetings, screenings, and gatherings. It includes a coffee bar, Wifi, refrigerators, couches, tables, and chairs.

It is surrounded by large windows for ample natural light and a view of the surrounding neighborhood.

Lights- Front Light -Full Stage (Adjustable)
Seven Ceiling mounted SlimPAR Q12 BT
DMX Channels: 12 or 4
Light Source: 7 LEDs (quad-color) 3.5 W, (1.5 A),
Ten moveable Missyee LED
Board : Elation Stage Setter-24

Sound Mixer w/ Aux Input (Adaptor for iPhones)
Wireless handheld Mics (4)

Ceiling Mounted Projector
BenQ Short Throw projector - 3200 Lumens -
HMDI connection

Black Chairs (60)
Wooden Tables (4)
Wooden Chairs (24)

Small shared dressing room



THYMELE ARTS - CALIFORNIA ROOM

5481 Santa Monica Blvd. LC CA 90029

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

This space can be transformed for small performances. Has multiple entrances for immersive shows

Seats up to 50.

Room is 20'x30' Stage is flexible

Lights - Front Light

Stage Right - Center Stage - Stage Left

Five Ceiling mounted SlimPAR Q12 BT
DMX Channels: 12 or 4
DMX Connectors: 3-pin XLR
Light Source: 12 LEDs (quad-color)

Ceiling Mounted Projector
BenQ Short Throw projector - 3200 Lumens
HMDI connection

Three - 18 inches by 18 inch rehearsal blocks
One - 4 foot by 4 foot wooden table

Light board - Elation Stage Setter-24
DMX Channels: 12 or 4

Small shared dressing room

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>

This space can be transformed for small performances.

Room is 14 x 40, stage is flexible

30+ Seats

Lighting - Front Light Stage Right - Stage Left
Four Ceiling mounted SlimPAR Q12 BT
Light Source: 12 LEDs (quad-color) Back Light
Two Missyee LED
Board - Elation Pro 12 Channel DMX LX Board

Three - 18 inches by 18 inch rehearsal blocks
One - 6 foot folding table

Dressing Room small closet.

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



THYMELE ARTS - SHIRLEY DAWN DANCE STUDIO

5481 Santa Monica Blvd. LC CA 90029

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

The Shirley Dawn is designed as a Dance Studio with a floating floor, mirrors and tumble mats available for use.

It is a white box that can be converted for performances. Has multiple entrances for immersive shows

The entire room is 31'x35'

Seats up to 70, the stage is flexible

Lighting - Front Light -Full Stage
Five Ceiling mounted SlimPAR Q12 BT
DMX Channels: 12 or 4
7 LEDs (quad-color) 3.5 W, (1.5 A),
Ten moveable Missyee LED
Board -Elation Stage Setter-24

Set up as a 2 scene preset with crossfade and bumps

One -4 foot x 5 foot wooden table

There is No dressing room included

Sound- Rehearsal speaker with Bluetooth capabilities and aux cable.

Storage -None

ASYLUM VENUE PACKAGES

Our Packages are created to give our participants the best schedule and price for the HFF.

Asylum Venue Packages include:

- The number of requested shows which can include a preview show.

- Showtimes Mondays - Thursdays: 5pm - 11:00pm, Fridays: 5pm - 12:30am, Saturdays: 10am - 12:30am and Sundays: 10am - 10:30pm
- Theater Tech - lights, sound & video as described above.
- Tech Time - 2 times the show length is included in the rental fee. Additional time is available for an additional fee.
- Traditional Venues - includes 15 minute set-up and 15 minute strike time.
- Thymele Spaces - Includes 30 minute set-up and 30 minutes strike time.
- Liability Insurance. Please note that for Actors Equity, you will also need Volunteer Insurance. Ask us about that.
- Promotion & Production Package (See Above for what's included)

Not included in this package:

- A house-person to run Production's Box Office. Production must provide their own. If needed, we can provide box office support for a reasonable fee.
- The Tech Person's fee. Production will pay the assigned Tech Person's (an independent contractor) rate directly to them to run tech rehearsals and shows. Payment is due the day of the tech rehearsal/show or as agreed upon by Production and the tech person. Rates are as follows: \$30 for a 30 minute show, \$40.00 for an hour show, \$60.00 for any show 65-90 minutes. \$25.00 an hour during tech rehearsal.
- The Hollywood Fringe Festival's registration fee (in 2019 it was \$300).

ASYLUM VENUE PRICE GRID

30 Min	Space	3 Show	5 Show	Additional Show
	McCadden Theater	\$814	\$1,045	\$90 - \$195
	Stephanie Feury	\$753	\$958	\$80-\$165
	Studio C	\$647	\$807	\$70-130
	Underground Annex	\$613	\$758	\$60-120
	Thymele	3 Show	5 Show	Per Hour
	Common Room	\$825	\$1,025	\$100
	Dance	\$633	\$763	\$65
	California	\$578	\$688	\$55
	Kansas	\$523	\$613	\$45
60 Min	Space	3 Shows	5 Shows	Additional Show
	McCadden Theater	\$1,045	\$1,375	\$135-\$290
	Stephanie Feury	\$958	\$1,250	\$120-\$245
	Studio C	\$807	\$1,035	\$100-\$190
	Underground Annex	\$758	\$965	\$90-\$180
	Thymele	3 Shows	5 Shows	Per Hour
	Common Room	\$1,075	\$1,275	\$100
	Dance	\$755	\$875	\$60
	California	\$715	\$825	\$55
	Kansas	\$635	\$725	\$45

90 Min		3 Show	5 Show	Additional Show
	McCadden Theater	\$1,395	\$1,875	\$180-\$390
	Stephanie Feury	\$1,255	\$1,675	\$165-\$325
	Studio C	\$1,115	\$1,475	\$130-\$270
	Underground Annex	883	\$1,143	\$120-\$260
	Thymele	3 Show	5 Show	Per Hour
	Common Room	\$1,325	\$1,725	\$100
	Dance	\$958	\$1,218	\$65
	California	\$853	\$1,073	\$55
	Kansas	\$748	\$928	\$45

Prices are subject to change and other times and packages are available

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. Registration for the HFF starts February 1st.

ASYLUM has started taking submission as well as booking and touring most of our spaces.

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. There is no fee involved in setting up an account or project.

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 (E.g., LGBT, musical, solo, etc.) 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 HFF20. At this point, it is a good time to start researching venues.

2) FOR ASYLUM SUBMISSIONS - BOOKING YOUR SPACE

- ❑ Go through the above packet information.
- ❑ Get available space descriptions and pricing.
- ❑ We ask individuals/groups to fill out a separate form to help us find the best space for you and to better prepare you for producing your show. Also, if you want to be considered for the ENCORE (Best of award, extensions are in July), this submission form automatically signs you up, just check the appropriate box.

Fill out the HFF20 - [ASYLUM BOOKING & ENCORE APPLICATION](#)

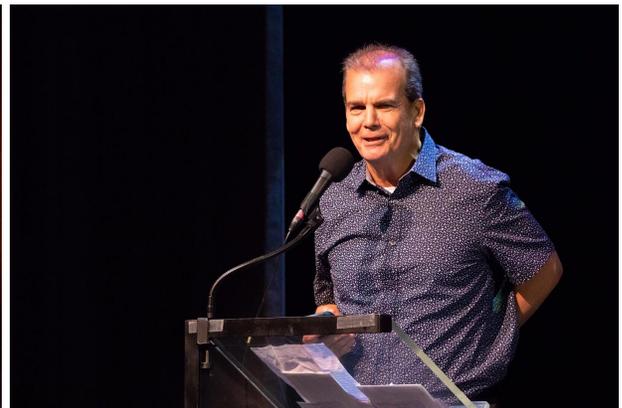
Once submitted, you will hear back from us within 48 hours to set up a talk and schedule you for one of our tours.

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 dates are confirmed and accepted by you. The final rental payment for the Venue is due on or before April 2nd.

YOU CAN ALSO **APPLY TO THE [ENCORE AWARDS](#)** (Best of the HFF) on this form.



Ben Hill & Matthew Quinn @ HFF Award Ceremony



Darren Lee Cole (Artistic Director -SoHo Playhouse)

3) **FOR HFF & ASYLUM (ALL VENUES) - SETTING UP ON THE HFF SITE** 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 HFF20.

4) **FOR HFF - REGISTER PROJECT** (STARTING FEB. 1, 2020), in order to be in the HFF printed Guide, you must pay the Fringe registration by April 1st.

****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>

<https://support.hollywoodfringe.org/hc/en-us/articles/115000016512-FINDING-A-VENUE>

IMPORTANT INFORMATION FOR INTERNATIONAL SHOWS:

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

Once you have signed on with an Asylum venue, we will guide you through all elements of the Fringe process including publicity and we will keep you updated with HFF events. HFF is what you put into it, booking the space is just the first step, Asylum is here to help you along the way.

SOCIAL MEDIA TIP:

Follow, watch and post on these Facebook Pages.

[Hollywood Fringe Festival](#) (Official Page) Can't Post

[Hollywood Fringe & LA Theatre](#) - Run by Greg and Jenn Crafts

[Hollywood Fringe 2020](#) (Same Page changes year every year) Run by Ryan Lisman