

# Asylum @ HOLLYWOOD FRINGE

Theater Asylum is back for our eighth year as a venue and producer in the Hollywood Fringe Festival. As always, we look forward to working with a wide variety of artists and are happy to offer our expertise so that you have the best show and experience possible.

Who we are.

Theater Asylum is a venue and production management company that provides venues with a trained staff and coordinated pr and social media plan. In addition, we offer publicity and production services and offer a free consultation. With over ten years of Fringe experience combined, in Los Angeles and San Francisco, you will see why so many previous productions return to our venues every year. For several years now, we have had the largest number of shows in our venues including several award winners. We pride ourselves on a strong Fringe community spirit and are very active on the Venue Committee and HFF Advisory Board. In addition, we're the Executive producers of the ENCORE (best of) awards following the HFF in July and are award winning producers with over 25 years of experience.

All Asylum Venues include:

Air Conditioning

Wi-Fi

Venue Certified Stage Managers ("SM") (60min show - \$40, 90min - \$60 and \$20/hr during tech.)

Free tech time equal twice the length of your show time. (This does not include SM's pay)

Discounted rehearsal rates

Insurance - \$150 - Good through ENCORES

Professional Light & Sound Equipment - - See specific space information below

Projector and screen available - Depends on Space - Fees may apply

Storage - Maybe available upon request.

Dressing Room

Box Office- You run it and keep all of it.

PR/Social Media Plan incorporating all the venues in the Asylum Family

Inclusion in our Eblasts, Facebook, Twitter, Instagram (going to over 10,000 patrons!)

In addition, we produce the Encore Awards (the best of extensions in July) and will be choosing shows for several venues.

Currently we have six spaces available for rental:



### ASYLUM (INTER)NATIONAL HOUSE - OUT OF TOWN SHOWS

6500 Santa Monica Blvd, Los Angeles, CA 90038

48 Seats

Dressing room

Projector and Screen

HFF Venue <http://www.hollywoodfringe.org/venues/303>

Important HFF International Information Here - <http://www.hollywoodfringe.org/pages?id=384>

Calling all National and International shows!!!

Located at the heart of Theatre Row.

Limited slots, late June.

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### STUDIO C

6448 Santa Monica Blvd. Los Angeles, CA. 90038

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

Located right next to the Complex on Theatre Row. Studio C is perfect for your intimate one or two person show.

Seats 38 , Stage (W- 15', D- 15')

Lights: 8 lights, Lightboard, Track lighting.

Sound- Sound System - 1/8 input for your computer.

Projector and Screen

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## MCCADDEN

1157 N. McCadden Place, Hollywood, CA 90038,

HFF Venue Link - <http://www.hollywoodfringe.org/venues/298>

A beautiful 50-60 seat theatre with a large stage and two levels

Seats 50-60 , Stage (W- 19' , D- 23'), Proscenium, Lobby

Lights: Two scene preset, 12 channel dimmer pack and board (1.4k per channel), twelve 500 Watt instruments (source4s, likos & fresnels), black lights, strobe lights, and mirrored ball.

Sound- Multi-channel mixer, amplifier, two speakers, CD player

Projector & Screen

Insurance=\$150 one time fee

Storage: TBD

Dressing Room

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## STEPHANIE FEURY

5636 Melrose Ave, LA CA 90038

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

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

Seats 36-45

Light and sound booth. Backstage Green Room. Some furniture available for set.

Insurance = \$150

Storage TBD

Dressing Room



### UNDERGROUND UPTOWN

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

44 seats, stage: 19-½' x 7' feet deep , Black Box

With additional seating (folding chairs) the audience could be extended to 50.

Lighting -20+ instruments

storage & dressing rooms -Dressing room and bathroom

HFF Venue Link - <http://www.hollywoodfringe.org/venues/87>

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### UNDERGROUND ANNEX

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

45 seats, stage: 15 x 25, Black Box

storage & dressing rooms -Small dressing room, bathroom

HFF Venue Link - <http://www.hollywoodfringe.org/venues/87>--

### **General Info & Pricing**

-Last year we had 64 participants in our venues

-Shows are usually 60 minutes or less. There is some wiggle room possible with 75 min and a limited availability for 75 - 90 min shows. We cannot accommodate 2 hours shows.

-Each slot also included 15 minutes for set-up and strike. ( 60min show = 90min slot, 90min show=120min slot)

-You can purchase any number of slots.

We've created packages of shows that give you the best deal.

-While we try to accommodate your desired times (so send us those), we do not let groups 'cherry-pick' the prime slots. After seven years of experience and positive feedback, we feel, for Fringe, this is the best way to do it.

-We will have slots available for Press Week (June 1 - 6)

-Most groups get one package of five shows each, some with extra slots for press week. The shows are spread out over the three week festival with prime, afternoon/early evening and late/morning shows. We tend not to give weekday day slots, unless requested.

-Additional slots can be added to your package or two packages can be purchased.

| <u>McCadden</u>   | <u>International</u> | <u>Uptown</u>     | <u>Stephanie Feury</u> | <u>Studio C/Annex</u> |
|-------------------|----------------------|-------------------|------------------------|-----------------------|
| Morning: \$125    | Morning - \$115      | Morning - \$110   | Morning - \$110        | Morning - \$75        |
| Late Night: \$150 | Late Night: \$145    | Late Night: \$135 | Late Night: \$135      | Late Night: \$100     |
| Afternoon: \$180  | Afternoon: \$170     | Afternoon: \$160  | Afternoon: \$160       | Afternoon: \$125      |
| Evening : \$230   | Evening: \$210       | Evening: \$200    | Evening: \$200         | Evening : \$150       |
| Package=\$825     | Package = \$775      | Package = \$750   | Package = \$750        | Package= \$650        |

Packages are 5 shows - 2 Eve, 2 Afternoon and 1 late night or morning. "Upgrades" can be made to packages as well as adding on additional shows

**Above is for a 60 minute or less shows. 90 minute shows are 35% more**

### Time Slots

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| <p><u>Morning</u></p> <p>Show #1: 10:00 AM - 11:00 AM<br/>Show #2: 11:30 AM - 12:30 PM</p> <p><u>Afternoon</u></p> <p>Show #3: 1:00 - 2:00 PM<br/>Show #4: 2:30 - 3:30 PM<br/>Show #5: 4:00 - 5:00 PM<br/>Show #6: 5:30 - 6:30 PM</p> | <p><u>Evening</u></p> <p>Show #7: 7:00 - 8:00 PM<br/>Show #8: 8:30 - 9:30 PM<br/>Show #9: 10:00 - 11:00PM</p> <p><u>Late Night</u></p> <p>Show #10: 11:30 PM - 12:30 AM<br/>Note: This is a basic breakdown and other times may be used.</p> |
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Two ways to start your submission process

1) Create an account on [https://www.hollywoodfringe.org/profile/add\\_user?](https://www.hollywoodfringe.org/profile/add_user?) and then create a project and go through the various steps at [http://www.hollywoodfringe.org/add\\_project](http://www.hollywoodfringe.org/add_project)  
These are the steps:

PROJECT BASICS →PROJECT DETAILS →TAG PROJECT →CHOOSE SPACE  
→REGISTER PROJECT →PROMOTE PROJECT

NOTE - You don't need to / (in fact you shouldn't) pay for registration until after you have signed with a venue.

2) Fill out the Asylum/ENCORE submission form:

[HFF17 ASYLUM VENUES & ENCORE AWARDS SUBMISSION FORM](#)

Our submission form also signs you up for the ENCORE (Best of awards in July)

The form and additional information on publicity, consulting and free producing workshops are available at [www.theaterasylum.com](http://www.theaterasylum.com)

3) After either/both of these steps, schedule a walkthrough of our venues by emailing me at [mquinn@theaterasylum.com](mailto:mquinn@theaterasylum.com).

And as always, I'm available to answer any of your questions. We understand how challenging it can be to produce a show and we're here to help.

Hope to see you in June at The Asylum!!!

Matthew Quinn

[mquinn@theaterasylum.com](mailto:mquinn@theaterasylum.com)

Theater Asylum/Combined Artform

Executive Producer

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[www.theaterasylum.com](http://www.theaterasylum.com)

[www.combinedartform.com](http://www.combinedartform.com)

[www.theencoreawards.com](http://www.theencoreawards.com)

[www.beyondencores.com](http://www.beyondencores.com)

[www.studiocartists.com](http://www.studiocartists.com)