

# Asylum @ HOLLYWOOD FRINGE

Theater Asylum is back for its 9th year as a Hollywood Fringe Super Venue. We look forward to working again this year with veteran and first-time Fringers.

Theater Asylum is a venue and production management company. Our professional staff books venues and coordinates a public relations and social media plan. We provide time tested support to ensure our clients a 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 of 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.

We look forward to working with you in one of our seven venues, traditional and non-traditional, located throughout Hollywood.

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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)



Stephanie Feury Studio Theatre



Combined Artform & Fringe Management

**PICK OF THE FRINGE**

THE ENCORE! PRODUCERS' AWARD

**Asylum Consulting**

*Specializing in Fringe and Intimate Theatre*



# Asylum @ HOLLYWOOD FRINGE

## GENERAL ASYLUM BOOKING INFORMATION

Asylum welcomes all types of shows and will work with you to find the best space for your show. Instructions for submitting below. Along with our traditional black box spaces, including Hollywood gems like The Blank's 2nd Stage, McCadden Theatre, Stephanie Feury Theatre Studio and Studio C, we are happy to welcome Thymele Arts and three of their non-traditional spaces, including a dance studio, to the Asylum family of spaces this upcoming Hollywood Fringe Festival 2018 ("HFF18").

- 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, although extra time may be purchased.
- We normally book 3 to 5 shows on weekdays and up to 10 shows on weekends depending on the venues. Our spaces are located throughout Hollywood within the HFF18 Venue Zone. Preview shows are available from June 1 through 5 and then throughout the Festival June 7 through June 24
- **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. Each show also includes 15 minutes for setup and strike before and after each show (i.e., 60 minute show = 90 minute slot, 90 minute show = 120 minute slot). This is flexible with Immersive Shows.
- **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 or book a separate preview show May 31 through June 5 to help with pre-HFF word of mouth and press.
- **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 60 minute shows, \$60 for 90 minute shows. For the tech rehearsals, you pay the SM/Tech person \$20 an hour. You will make arrangements with your SM as to when and how you will pay them directly for your run.
- **Tech Time** All the shows get twice the length of their show in free tech rehearsal time. You can purchase additional rehearsal and tech time beyond that if needed.

- **Liability Insurance:** Liability insurance is required for all venues. If you don't have it, you can be added onto Asylum's Insurance rider for \$150 flat fee. If you have liability insurance, you must provide us with a copy of your policy.
- **Box Office:** You provide the box office person and box office money. We will have a representative at each venue for other matters, but we find it best for you to handle your box office as well as press and VIP's.
- **PR/Social Media Plan:** We incorporate all of our shows and our venues (last year there were 84 shows in 6 venues throughout Hollywood) in our Eblasts, Facebook, Twitter, Instagram which goes to over 10,000 patrons! This is part of the Asylum Online Community.

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.

### TRADITIONAL BLACKBOX SPACE

#### **2nd STAGE**

6500 Santa Monica Blvd, LA, CA 90038

48 Seats Stage (W-18',D-20') Dressing room

Projector and Screen

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

Located in the heart of Theatre Row.



#### **STUDIO C**

6448 Santa Monica Blvd. Los Angeles, CA. 90038

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

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

Located right on Theatre Row. Studio C is perfect for your intimate one or two person 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/298>



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## **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



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## **NON TRADITIONAL SPACES**

We're excited this year to be booking the multi-use space Thymele Arts on Santa Monica Blvd. and Western. This is a non-traditional space, best used for immersive, readings, storytelling and pieces in development. Time slots will vary and price will be between \$30-\$130 per hour.



## **THYMELE ARTS - CONFERENCE 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 70.

Room is 29'x20' Stage is flexible

Lights - TBD

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

No Storage

Dressing Room - TBD

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### **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 40 x 15, stage is flexible

30+ Seats

Lighting - 4 par 64s with dimmer control – basic house light system

Sound - 1on rehearsal speaker with Bluetooth capabilities and aux cable.

Dressing Room - Small



### **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, barre, 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 35'x31'

Seats around 50, the stage is flexible

Lighting - TBD

Sound- Rehearsal speaker with Bluetooth capabilities and aux cable.

Storage -Limited

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### **PRICE SHEET TRADITIONAL SPACES**

Slots are available a la carte as well as in 5 show Packages.

Rates are based and designated by the shows Start time (i.e. a 60 minute show at 2pm show in Studio C will be \$145)

Additional set-up and strike time can be purchased

Prices are shown for 60 and 90 minute shows and available in 30 minutes Increments.

Packages include 5 shows: 2 evening, 2 afternoon and 1 late night or morning. 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.

**60 minute Show = 90 minute "Slot" which includes 15 minutes before and after for set-up and strike**

<u>McCadden</u>	<u>2nd Stage</u>		<u>Stephanie Feury</u>	<u>Studio C</u>
Morning: \$125	Morning: \$125		Morning - \$110	Morning - \$85
Afternoon: \$225	Afternoon: \$225		Afternoon: \$175	Afternoon: \$135
Evening : \$270	Evening: \$270		Evening: \$215	Evening : \$170
Late Night: \$170	Late Night: \$170		Late Night: \$145	Late Night: \$110
Package=\$900	Package = \$900		Package: \$800	Package= \$675

**90 minute Show = 120 minute "Slot" which includes 15 minute before and after for setup and strike**

<u>McCadden</u>	<u>2nd Stage</u>		<u>Stephanie Feury</u>	<u>Studio C</u>
Morning: \$170	Morning - \$170		Morning - \$140	Morning - \$125
Afternoon: \$300	Afternoon: \$300		Afternoon: \$230	Afternoon: \$195
Evening : \$365	Evening: \$365		Evening: \$285	Evening : \$230
Late Night: \$200	Late Night: \$200		Late Night: \$190	Late Night: \$160
Package=\$1200	Package = \$1200		Package = \$1060	Package= \$895

Additional shows can be added onto packages at a discounted price.

Prices subject to change.

**SHOW TIMES**

<p>Daily Range of start times.</p> <p>Mondays - Thursdays: 4pm - 11:00pm                      Fridays: 4pm - 12:30am                      Saturdays: 10am - 12:30am                      Sundays: 10am - 10:30pm</p> <p><u>Each space will have different availability throughout the week for shows</u></p>	<p>Day Breakdown of Start Times</p> <p>Morning : 10am - 11:30pm                      Afternoon: Noon - 6:00pm                      Evening: 6:00pm - 10:00pm                      Late: 10:30pm - 12:30am</p> <p>Other times (ie. weekday days) can be requested.</p>
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## **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 is accepting Submissions now. Tours and Bookings will begin on January 10.

### **STEPS:**

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

Then create a project [http://www.hollywoodfringe.org/add\\_project](http://www.hollywoodfringe.org/add_project) and go through the various steps.

PROJECT BASICS - General Information- Must have filled out to create a project.

PROJECT DETAILS - A chance to give us the information we need to know about your show.

TAG PROJECT- Indexing your project for searches

CHOOSE SPACE - You will need to click "Apply" to at least one venue to book a show at the HFF18. At this point, it is a good time to start researching venues.

- 2) **FOR ASYLUM** - Submissions are open for the Asylum.

Download our 2018 VENUE PACKET -

[http://theatreasylum.weebly.com/uploads/2/8/7/3/28732759/hff18\\_asylum\\_venue\\_packet-jan\\_2.pdf](http://theatreasylum.weebly.com/uploads/2/8/7/3/28732759/hff18_asylum_venue_packet-jan_2.pdf)

Get available space descriptions and pricing.

We ask groups to fill out a separate form to help us find the best space for you and better prepare you for producing your show. This submission form also signs you up for the ENCORE (Best of awards in July) if you want to be considered.

Fill out the Asylum/ENCORE submission form: <https://goo.gl/forms/zgO6AfwD1s6KBeRA3>

Once submitted, you will hear back from us in 48 hours to set up a talk and schedule you for one of our Tours which will begin on January 10, along with bookings.

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 become non-refundable once dates are confirmed. The final rental payment for the Venue is due on or before April 2nd.

- 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 HFF18.

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

### **TIMELINE OF HFF18 EVENTS**

Jan 18 @ 8pm	HFF Workshop 1 - Ask a Venue	<a href="http://www.hollywoodfringe.org/projects/5020">http://www.hollywoodfringe.org/projects/5020</a>
Jan 29 @ 7pm	HFF Town Hall 1 - The Registration Process	<a href="http://www.hollywoodfringe.org/projects/5017">http://www.hollywoodfringe.org/projects/5017</a>
March 11 @ 2pm	HFF Workshop 2 - Money and Promotion	<a href="http://www.hollywoodfringe.org/projects/5021">http://www.hollywoodfringe.org/projects/5021</a>
April 3 @ 8pm	HFF Town Hall 2- Marketing	<a href="http://www.hollywoodfringe.org/projects/5018">http://www.hollywoodfringe.org/projects/5018</a>
April 21 @ 2pm	HFF Workshop 3 - Festival Expectations	<a href="http://www.hollywoodfringe.org/projects/5022">http://www.hollywoodfringe.org/projects/5022</a>
May 2 @ 8pm	HFF Town Hall 3 - Ticketing/Festival Prep	<a href="http://www.hollywoodfringe.org/projects/5019">http://www.hollywoodfringe.org/projects/5019</a>
May 12 @ 2pm	HFF Workshop 4- How to Tech Your Show	<a href="http://www.hollywoodfringe.org/projects/5023">http://www.hollywoodfringe.org/projects/5023</a>
May 31- June 5	Preview Week	
June 6	HFF Opening Party	
June 7 - June 24	Festival	
June 24	HFF Award Ceremony	

**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>