

# 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*



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## GENERAL ASYLUM BOOKING INFORMATION

UPDATED 3/10/18

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 McCadden Theatre, Stephanie Feury Theatre Studio and Studio C, we are happy to welcome Thyme 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 SPACES



#### **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.

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#### **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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### 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>Studio C</u>	<u>Stephanie Feury</u>	<u>McCadden</u>
Morning - \$90	Morning - \$115	Morning: \$130
Afternoon: \$140	Afternoon: \$180	Afternoon: \$235
Evening : \$180	Evening: \$225	Evening : \$285
Late Night: \$115	Late Night: \$150	Late Night: \$175
Package: \$690	Package: \$875	Package=\$950

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

<u>Studio C</u>	<u>Stephanie Feury</u>	<u>McCadden</u>
Morning - \$125	Morning - \$150	Morning: \$175
Afternoon: \$186	Afternoon: \$230	Afternoon: \$312
Evening : \$240	Evening: \$300	Evening : \$380
Late Night: \$155	Late Night: \$200	Late Night: \$205
	Package = \$1075	Package=\$1260

Additional shows can be added onto packages.

Prices subject to change.

**SHOW TIMES**

Daily Range of start times.  Mondays - Thursdays: 5pm - 11:00pm Fridays: 5pm - 12:30am Saturdays: 10am - 12:30am Sundays: 10am - 10:30pm  <u>Each space will have different availability throughout the week for shows</u>	Day Breakdown of Start Times  Morning : 10am - 11:30pm Afternoon: Noon - 6:00pm Evening: 6:00pm - 10:00pm Late: 10:30pm - 12:30am  Other times (ie. weekday days) can be requested.
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**NON TRADITIONAL SPACES**

**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.

**Pricing**

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

OR

You can save by booking one of our 5 show packages that includes a 2 hour time slot and 4 hours 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 - you must include that in your booking time. You are responsible for making sure you have enough time to set-up and strike. We will confirm times needed and will end shows early to assure there is enough time to strike and then set-up for the next show.

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.)

If you are not using the house lighting system, you can provide your own tech person to run your show. Let us know if you need a tech person to run your show, we have a team of skilled professionals that are available. Most tech personelle are \$20 per hour.

You will need to provide proof of general liability insurance or pay \$150 to be added to ours.

We are booking shows Thur (6-10pm) Fri (6-Midnight), Sat (1pm-Midnight) Sun (1pm-10pm). Please confirm the number of shows and preference to afternoons, evenings and late night.

Let us know if you have any questions - we look forward to hearing from you!

<b>THYMELE ARTS</b>			
<b>Hollywood Fringe Festival Pricing</b>			
<b>Per Hour</b>			
<b>Common</b>	<b>Dance</b>	<b>Conference</b>	<b>Kansas</b>
\$145.00	\$55.00	\$45.00	\$40.00
<b>5 Show package</b> (includes 2 hours per performance for set up/strike and 4 additional hours of “tech rehearsal”) Longer shows can also be made into a package. Additional shows can be added at hourly rate			
<b>Common</b>	<b>Dance</b>	<b>Conference</b>	<b>Kansas</b>
\$1740.00	\$660.00	\$540.00	\$480.00

### THYMELE ARTS - COMMON ROOM

5481 Santa Monica Blvd. LC CA 90029

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

Space 35' x 62'

Seats 100+

Lights- TBD

Sound- Standard sound system

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. Rental also includes Conference Room.



### 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 - In speaker system designed for presentations. Bluetooth, Aux cable.

No Storage

Dressing Room - TBD

### 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 - Ion 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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### **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>