

HFF22 - ASYLUM VENUE & PROMOTION PACKET

Theater Asylum is excited to be back for the 12th Annual [Hollywood Fringe Festival\(HFF\) 2022](#).

Every year we look forward to meeting new groups of first time fringers as well as returning veterans. We've hosted over 550 shows in our venues since the inaugural HFF in 2010.

All of us at Asylum learned a lot in HFF2021. We have expanded our accessibility with streaming options, have a new promotion package and will continue to enforce any local and federal health as well as the HFF code of conduct for all staff, artists and audience.

Our professionally trained team works with you to provide time tested support to ensure you have a successful Fringe experience from the early submission process through the award ceremony.

Further, we are happy to share what we have learned from our 25 years of experience running venues and producing theater, including over 35 different productions at the Hollywood Fringe with several award winners.

We will also be back for the 12th [Hollywood Producers' Encore Awards](#) (Best of HFF), as well as Combined Artform's & Fringe Management's 7th year [Pick of the Fringe](#) which runs during the HFF.

For Asylum, Fringe has always been about connecting the Hollywood Performing Arts community and creating and furthering those relationships to last throughout the year. We look forward to hearing from you and setting up a time to meet and talk about your show.

Matthew Quinn
Executive Producer
mquinn@theaterasylum.com
415-336-0513

Bertha Rodriguez
Operations & PR Manager
bertha@theaterasylum.com
415-225-5537

"As a first-time Fringe producer in 2021, Theatre Asylum's workshops and resources were crucial to our success. Matt and Bertha were so welcoming, knowledgeable and amazingly supportive throughout the entire process. We couldn't have won the Community Freak Award for Best Cabaret and Variety Show without them!"

~Jon Peterson, 'Funny Bonz, the Humerus Solution'.
Winner of 2022 Hollywood Fringe Best Cabaret & Variety Show

ASYLUM PROMOTION PACKAGE

At Theatre Asylum and Combined Artform, we understand that the biggest challenge for your show is getting people to see it. We want to offer more than the standard social media posts, email blasts and facebook page. So last year, we started the Asylum Promotion Package to utilize our knowledge of promotion, tricks learned from other fringe festivals and the collective power of a group of shows. All shows at the Asylum will enjoy our marketing/promotional package which includes:

- Workshops with Matthew Quinn and special guests.
- Weekly meetings in person and through Zoom to discuss concerns, questions and plans.
- Posts on Asylum's Facebook, Twitter and Instagram Accounts.
- Access to our Google File with updated information, budget template, timelines, pr tips etc.
- Shared marketing plans.
- Shows are included in the Asylum Digital Guide.
- Lanyards to see each other's shows and fill open seats at showtime.
- Discounted live streaming and hook-ups for promotional deals.

YOU DON'T NEED TO BE IN AN ASYLUM VENUE TO PARTICIPATE IN THE ASYLUM PROMOTION PACKAGE

Starting in 2021, Asylum welcomed shows from other venues to participate in the promotion package.

"I was a first time producer of anything at all so having someone give me a tried and true outline of what to do not only made a huge difference in the turnout of my show, but also in the confidence I had as a producer. After the fact, my show now having won 5 awards and an encore at the fringe, I can't imagine how I could've done it without the Asylum group leading the way. A million and one thanks! I will never forget the Asylum family and what their support has meant to my show and to increasing my support circle and friendships."

Makena Hammond- "Black Woman in Deep Water" @ Actors Company

Winner of 2022 Hollywood Fringe Top of Fringe & Best of Solo Show

STREAMING / FILMING / PHOTOGRAPHY (OPTIONAL)

Once again, we are partnering up with Richard Clark of Broadway Photo Video, an eleven-year-fringe veteran videographer and photographer who has shot over 600+ fringe shows, to provide technical know-how and an artistic sensibility to our streaming service.

There are several options available for video, streaming and photos. See options and prices below. You can also bring in your own equipment or hire an outside contractor, we can provide you references.

ASYLUM (INTER)NATIONAL STREAMING HOUSE

For shows that can't make it to Hollywood in person, Asylum is offering an option to screen your live-stream at one of our venues during the Hollywood Fringe. Last year we had shows from Africa, Australia, Brazil, Canada and Japan. If you are interested, please email me at mquinn@theaterasylum.com and set up a time to talk to discuss options

Out of town shows have always faced challenges performing live at the HFF. And while connecting with the artists and audience online can be even more difficult, Asylum will be there to help connect you to the fringe

"For the wild ride that HFF21 would prove to be, we were so fortunate to find ourselves under the organizational umbrella of Matthew Quinn's Theatre Asylum. Matthew, and his team at Combined Artform, found a way to pivot with every new protocol and challenge that came their way and turn a festival many participants feared they would like to forget and make it one of the most memorable they will ever experience."

Thomas McAteer (Writer, Actor & Producer) "The Easter Bunny" - Toronto - Canada

IMPORTANT INFORMATION FOR INTERNATIONAL SHOWS FROM THE HFF

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

ASYLUM SPACES

- **Asylum has 4 different spaces at 3 locations.** 2 blackbox and 2 flexible spaces. We will help you decide which one is right for you or help suggest another place.
- **All spaces** are air conditioned, have professional light and sound equipment and standard furniture including chairs and tables. The lights are set up as a repertory plot with some specials depending on the venue. All spaces have WiFi and hard-wired ethernet for streaming. Specifics are listed below.
- **Length of Shows:** Most shows are usually 40 - 60 minutes long and we accept shows 15-30 minutes and up to 90 minutes long. 2 hour shows will be considered depending on the space and availability.
- **Booking Packages** will include a mixture of evening and afternoon shows. There are 3, 5 and 7 show packages; all will include evening and afternoon slots. 5 & 7 packages will include a late morning or late night show as appropriate for the show. Additional shows can be added. We strongly suggest spreading your shows out throughout the festival. And using one of your shows from the package for a Preview show, June 2nd - 7th. And during our phone call or Zoom meeting, we will find the package that works for your production at HFF22.
- **Filming / Streaming and Photography** are available.
- **Asylum Promotion Package** is included with all Asylum bookings.

BLACK BOX THEATERS



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 and board

Sound: multi-channel mixer, amplifier, two speakers

Projector and screen included.

Storage: TBD, dressing room

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

Virtual tour - <https://youtu.be/f2tzx8XzSCE>

STEPHANIE FEURY STUDIO THEATRE

Stephanie Feury Studio Theatre is a beautiful theatre black box located just off Larchmont St.

5636 Melrose Ave., Hollywood, CA 90038

Seats: 36-45 Stage: (18' 8"W x 13'4"D)

Light and sound booth.

Backstage Green Room.

Projector and screen included.

Limited Storage

Furniture available: bed, stove, couch etc.

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

Virtual tour - <https://youtu.be/9cJZS9UHySw>



THYMELE ARTS is a non-traditional, handicap-accessible performance space that is designed to be flexible for your production needs. No Storage available. Projectors are available at no cost. Includes wi-fi and a hard/ethernet connection with high speed internet. Virtual Tour - <https://youtu.be/ws83dIEL7eg>



THYMELE ARTS - CALIFORNIA ROOM

5481 Santa Monica Blvd. Hollywood, CA 90029

Seats: up to 50

Room: 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.

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

THYMELE ARTS - KANSAS ROOM

5481 Santa Monica Blvd. Hollywood, CA 90029

Room: 40 x 15, stage is flexible

Seats: up to 30

Lighting: 4 LEDs and basic house light system

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

Dressing Room: Small

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



BOOKING & PRICING

You can schedule a meeting and tour with Matthew Quinn in
<https://calendly.com/theaterasylum>
or email mquinn@theaterasylum.com

(Pricing subject to change)

**SPACE PACKAGES
(INCLUDES ASYLUM PROMOTION PACKAGE)**

BLACKBOX THEATERS

**Stephanie Feury (36-42 seats)
5636 Melrose Ave.**

# Shows	30 min	60 min	90 min
3	\$475	\$650	\$866
5	\$708	\$1,000	\$1,333
7	\$942	\$1,350	\$1,758
Add Show	\$150	\$225	\$299
Free Tech	1 hr	2 hr	3 hr
Additional Reh/Tech - \$35			

**McCadden Place Theater (50-60 seats)
1235 McCadden Pl.**

# Shows	30 min	60 min	90 min
3	\$525	\$725	\$925
5	\$791.67	\$1,125	\$1,458
7	\$1,058	\$1,525	\$1,991
Add Show	\$167	\$250	\$333
Free Tech	1hr	2hr	3hr
Additional Reh/Tech - \$35			

All shows include 15 minutes before the show for set-up and 15 minutes after for strike.

THYMELE ARTS

**California (Up to 50 seats)
5481 Santa Monica Blvd.**

# Shows	2hr Slots	1hr Slots
3 Shows	\$605.00	\$240.00
5 Shows	\$845.00	\$360.00
7 Shows	\$1,085.00	\$480.00
Add Show	\$120.00	\$60.00
Free Tech	2 hr	1hr
Add. Tech/Reh- \$25-30 /hr		

**Kansas (Up to 30 seats)
5481 Santa Monica Blvd.**

#Shows	2hr Slots	1hr Slots
3 Shows	\$445.00	\$285.00
5 Shows	\$605.00	\$365.00
7 Shows	\$875.00	\$445.00
Add Show	\$80.00	\$40.00
Free Tech	2 hr	1hr
Add. Tech/Reh. \$15-20 /hr		

You will be responsible for setting up your space and striking it back in the time you've booked.

NOT INCLUDED IN THE SPACE PACKAGE

Stage Manager

\$25 for a 30 minute show
\$50- for a 60 minute show.
\$75- for a 90 minute show.
\$30/hr during tech time

Insurance Options

- 1) \$175 to be added to Asylum's policy.
- 2) Provide proof of Gen. Liability Insurance and add the venue and Asylum as additional insured.

Box Office Options

- 1) You can provide your own box office person.
- 2) Or we can provide one for \$20 per performance.

FILMING / STREAMING / PHOTOGRAPHY

All prices for 30-90min show. File uploaded in 2 days. Group consultation.

Limited availability for discounted prices.

Live streaming is included

- ❖ 1 Fixed Video Cam - \$125
- ❖ 1 Fixed Cam and 1 Zoom Video Cam- \$155
- ❖ Photo shoot of your show - \$125
(+\$100 w/booking either video plan)

Cameras: Sony A1 & Sony A7SIII With Rode NTG5 shotgun Mics
Blackmagic ATEM Mini multi-cam switch for streaming

ASYLUM PROMOTION PACKAGE

Included with Asylum Booking.
For production/participants in other HFF venues.
It's \$150.

PR MANAGEMENT PACKAGES

Email Bertha Rodriguez - bertha@theaterasylum.com
for publicity management package options and
pricing.

"I was lucky enough to work with Asylum during Fringe 2021, and let me tell you - "Asylum" is the exact right word. Matthew Quinn and the Asylum team provide a real safe haven for artists, especially through the pandemic. Matthew is a Fringe veteran (nobody knows Fringe and LA theater like Matthew does); he is informed, professional, caring, and supportive. He and Bertha put their time, resources, and energy into the artists they work with, provide them with press opportunities, and coach them on everything from creative process to promotion. Working with Asylum taught me how to confidently produce my own work, and how to take Fringe by storm!"

molly Kirschenbaum - HOT!:(

Nominated HFF Best World Premiere & Two Person Show