

HFF24 - ASYLUM VENUE & PROMOTION PACKET

We're thrilled to announce our return for the 14th Annual Hollywood Fringe Festival, and this year promises to be our most exciting yet. At Theater Asylum, we eagerly anticipate the opportunity to welcome both new and returning participants, fostering a dynamic community of first-time fringers and seasoned veterans alike.

Since the inception of the Hollywood Fringe Festival in 2010, our venues have been the stage for over 650 captivating shows, earning us a reputation as a trusted and reliable host for the performing arts. Our dedicated and professionally trained team is committed to providing you with time-tested support, guiding you through every step of your Fringe journey, from the early submission process to the grandeur of the award ceremony.

With 25 years of experience running venues and producing theater, Theater Asylum proudly shares a wealth of knowledge gained from orchestrating over 35 diverse productions at the Hollywood Fringe Festival. Many of these productions have not only left a lasting impact on our audiences but have also received prestigious awards.

In addition to our participation in the festival, we are thrilled to announce our return for the 14th Hollywood Producers' Encore Awards, celebrating the Best of HFF. This serves as a testament to our commitment to excellence and the outstanding performances that grace our stages.

For Theater Asylum, the Fringe experience extends beyond the festival itself. It's about forging connections within the Hollywood Performing Arts community and nurturing relationships that extend throughout the year. We invite you to reach out to us; our doors are open, and we can't wait to hear about your show. Let's set up a time to meet and discuss how we can make your Hollywood Fringe Festival experience truly exceptional.

Join us at Theater Asylum — where the spotlight is always on you!

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 2021 Hollywood Fringe Best Cabaret & Variety Show

ASYLUM PROMOTION PACKAGE

At Theatre Asylum and Combined Artform, we recognize that one of the most significant hurdles for your show is attracting an audience. We aim to go beyond conventional methods such as standard social media posts, email blasts, and Facebook pages. The Asylum Promotion Package, leverages our extensive expertise in promotion, insights gathered from various fringes, and the combined strength of a community of shows. Every production hosted at the Asylum will benefit from our comprehensive promotional package, featuring:

- Workshops with Matthew Quinn and special guests. Including Marketing with A.I.
- 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.
- Lanyards to see each other's shows and fill open seats at showtime.
- More to be announced.....

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

Asylum welcomes shows from other venues to participate in the Asylum 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 / VIDEO ON DEMAND (OPTIONAL)

You can also bring in your own equipment or hire an outside contractor, we can provide you references.

Last year we opened VOD (Video On Demand) to any HFF show and are now offering to host all shows that have a video copy of their show made during the fringe, with no fee to you. The net profits after sales are split after the fees.

ASYLUM (INTER)NATIONAL HOUSE

Theatre Asylum is proud to be the largest host, every year, of out-of-town shows from New York to Tokyo. We supply additional support to answer your questions and help you connect with the Hollywood Fringe from wherever you are. Joining the Asylum family will give you the extra help needed to navigate the challenges of performing in Hollywood.

"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 6 different spaces at 3 locations.** We will help you decide which one is right for you or help suggest another venue. Check out the virtual tours of each space before you tour, or instead if coming from out of state.
- **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 and 7 show 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 6th - 12th. And during our phone call or Zoom meeting, we will find the package that works for your production at HFF24.
- **Filming / Streaming and Photography** we can provide a list of individuals offering these services.
- **Video On Demand** - 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

5636 Melrose Ave., Hollywood, CA 90038

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

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>



NON-TRADITIONAL SPACES

THYMELE ARTS

5481 Santa Monica Blvd. Hollywood, CA 90029 is a non-traditional, handicap-accessible performance space that is designed to be flexible for your production needs.

HFF - <http://www.hollywoodfringe.org/venues/350> Virtual Tour - <https://www.thymeleararts.com/virtualtour>

CALIFORNIA ROOM



Room: 29 x 30, stage is flexible
Seats: up to 50

[TECH RIDER](#)
[IMAGES](#)

KANSAS ROOM

Room: 40 x 15, stage is flexible
Seats: up to 30

[TECH RIDER](#)
[NEW IMAGES](#)



SHIRLEY DAWN STUDIO

Seats: up to 50,
Room: 35'x31'

[TECH RIDER](#)
[IMAGES](#)



JOYCE HALL

Seats: up to 100,
Room: 35'x62'

[TECH RIDER](#)
[IMAGES](#)



SPACE PACKAGES

BOOKING & PRICING

You can schedule a meeting and tour with Matthew Quinn by email at mquinn@theaterasylum.com or call 415-336-0513

(Pricing subject to change)

BLACKBOX THEATERS (INCLUDES ASYLUM PROMOTION PACKAGE)

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

# Shows	30 min Show	60 min Show	90 min Show
3	\$544	\$740	\$988
5	\$808	\$1,136	\$1,512
7	\$1,070	\$1,530	\$1,988
Add Show	\$158	\$235	\$314
Free Tech	1 hr	2 hr	3 hr
Additional Reh/Tech - \$40/hr			

McCadden Place Theater (50-60 seats)
1157 N. McCadden Pl.

# Shows	30 min Show	60 min Show	90 min Show
3	\$612	\$844	\$1,074
5	\$920	\$1,306	\$1,690
7	\$1,228	\$1,768	\$2,306
Add Show	\$189	\$284	\$377
Free Tech	1hr	2hr	3hr
Additional Reh(hr) - \$20-30/Tech-\$50			

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

THYMELE ARTS (INCLUDES ASYLUM PROMOTION PACKAGE)

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

# Shows	2hr Slots	1.5 hr Slots	1 hr Slots
3 Shows	\$834	\$644	\$454
5 Shows	\$1,138	\$872	\$606
7 Shows	\$1,442	\$1,100	\$758
Add Show	\$160	\$120.00	\$80
Free Tech	2 hr	2hr	1hr
Add. Reh- \$38 /hr			

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

#Shows	2hr Slots	1.5 hr Slots	1 hr Slots
3 Shows	\$654	\$514	\$374
5 Shows	\$878	\$682	\$486
7 Shows	\$1,102	\$850	\$598
Add Show	\$120	\$90	\$60
Free Tech	2 hr	2hr	1hr
Add. Reh. \$28 /hr			

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

# Shows	2hr Slots	1.5 hr Slots	1 hr Slots
3 Shows	\$860	\$774	\$534
5 Shows	\$1,216	\$1,062	\$726
7 Shows	\$1,570	\$1,350	\$918
Add Show	\$200	\$150	\$100
Free Tech	2 hr	2hr	1hr
Add. Reh- \$48 /hr			

**Joyce (Up to 100 seats)
5481 Santa Monica Blvd.**

#Shows	2hr Slots	1.5 hr Slots	1 hr Slots
3 Shows	\$1,675	\$1,078	\$742
5 Shows	\$2,585	\$1,590	\$1,084
7 Shows	\$3,495	\$2,102	\$1,424
Add Show	\$468	\$390	\$230
Free Tech	2 hr	2hr	1hr
Add. Reh. \$80 /hr			

Times listed for slots is total time in the space. 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

Tech Board Operator/SM

\$30/hr

(Show includes 15 min before & 15 min after)

\$30 for a 30 minute show

\$45 for a 60 minute show.

\$60 for a 90 minute show.

Insurance Options

1) \$205 - To be added to Asylum's Plan

2) Provide proof of Gen. Liability Insurance and add the venue and Asylum as additional insured. You will need to provide a copy of the rider.

Box Office Options

1) You can provide your own box office person.

2) Or we can provide one for \$20 per performance.

ADDITIONAL SERVICES

ASYLUM PROMOTION PACKAGE

Included with any Asylum Booking.
Also available for participants in other HFF venues.

It's \$150

ADDITIONAL CONSULTING

Email Matthew Quinn -
mquinn@combinedartform.com
for information on production and
publicity consulting.

"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