

WHAT'S NEW FOR 2021

Check out the initiatives Adelaide Fringe are rolling out in 2021 in response to COVID-19

PRINT REGISTRATIONS CLOSING 4 NOV



NEW TICKETING CAMPAIGNS & CHANGES

To encourage our audiences to buy early and often, we have exciting changes to our ticketing campaigns:

Midweek Treat

Midweek Treat is a new price type to assist in driving sales to traditionally quieter performances on Monday, Tuesday and Wednesdays. The ticket price must be at least \$5 cheaper than your regular full price ticket so there is an incentive for audiences.

**Fringe Member
2for1 Offer**
to encourage
early sales

**Flash Sale
/ Early
Bird Sale**

HalfTIX
has been removed
to discourage last
minute purchases.

Keep an eye out on AVR and the
Artist & Venue bulletins for more information!

DIGITAL EVENTS

You now have the option to register a Digital Event for Adelaide Fringe 2021! Find out more about our Digital Event models [on this fact sheet](#).

E-TICKETING powered by LUMO

E-ticketing will continue to roll out in 2021 at Adelaide Fringe. FringeTIX will be selling until start time for all ticketed events to improve the ticket buying experience for audiences, sell more tickets and manage the contact tracing requirements for SA Health. Venues can opt in for e-ticketing in the opportunities section of AVR.

HONEY POT GOES DIGITAL

Our international arts marketplace will now offer digital registrations for events that cannot get to Adelaide to perform but still want to engage for onward touring opportunities! [Click here to find out more about Honey Pot](#).

ONLINE-ONLY REGISTRATIONS

Register an event any time after **4 Nov** for an **online-only** listing on our website. *Please note registrations received after 4 Nov will not be included in the official Adelaide Fringe guide.*

Please contact the Artist & Venues team if you
have any questions artists@adelaidefringe.com.au

PAYMENT PLANS

New for 2021, we will have payment plans for registration fees. Get in touch with the team at artists@adelaidefringe.com.au or on +61 8 8100 2022 to find out more.

ADAPTED REFUND & CANCELLATION POLICIES

We are trying to keep as much money as possible in the pockets of artists and venues! Find out more in our T&Cs for [Participants](#) and [Audiences](#).



CROWDFUNDING OPPORTUNITIES

Adelaide Fringe are offering artists and venues a service fee-free crowdfunding platform in order to help develop work and assist venues to bounce back from COVID-19. We will also support this initiative with an overarching campaign which will run **26 Oct – 22 Nov**. All donations over \$2 through our crowdfunding platform are tax deductible. Opt in via AVR by **11 Oct**.