

REGISTER FOR FRINGE DEALS

Adelaide Fringe is a 31 day experience for locals and tourists alike. In 2021, Fringe brought \$31.6 million in new expenditure to the state, and attracted 26,649 tourists to the city across retail, accommodation, transport, tourism and hospitality.

Adelaide Fringe runs three programs to assist local businesses to benefit from the additional visitors to city, metro and regional locations hosting Fringe events. Registration in one or more of these programs is free with the offer of a discount to patrons showing a Membership Card, ticket or Artist Pass.

Fringe Member Happy Hour

AUDIENCE:	7,200 Fringe Fanatics and Fringe Members
DURATION:	Deal will be listed year round and renewed annually with the Fringe Membership drive in November
PROMOTION:	Your deal will appear on the Adelaide Fringe Member Happy Hour page – adlfrin.ge/FringeMemberHappyHour
REDEEMED WITH:	Fringe Fanatic / Fringe Membership digital card
RECOMMENDED FOR:	Businesses looking to grow their local customer base

Show Us Your Tix



AUDIENCE:	632,667 tickets sold in 2021
DURATION:	18 February – 20 March 2022
PROMOTION:	Your deal will appear on the Adelaide Fringe Deals page – adlfrin.ge/deals . You will be provided with a poster to hang in your store so ticketholders can identify you as participating in Show Us Your Tix
REDEEMED WITH:	FringeTIX digital or printed ticket. Valid only for the date of the show on the ticket
RECOMMENDED FOR:	Businesses who would like to take advantage of the opportunity to attract ticketholders on their way to or from a show

Artist Pass

AUDIENCE:	5,000+ artists
DURATION:	1 February – 20 March 2022
PROMOTION:	Your deal will be listed in the Artists and Venues Registration (AVR) system – adlfrin.ge/avr
REDEEMED WITH:	Adelaide Fringe digital or printed Artist Pass
RECOMMENDED FOR:	Retail and service providers (eg, equipment hire, accommodation, printing, rehearsal spaces, tourism, transport, dry cleaning, clothing and footwear, costumes and props etc)

Ready to sign up?

Register adlfrin.ge/RegisterFringeDeals, or contact ads@adelaidefringe.com.au.



East End Photo: Chloe Elizabeth, Adelaide Fringe 2021