



How to infringe

2008 Artist Startup Kit

Montreal infringement Festival

www.infringementfestival.com/montreal

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- a. 2008 Montreal infringement Festival Artist Application Form
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Available Documents

- a. Montreal media contact list
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- c. 2006/07 infringement International Media Articles Kit
- d. Montreal-area hostel, hotel and motel list
- d. infringement Sponsorship Agreement

Please feel free to contact us with any questions:

Phone: 514-699-3378

E-Mail: montreal@infringementfestival.com

Snail Mail: Montreal infringement Festival
14 - 257 Villeneuve Ouest
Montreal, Quebec H2V 2R2

This document was produced by the Montreal infringement Festival in February 2008 and is relevant to the 2008 edition of the festival. Any developments since that date will be reflected in the 2009 version of this document. You are strongly encouraged to print your own copy. Aussi disponible en français:
www.infringementfestival.com/montreal/documents/kitartiste.pdf

What's new for 2008

This is the Montreal infringement Festival's (and the International infringement Festival's) fifth anniversary, so we're running (almost) the whole month of June 2008 (June 5th through the 29th).

The earlier part of the month will focus on street performance, culture-jamming and Bring-Your-Own-Venue shows. Most indoor shows booked by the festival will take place between the 19th and the 29th.

This year, we're strongly encouraging artistic partnerships. If you're planning a show or a series of shows, or if you're in charge of booking for a venue and you'd like to associate what you're doing with the infringement, please let us know.

Getting Involved

a. How to join the infringement

If you want to participate in the infringement as an artist, please read our mandate and history available on the infringement International website (www.infringementfestival.com) to get an idea of what the festival is about and this guide to get an idea of what you might expect, then fill out an application form (found in *Included Documents*), and arrange a meeting with a festival representative to discuss how you can best fit into the festival.

Once you're signed up to play the fest, we will send you our media list, press release and any documents you request (hostel/hotel/motel list, 2006/07 press article kit, festival promotional material, etc.)

b. Different types of shows

Bring-your-own-venue shows: In the true spirit of do-it-yourself arts, we encourage all artists to find their own space to perform, and then let us know the details. You can perform (and infringement artists have performed) anywhere from a street corner, to your basement, to a bar, a coffee shop, even a "real" theatre. This is ideal for anyone who prefers not be bound by someone else's schedule or artists that already have shows planned during the festival's dates and would like to associate them with the infringement. If you're planning a culture-jam or guerilla performance like a critical mass, we recommend letting us know when and where, and asking us to keep this info out of official releases.

Multiple-act shows in infringement Venues: These could be variety or cabaret-style events with several performers offering shorter pieces and possibly one or two with longer pieces. This could also be two or three acts with longer pieces performing together in a triple-bill. These shows work very well and are great for acts looking to develop their audiences and performers with shorter pieces or works-in-progress. In the past, the infringement has run several successful events this way such as 2006's infringement Quickies' Series, or our evening of poetry, performance and video featuring Sinking Neptune or 2005's infringement Cabaret. With these shows, specifics like ticket price and some equipment issues need to be agreed upon by the participants. The festival can help facilitate this process

Single shows in infringement Venues: If you have a longer work and would prefer perform it on your own in a festival venue, you can request this service. Please note that this type of show generally takes up the most in festival resources so available spots are limited. Also, please remember that it's harder to draw audiences with no other acts on the bill. Priority, as always, is

given to out-of-town acts and those that demonstrate a critical/activist perspective.

It is possible to perform in more than one type of show (ie. play a BYOV street theatre piece and also have a part of your show included in a multiple-act show). Please indicate what type(s) of show(s) you would like to perform on the Application Form in this package.

c. What can the festival help me with

The festival will provide all participating artists with a spot in our program and on our website, a chance to meet other infringement artists (by providing a central gathering place during the fest and running community nights and fundraiser shows before), festival fliers and a festival representative at your show.

We publicize the festival in general, but cannot promote each act individually to the media. We do give some promotional assistance to out-of-town acts that don't have a local fan base and offer resources to help all artists promote themselves (see *Promoting your show* below).

There are some resources that the festival may be able to offer if requested. We make no promises, but will do our best, these include:

Tech support: Theatre tech or a soundman/woman. Some festival venues provide this already, so please let us know soon.

Equipment loan: If there's any equipment you need but don't have access to, please let us know as soon as possible, as some venues may offer this already. Also, if you're requesting equipment, please let us know if you have any equipment you'd be willing to lend out to other infringement artists.

Box office: We encourage all artists to run their own box office, but understand that in some cases (especially with out of town acts) it isn't possible, if that's the case for you, please let us know.

Billeting: **OUT-OF-TOWN ACTS ONLY** If you need a sofa or a bed to crash on, please fill out the billeting request form (*Document C*)

Resources are prioritized for out-of-town acts and artists with a critical/activist perspective. BYOV shows are also eligible for festival resources. If you're requesting any festival resources, please fill out the Assistance Application form (*Document B*)

d. Money

The infringement cannot provide artists with any type of financial assistance, including travel expenses. We can write a letter of invitation to the festival if one is required to apply for a grant.

Artists can make money in the festival by charging admission to their show or asking audience members for donations. **Artists control their box office and keep 100% of what they make. The festival does not charge a registration, application or any other type of fee.**

Artists performing in multi-act shows will have to make arrangements with fellow performers on how to share what the show makes.

While the festival does not set limits on how much or little artists can charge, we do encourage artists to keep their ticket price affordable. Pass-the-hat, suggested donation shows and shows \$5 or less have proven the most successful infringement performances. Asking more than \$10 to see an unknown artist does not always work well in Montreal, whereas artists have made more than that per audience member by only asking for donations.

Also, some venues insist on pass-the-hat shows only, as they don't want to limit people from coming in. If this would not be an acceptable situation, please let us know and we won't book you in one of those venues.

Joining the infringement Community

a. Meeting fellow artists

The infringement is a community-based festival. We encourage all participants to meet with other artists, and check out each other's shows. In the past this has led to collaboration between artists.

We provide a central gathering place during the festival where artists can meet. We also hold community meetings and fundraiser events leading up to the festival and are working on rebuilding our online discussion forum.

b. Helping out the festival

The infringement receives very little, if any, financial support. It's different every year, but last year (2007), for example, we ran the whole festival on a budget of \$1000, most of which went to publicity.

We can't, nor do we want to, charge a "registration fee" or accept a sponsor that doesn't meet our code of ethics, and as we retain no artistic control, we're not eligible for many grants, so we rely considerably on volunteer support to help make the festival run.

If you'd like to help us and your fellow artists out in any way, please let us know. We need help with promo, finding ethical sponsors, theatre and music tech, graphic design, lugging stuff around, you name it.

You can help as much or as little as you want, during the planning stages, during the festival itself or both. Even if you've got a sofa a visiting artist can crash on, please let us know.

c. Join the organizing team

The infringement is a festival run by artists for artists, which means that all artists are welcome to take a more active role in making the festival happen and help plot the course it will take this year.

If you'd like to volunteer your time as an infringement organizer, please let us know, along with what area you'd like to be involved in..

Remember, bring what you would hope to find.



Promoting your show

a. Word-of-mouth

The infringement is a grassroots, community-based festival, which means the most effective way to spread word about it and your show remains (and probably always will) word-of-mouth. Our community meetings, fundraiser events and our central (during the festival) are great places to (about) to hand out along with your own. Why not let people know about the festival you're a part of when you're telling them about your show.

As the best backup for word-of-mouth is fliers, we recommend you take a bunch with you leading up to the fest and during it. We can provide festival logos and templates for your fliers and festival fliers (simple, graphical ones with our website or mini-booklets explaining what the event is).

b. Internet

The infringement spreads virally, so the internet is a great way to get the word out. We recommend announcing your show through your e-mail lists and forwarding them our general announcements as well (especially the ones leading up to the festival and during). We also recommend plugging the fest and your show on your blogs and MySpace pages as well as our MySpace page, our Facebook group (both available through our website) and other sites you can think of.

c. Traditional Media

As we mentioned above, we only have the resources to promote the festival as a whole and give plugs to a few out-of-town acts. We encourage you to plug your show with a press release to the local media. We provide a list of local French and English media contact phone and fax numbers and e-mail addresses (print, radio, TV) including contacts for listings, journalists covering specific art forms and infringement-friendly general columnists and reporters.

We also provide a general press release about the festival you can send along with your own. Both the list and the press release will be sent to you via e-mail once you've signed up to infringe.

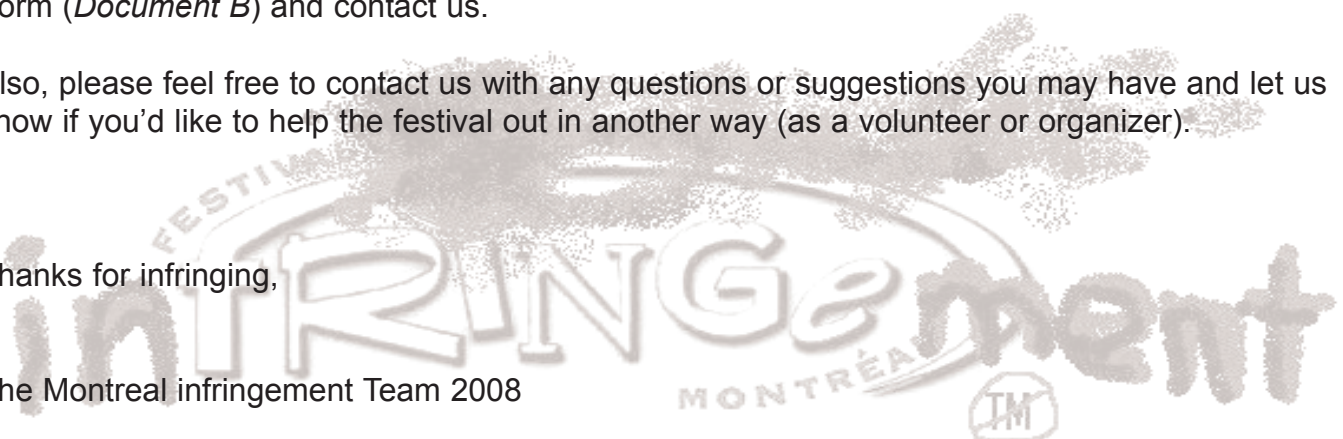
Conclusion

We hope you found this document informative and are now ready to join the infringement. Please fill out the Artist Application form (*Document A*) and (if needed) the Assistance Application Form (*Document B*) and contact us.

Also, please feel free to contact us with any questions or suggestions you may have and let us know if you'd like to help the festival out in another way (as a volunteer or organizer).

Thanks for infringing,

The Montreal infringement Team 2008



Montreal infringement Festival 2008 - Performer/Group Application Form (Document A)

Performer/Group Name: _____

Show Title (if applicable): _____

Show Description: _____

250 words maximum. This will appear in the Festival Program and Website. Please include any relevant web addresses and e-mail us any images you would like included. Please notify us of any changes immediately.

Show running time: _____ Artistic genre: _____

Registration fee: \$0.00 Surcharge: none Percentage of ticket sales kept by artist: 100%

Bring-Your-Own-Venue Show(s):

Venue Name: _____ Venue Address: _____

Date(s)/Showtime(s): _____

Ticket price: \$_____ Reduced Ticket Price: \$_____

Allow comps for:

Media (y/n): _____ infringement performers (y/n): _____ Festival volunteers (y/n): _____

Requesting a spot in a multi-act infringement show:

Preferred performance dates/absolute impossibilities:

Preferred Ticket Price: \$_____ Preferred Reduced Ticket Price: \$_____

Allow comps for (negotiable with other artists on the bill):

Media (y/n): _____ infringement performers (y/n): _____ Festival volunteers (y/n): _____

Requesting a stand-alone show in an infringement venue:

Preferred performance dates/absolute impossibilities:

Ticket Price: \$_____ Reduced Ticket Price: \$_____

Allow comps for:

Media (y/n): _____ infringement performers (y/n): _____ Festival volunteers (y/n): _____

If you are requesting a spot in a multi-act infringement show or a stand-alone show in an infringement venue, or any other service or festival resource, please fill out the assistance application form (*Document B*)

I am a performer applying to the festival or a representative of a group applying to the festival and I have read and understand the festival mandate the How To Infringe helpguide and this application form. Signed _____ Date _____

Contact info: Name: _____ Phone: () _____ - _____ E-Mail: _____

Montreal infringement Festival 2008 - Assistance Application Form (Document B)

* Please note that the festival can provide additional services to artists, such as venues, technical assistance and other support. However, due to limited resources, priority will be given to out-of-town artists and artists who demonstrate critical and activist perspectives.

VENUES

If you are requesting a spot in a multi-act infringement show or a stand-alone show in an infringement venue please tell us a bit more about your show, the types of acts your show would go well with (multi-act shows), why your show needs its own space (stand-alone shows) and what type of space would best suit your show:

TECH / EQUIPMENT

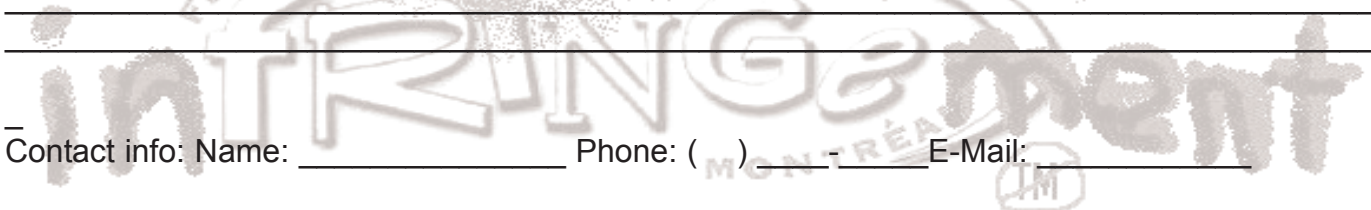
If you are requesting technical assistance or an equipment loan, please describe what you need and mention any equipment you have that you are willing to lend to fellow infringement artists:

OTHER

Please let us know what service you are requesting (for billeting, please fill out the Billeting request form, *DOCUMENT C*, instead and complete the question below):

Please describe why your art/performance should be considered critical and/or activist:

Contact info: Name: _____ Phone: () _____ E-Mail: _____



Montreal infringement Festival 2008 - Billeting Request Form (Document C)

** Please note that the festival can provide additional services to out of town acts such as billeting (lodging). However, due to limited resources, priority will be given to artists who demonstrate critical and activist perspectives and those that really need it. We also encourage you to have a look at our list of Montreal area hostels, hotels and motels.*

Dates of your stay (if you are awaiting show date confirmations from the festival, please write waiting): _____

Number of people requesting a place to stay: _____

Allergies (pets, etc.): _____

Smoking/non-smoking (please indicate if it is essential or a preference): _____

Please tell us a bit about yourself (and your group) including lifestyle when on the road (in bed early/party well into the night) and include any medical conditions that relate to accommodations (ie. one member of your group can only sleep on a bed, not a sofa, because of a bad back, etc.):

We will do our best to accommodate visiting artists and match them with the right billet, however, due to limited resources, we cannot guarantee that all of your conditions/preferences will be met if a billet is found.

Contact info: Name: _____ Phone: () _____ - _____ E-Mail: _____

