

Sample form, not for offline completion.

Visit <https://adelaidefringe.awardsplatform.com> to apply.



## 2025 Digital Marketing Packages

This grant round will provide the opportunity for successful applicants to receive in-kind support through a prescribed Digital Marketing Package. These packages will aim to kick-start their marketing campaign ahead of the 2025 Adelaide Fringe season.

This package will be focused on the promotion of a single Adelaide Fringe show.

Designed to build early awareness amongst audiences, these packages will include FringeTIX buttons on our website, and strategies to target known ticket purchaser engagement through Facebook and Instagram targeted advertising.

The packages aim to build awareness early, as audiences begin to explore the 2025 program.

### WHO CAN APPLY?

- South Australian, Australian and International creatives, producers and programmers presenting a registered Adelaide Fringe show during the 2025 festival season.
  - Submissions from Aboriginal and Torres Strait Islander applicants are strongly encouraged.
  - Applications from emerging creatives will be prioritised in this support round.

### ELIGIBILITY

- Artists, Collectives and Producers must be presenting **at least one show with a minimum of 3 sessions** for Adelaide Fringe 2025.
- 2025 Fringe Fund grant recipients **who did not receive funding for Marketing costs** can apply.

**Please ensure you've read our [2025 Venue Branding & Digital Marketing Packages Applicant Guide](#) before you begin your application.**

The Adelaide Fringe Fund raises funds and redistributes donations received into the Adelaide Fringe Foundation, to artists, venues and producers participating in the festival. We encourage bold ideas to take shape, aim to elevate diverse voices, and support all forms of expression which enrich our festival offerings.

Our funding rounds support artists, collectives, producers and venue operators to present events for Adelaide Fringe 2026.

*Thank you to the Adelaide Fringe Foundation and the Government of South Australian for making these grants possible.*



In what State is the Creative/Collective, Producer or Venue Manager primarily based? (For Australian based applicants) (optional)

ACT

NSW

QLD

NT

SA

TAS

VIC

WA

Have you participated in Adelaide Fringe previously?

Yes

No

Do you (*the Applicant*) identify as:

(Please tick all that apply)

Aboriginal or Torres Strait Islander

First Nations Australian

LGBTQIA+

Youth

Culturally and Linguistically Diverse

First Nations outside of Australia

Person of Colour

Person/s with Disability

Senior Citizens

Living in regional, rural, or remote South Australia

...

Please tick below if any of the creatives/staff involved in your show/program identify as:

(Please tick all that apply)

Aboriginal or Torres Strait Islander

First Nations Australian

LGBTQIA+

Youth

- Culturally and Linguistically Diverse
- First Nations outside of Australia
- Person of Colour
- Person/s with Disability
- Senior Citizens
- Living in regional, rural, or remote South Australia
- ...

Which stage of your creative career are you currently in?

- Emerging (First five years of practice)
- Mid-Career
- Industry Professional

Do 50% or more of the key creatives involved in your project identify as Aboriginal, Torres Strait Islander or First Nations Australian?

- Yes
- No

Do you intend to participate in the Honey Pot marketplace program for the 2025 Adelaide Fringe Season?

- Yes
- No

**\*\*Honey Pot is Adelaide Fringe's International Arts Marketplace.\*\*** The program allows Artists and Producers that present work during Fringe to secure future bookings and extend the life cycle of their art. It is also a Marketplace for presenters and programmers seeking work presented at Fringe to buy and program. Accessible for in person or virtual participants. Honey Pot provides services, events and a platform for artists, producers and presenters to connect. **\*\*For information on Honey Pot, check out the Adelaide Fringe website:\*\*** <https://adelaidefringe.com.au/as-arts-industry>

This support round aims to support participants of Adelaide Fringe 2026 in connecting with ticket buyers and audiences.

**Show Name:** What is the name of the show related to this application?

This grant will provide marketing support for **\*\*a single\*\*** Adelaide Fringe show, in order to maximise the effectiveness of the Digital Marketing Package.

Have you completed the Registration of your show in AVR for Adelaide Fringe 2025?

- Yes
- No

Will you be presenting any other shows during the 2025 Adelaide Fringe season?

*How many shows will you be presenting during the 2025 Adelaide Fringe season?*

**Show Sessions:** Outline the venues and dates for each of your show's sessions.

Confirmed Venue Name	Total Number of Sessions	First Session Date	Final Session Date	Have you finalised the registration for your sessions at this venue?
1				
2				
3				

**\*\*Please Note:\*\*** Sessions are the number of individual performances or showings. For the Visual Arts genre this is the number of times/or days your exhibition is open to the public.

What is the primary genre of your show?

- Cabaret
- Circus
- Comedy
- Dance
- Community Event
- Eat & Drink
- Film & Digital
- Interactive
- Kids & Family
- Magic
- ...

Is this show a World, Australian, South Australian or Adelaide Fringe premiere? *Tick all that apply.* (optional)

- World Premiere
- Australian Premiere
- South Australian Premiere
- Adelaide Fringe Premiere

Tell us about the show you will be presenting.

200 words

*What can audiences expect to see, experience and take away from your show?*

This is your opportunity to let the selection panel know what makes your plans for the 2025 Fringe season unique.

Outline how the Digital Marketing Package would support your 2025 season.

(optional) 300

Tell us how this support could help you achieve your intended goals during the 2025 Adelaide Fringe Season.

words

**\*\*You may want to highlight:\*\*** - How your shows will contribute to your professional development, - What will this support opportunity will assist you to achieve that might not be possible otherwise, - How this support opportunity will specifically enhance your Marketing Strategy for the 2025 Adelaide Fringe Season. \_\_\_\_\_ **\*\*Potential achievements you could include:\*\*** - 30% of available tickets sold before the beginning of your season - Three published reviews of your event - A weekly Adelaide Fringe Award in your genre - Securing future touring opportunities beyond this Adelaide Fringe season

If you find it easier to talk about your plans for Adelaide Fringe instead of writing, please record a short 2-3 (optional) min video of yourself answering the questions below and enter the link to your video in the following space.

Selfies filmed on a phone are perfect – we do not expect, or need to see, professional video quality. **\*\*Please do not go over the allocated time and make sure to check that your video link works.\*\***

Password (if your Vimeo/YouTube is set to private) (optional)

Team Roles and Biographies



**\*\*Please provide a one-page document listing the key contributors to your show and their roles:\*\*** - Include the details of any mentors or collaborators if applicable. - Provide a brief paragraph of around 100-150 words for each key person. - Upload this information as a single PDF files. Maximum file size is 5MB. - We're looking to understand who your team are, what skills and experience will they contribute and their unique skills and experience.

## Marketing Assets

Please upload your marketing assets to the spaces indicated below. You **are not required** to provide all assets in order to have your application considered for this round.

However, we **do require** you submit **at least one high quality image** for use as a Social Media Tile in order to have your application considered for this round. *You can submit this image in the 'Social Media Tile' upload space below.*

**Please Note:** The standard of the marketing assets provided including the strength of your imagery, will be considered by our selection panel. Applications that have provided good quality digital assets will be prioritised for this package.

**Considering this, we recommend that you submit 3 high-quality assets** comprised of:

- Two Social Media Tiles
- & a FringeTIX Button.

*If successful, these images will be used in both the FringeTIX & Social Media Campaigns of this Package.*

**Social Media Tile** (optional)



To apply for this package, we require you to submit **\*\*at least one high quality image\*\*** for use as a Social Media Tile. \_\_\_\_\_ Please upload **\*\*a single file\*\*** with **\*\*up to 2 JPEG or PNG images\*\*** that are either: - (Ratio 1:1) 1080px (w) x 1080px (h) 72dpi, RGB colour. **\*\*Or\*\*** - 800px (w) x 800px (h) (an AVR thumbnail image will be acceptable, but larger specs are recommended). \_\_\_\_\_ **\*\*Please Note:\*\*** You can follow the instructions on our [Canva Template HERE]([https://www.canva.com/design/DAGTnV9kXvU/QXNdR86I1gbJA4bMuvRqvQ/view?utm\\_content=DAGTnV9kXvU&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAGTnV9kXvU/QXNdR86I1gbJA4bMuvRqvQ/view?utm_content=DAGTnV9kXvU&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)) to crop an image to 1080 x 1080 px. Maximum file submission size is 5MB.

**FringeTIX Button** (optional)



(Optional) Please upload **\*\*a single JPEG\*\*** that is 250px (w) x 400px (h) 72dpi, RBG colour. \_\_\_\_\_ **\*\*Please Note:\*\*** You can follow the instructions on our [Canva Template HERE](https://www.canva.com/design/DAGTnQfja0k/5M70niE0CYm-VbP8mdX41g/view?utm\_content=DAGTnQfja0k&utm\_campaign=designshare&utm\_medium=link&utm\_source=publishsharelink&mode=preview) to crop an image to 250 x 400 px. Maximum file submission size is 5MB.

**Instagram Story Image** (optional)



(Optional) Please upload **\*\*a single JPEG or PNG\*\*** that has a ratio of 9:16, is 1080px (w) x 1920px (h) 72dpi, RBG colour. \_\_\_\_\_ **\*\*Please Note:\*\*** You can follow the instructions on our [Canva Template HERE](https://www.canva.com/design/DAGTnT6Wv4I/i1N1zCO7knsZeL6GvzIFrw/view?utm\_content=DAGTnT6Wv4I&utm\_campaign=designshare&utm\_medium=link&utm\_source=publishsharelink&mode=preview) to crop an image to 1080 x 1920 px. Maximum file submission size is 5MB.

**Landscape Image** (optional)



(Optional) Please upload **\*\*a single JPEG or PNG\*\*** that has a ratio of 9:16, is 1920px (w) x 1080px (h) 72dpi, RBG colour. \_\_\_\_\_ Maximum file submission size is 5MB.

**Square Video** - Please include the link to your video below. (optional)

(Optional) You may choose to additionally provide **\*\*one square video\*\*** of 1080px x 1080px 72dpi, RBG colour, of the file type MP4 or MOV. To submit your video, upload your file to [Dropbox](https://www.dropbox.com/) or Google Drive (set sharing to 'anyone with link') and share the URL link here for our selection panel.

**Marketing Plan** (single pdf only). (optional)



**\*\*When completing your Marketing Plan, please keep in mind that:\*\*** - What we need to know is **\*\*who your audience is\*\*** and **\*\*how you are going to get them along to your show/s.\*\*** - Our Digital Marketing Packages are intended to boost your engagement and visibility. We want to know that you have a clearly articulated, realistic and achievable marketing plan that **\*\*does not rely solely upon the Digital Marketing Package.\*\*** - Your Marketing Plan should also include a detailed Marketing Budget for your Adelaide Fringe season. \_\_\_\_\_ For tips or a Marketing Plan template, take a look at our Marketing Strategy Guide on AVR: <https://avr.adelaidefringe.com.au/blog/marketing/marketing-strategy-guide> **\*\*Please Note:\*\*** Maximum file size is 5MB.

**Please include any profiles you would like the Adelaide Fringe to potentially tag in social media posts associated with our Fringe Fund Grants program.**

Website (optional)

Facebook (optional)

Instagram (optional)

Twitter (optional)

TikTok (optional)

YouTube (optional)

**Important Notice:** You can edit your grant submission up until 1st August 2025 (grant round close date).

If you have any questions or require any support, please email the Adelaide Fringe Grants team at [artists@adelaidefringe.com.au](mailto:artists@adelaidefringe.com.au).

Link (optional)

Password (optional)

Support Material (optional)



Successful grant recipients will be publicly acknowledged on our website and potentially on our social media channels. We will use this information to promote our grant recipients and as a future source of information and imagery to shout out your show/s, venue or program.

### Publicly Acknowledged Recipient

If you are successful in applying for a Digital Marketing or Venue Branding Package, we will publicly acknowledge your successful application on the Adelaide Fringe website and socials media channels.

*Please list the individual name, company or collective that you would like to be publicly acknowledged.*

**Blurb:** Describe your show or venue in 50 words or less.

50 words

We need a short, sharp description to outline what the Digital Marketing or Venue Branding Package would be supporting during the 2025 Fringe season.

Upload an image to represent your show or venue.



The **minimum** size required is **800 x 800 px**, please ensure your image is at least this large before uploading this file.

### Image Credits

Please provide credits for the above image supplied. **Image Credit Format:** IMAGE\_DESCRIPTION. Photo: PHOTOGRAPHERS\_NAME, YEAR.

I give permission for Adelaide Fringe to reuse these images for reporting to external funding bodies associated with these Digital Marketing or Venue Branding Packages and in the promotion of our philanthropic arm (Arts Unlimited) and the Adelaide Fringe grants program.