

ADELAIDE FRINGE

16 FEBRUARY – 17 MARCH Principal Partner
2024 bankSA

REGISTER FOR FRINGE DEALS

Adelaide Fringe is a 31 day experience for locals and tourists alike. In 2023, Fringe brought \$84.3 million new expenditure to the state, with \$58.7 million generated within the City of Adelaide. The 2023 Fringe also brought more than 45,000 tourists visited the state with an average spend of \$3,420 per visitor.

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 proof of Fringe Membership, a Fringe ticket or Artist Pass.

FRINGE MEMBER

RECOMMENDED FOR	Businesses looking to grow their local customer base
AUDIENCE	7,000+ Fringe Members
DURATION	Deal will be listed year-round and renewed annually unless stated otherwise
PROMOTION	Your deal will appear on the Fringe Deals page. You will be provided a window decal to display in your business so Fringe-goers can identify you as a participating Fringe Deals business
REDEEMED WITH	Fringe Membership digital card (via Adelaide Fringe website > MyFringe Account > My Details)

SHOW US YOUR TIX

RECOMMENDED FOR	Businesses who would like to take advantage of the opportunity to attract Fringe-goers on their way to or from an event
AUDIENCE	1,000,000+ ticket buyers
DURATION	16 February – 17 March 2024
PROMOTION	Your deal will appear on the Fringe Deals page. You will be provided with a window decal to display in your business so Fringe-goers can identify you as a participating Fringe Deals business.
REDEEMED WITH	FringeTIX digital or printed ticket. Valid only for the date of the show on the ticket

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)
AUDIENCE	6,000+ artists
DURATION	1 February to 31 March 2024
PROMOTION	Your deal will appear on the Artist and Venues Registration (AVR) system .
REDEEMED WITH	Adelaide Fringe digital or printed Artist Pass

READY TO SIGN UP?

Register here or contact deals@adelaidefringe.com.au
Check out the listings on adelaidefringe.com.au/deals

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