

* ADELAIDE * FRINGE *

2025 Media Ticketing Info Sheet

Adelaide Fringe offers **Media Accreditation** through an application process. Accredited media are an integral part of Adelaide Fringe and play an important role in supporting artists and venues in their success. Our **Ticketing Programs Coordinator** provides on-going support and information to media and events opting in to allocate media review tickets throughout the Fringe season.

Accreditation Types

Adelaide Fringe offers two types of accreditation – **Review Accreditation** and **Online Accreditation**.

Both include:

- Online access to publicity materials uploaded by Fringe artists such as images, biographies, media releases and contact details
- The option to receive media releases and updates from the Adelaide Fringe publicity team

Review Accreditation is suitable for media wanting to request complimentary media tickets for reviewing purposes. Review Accreditation is granted to reviewers who are from a reputable and proven publication. It comes with a commitment to publish reviews within 48 hours of attendance and uploading it to the Fringe Feed.

Online Accreditation is suitable for media who will not be reviewing shows but are still covering the event (i.e. you do not require complimentary media tickets). This accreditation is generally for media from new or unverified publications or where there is not a platform to publish reviews.

Media Ticket Allocation

Complimentary Tickets: Artists nominate whether to offer one or two complimentary reviewer tickets per media outlet, per show. Kids & Family events will offer two tickets so that a child can accompany the reviewer.

Additional Requests: Reviewers are welcome to purchase additional tickets or contact the Ticketing Programs Coordinator to apply for an additional ticket in extenuating circumstances.

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Principal Partner



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Accessibility: If you have accessibility requirements and are requesting a companion card ticket, you may be asked to show your Companion Card for your booking request and at the venue.

Booking Tickets

There are two avenues for choosing shows to review:

1. **Media Portal in AVR:** Sign in to this portal to browse a filtered list of shows offering Media Review tickets, then navigate to the Fringe website to book.
2. **Fringe Website:** Browse the program directly. All accredited media can select a 'Media Review Ticket' from the ticket menu on a show's page. If the Media Review Ticket is not displayed, media tickets are not available for that show. If you'd still like to review this show, you can get in touch with the show's presenter directly by using the Media Kit within AVR to find their contact details.

How to Submit Reviews

You will have access to the "Fringe Feed" portal to upload your reviews which will appear on the Adelaide Fringe website. If approved by artists, it will appear on their event web listing as well. Both the event listing feature and the Fringe Feed will include a URL to the full review on your publication's online platform. Our team will track the submission of reviews and ensure that all accredited reviewers are publishing reviews for the Fringe shows they attend.

Publishing & Uploading reviews

We require media who are allocated a media review ticket to publish the review via your outlet and upload your review to the Fringe Feed portal within 48 hours of attending the event. For a quick **guide on submitting media reviews** please see below.

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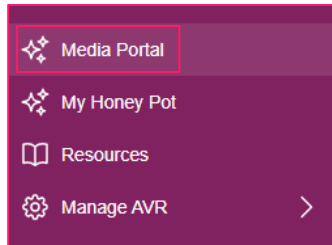


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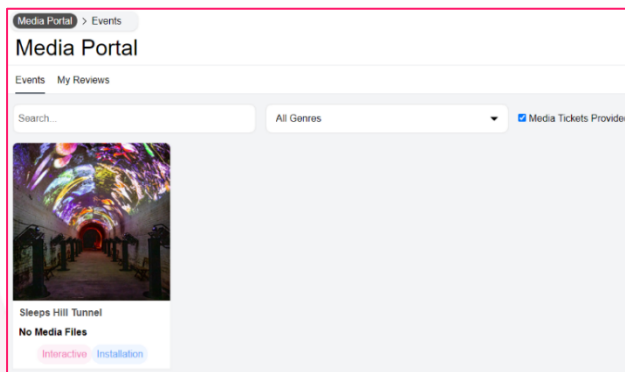
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Submitting reviews

1. Log in to **AVR** and select **'Media Portal'** from the side panel



2. Select the event you wish to review from the **'Events'** panel, then select **'Add Review'** – if you would like to view your reviews head to the **'My Reviews'** tab



Add Review

3. Fill the required sections, write your Review and **Submit**.

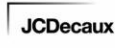
A screenshot of the 'Add Review' form in the 'Media Portal' interface. The form has a title bar 'Media Portal' and tabs for 'Events' and 'My Reviews'. Below the title bar are formatting icons for bold (B), italic (I), and link (P). There is a large text area for writing the review. Below the text area are several input fields: 'Reviewer Name' (with the value 'Violet Croall'), a field for stars (with the text 'If your review includes stars, add them here' and a dropdown menu), 'Published Date' (with a dropdown menu), and a 'Submit' button at the bottom. A small note says 'The date the review was published'.

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Non-Attendance

If you book a Media review ticket and find you are no longer able to attend, we ask that you advise Fringe by emailing the Ticketing Programs Coordinator no later than 48 hours prior to the event so that the ticket can be released for sale. Failure to do so may result in your accreditation being revoked. For any last-minute cancellations, it is always better to let us know so that we can try and exchange you into another performance.

Adelaide Fringe Publicity Team

As part of your media accreditation, Adelaide Fringe gives you the option to receive media releases and updates from the Adelaide Fringe publicity team.

My Fringe Planner

My Fringe Planner is a handy resource on our website making scheduling your reviewing timetable even easier.

Support from Us

If at any time you have any questions about the festival, ticketing or your reviews, please get in touch. We are available via email or phone on every day of the festival.

We look forward to working with you for Fringe 2025!

Contact Information

For enquiries throughout the festival, please reach out to the Ticketing Programs Coordinator.

Ticketing Programs Coordinator

E: mediaticketing@adelaidefringe.com.au

P: 8100 2012

If your matter is urgent & you cannot reach the Ticketing Programs Coordinator, please contact the Fringe Ticketing team on 8100 2012.

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