

FREE FESTIVAL 2010

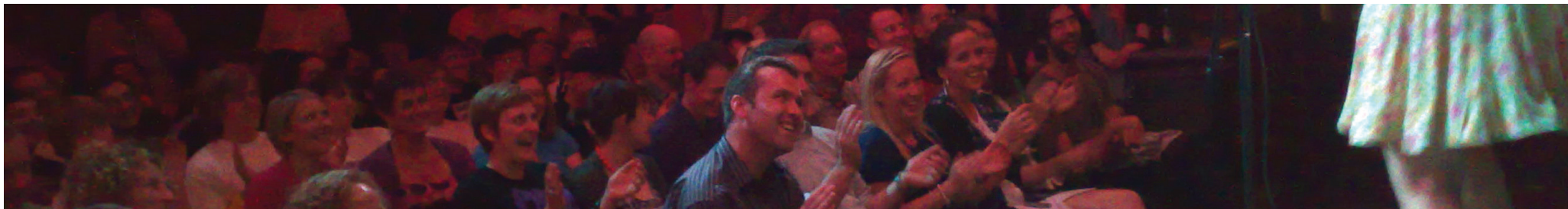
SPONSORSHIP & EXPERIENTIAL OPPORTUNITY

Title Sponsorship

Logo and Billing at Venues, Programme, Website, Brochure, Flyers and all other Advertising

"YOUR BRAND FREE FESTIVAL"





OVERVIEW

Live Comedy is proving to be largely immune to the Credit Crunch and is currently booming.

THE EDINBURGH FESTIVAL FRINGE (The Fringe) is the world's largest arts festival and dominates the Comedy industry. Performers develop their careers and many household names got their break by showcasing at the Fringe. Rising venue hire costs, accommodation, travel and registration fees mean that putting on a show at The Fringe has become increasingly costly, leading many performers to experience large losses and has also resulted in high ticket prices for audiences. www.edfringe.com

THE FREE FESTIVAL - Was set up by Laughing Horse Comedy and is Now in its 7th year. It has become an integral part of the Edinburgh Fringe Festival and provides an alternative business model for performers and audience alike. The Free Festival has become the largest provider of free shows as well as one of the largest promoters at the entire Fringe. Over 10% of all shows are promoted by the Free Festival in front of 10% of the total Fringe audience. www.freefestival.co.uk

AUDIENCE

Comedy provides instant access to young people, mainly in the ABC1 sectors with high levels of disposable income and keen interest in key FMCG products.

In 2008 Fringe audiences were up 21% from the previous year. 30% of audience members were from Edinburgh, 30% from Scotland, 35% from the UK and 5% from overseas

STATS: THE FRINGE

- 25 days in August
- 265 venues
- 2,098 shows listed in the main Festival Programme
- 34,265 performances (1,370 per day)
- 400,000 Programmes (Distributed in Edinburgh and throughout UK in advance of the Fringe)
- 1,859,235 tickets (74,369 per day)

STATS: FREE FESTIVAL

- 22 venues with opportunities for branding and product sampling
- 235 shows listed in the Free Festival brochure (and the main Festival Programme)
- 3,500 performances (140 per day)
- 180,000 free tickets (7,200 per day)

OPPORTUNITY: ONE KEY BRAND PARTNER

In the current climate a brand seen to be promoting a Free Festival, particularly one that is successfully competing in a commercial environment, can send out a powerful message. Any brand also has considerable opportunity to connect with comedians and future stars that can build associations that will continue beyond this project.

- Title Sponsorship of the "Your Brand" Free Festival
- Brand presence across all Marketing and PR activity
- Extensive Experiential Opportunities



COMEDIANS

Full runs of shows from the likes of Pappy's Fun Club, John Gordillo, Lewis Schaffer, Nick Wilty, Sol Bernstein, Steve Day, Ivor Dembina etc. Plus appearances from Alan Carr, Scott Capurro, Richard Herring, Brendan Burns, Marcus Brigstoke, Reg D Hunter, Dan Antopolski, Paul Foot etc.

FREE FESTIVAL PRESS

The Free Festival has earned a fantastic reputation through coverage from Sky News, BBC, Culture Show, The Guardian, The Times, The Scotsman, The List, Metro and many other local publications. 75% of Free Festival shows were reviewed 3 star and above, with thirty 4-star and 20 5-star reviews.

PARTNERSHIP

Our priority is to create a partnership with a brand who will be involved in all aspects of the Free Festival and able to capitalise on all opportunities to connect with a Comedy Audience. Your Brand will have a key role in developing the Free Festival and we guarantee great return on investment.

We are looking for a brand that will be carried throughout all activities: advertising, press, websites and marketing of the festival, your brand will benefit from huge awareness potential and the combine media value of all marketing and PR activity.

Partnering with Free Festival aligns your brand with one of the most exciting Comedy / lifestyle properties currently in the market place.

MARKETING ACTIVITY

- 1,175,000 flyers (average of 5000 per show)
- 100,000 website visitors (over 500,000 page impressions)
- 50,000 brochures
- Regular mail outs to database
- In house PR
- Online forums and communities
- Social Media: Facebook / Twitter / Youtube etc

VIDEO

Video content will also be used to provide news agencies and aggregators. We can script, set up and produce online viral videos with product placement and integration.

OTHER OPPORTUNITIES

The Laughing Horse Organisation is involved in Comedy, Music, Theatre across the UK this presents a number of opportunities to develop the partnership throughout Comedy and beyond .



BRIGHTON FRINGE - 1st to 23rd MAY

Brighton Festival Fringe is the largest and fastest-growing open access arts festival England. In 2009 The Laughing Horse was nominated for 'best venue' and 5 performers were nominated for Fringe awards. Over 5000 people attended over the course of the three weeks. In 2010 a second venue in a prime location will see the numbers more than double to 10,000 people.

- 3 weeks
- 240 venues
- 702 events
- 101,091 tickets sold in 2009 (up 25%)
- 138,951 visitors to the website (with almost a million page-views)
- 170,000 total audience attendances

LAUGHING HORSE COMEDY VENUES

Laughing Horse is a chain of branded weekly gigs in pubs and function rooms. The expanding series of nights currently numbers 11 clubs in London and 6 around the UK.

LAUGHING HORSE NEW ACT COMPETITION

Laughing horse also runs one of the 'top three' annual new act competitions. A series of heats are held in London and throughout the UK in February. The final is in London on May 30th with £2500 first prize. 2010 is celebrating 10 years of finding the best new UK comedy talent.

COMEDY @ MUSIC FESTIVALS

We promote Comedy at a growing number of Music Festivals

- Offset Festival (Essex)
- Beached Festival (Scarborough)
- Wyeside Festival (Hereford)
- Rosrock Festival (Netherlands)

CONTACT

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