

GILDED BALLOON



Sponsorship Opportunities
Edinburgh Festival Fringe 2012



About the Gilded Balloon....

The Gilded Balloon is one of Scotland's leading entertainment brands which offers companies a unique opportunity to partner up with the best of live entertainment, enabling sponsorship partners to reach large and diverse audiences.

As one of the four largest venues at the Edinburgh Festival Fringe, the Gilded Balloon is respected internationally for presenting a stunning annual showcase of theatre, comedy and cabaret.

The Gilded Balloon offers brands a high profile association with its events through a wide range of sponsorship and marketing opportunities.



Gilded Balloon Programming....

The Gilded Balloon is world renowned for its innovative, exciting and eclectic programming which features established names and some of the best new talent to be found anywhere at the festival. Year after year the Gilded Balloon is proud to present an imaginative international programme with dance and physical theatre, new writing, challenging dramas, fun packed children's shows and the very best of stand up, improvisation and character comedy. Indeed it is difficult to think of any of today's major comedy stars that did not grace the stage of the Gilded Balloon at some point in their early careers. From Eddie Izzard, Bill Bailey, Jo Brand, Flight of the Conchords, Ross Noble, Dylan Moran and Steve Coogan to Tim Minchin, Rhona Cameron and many more, its tradition of giving new acts a platform will undoubtedly launch many more household names in years to come.





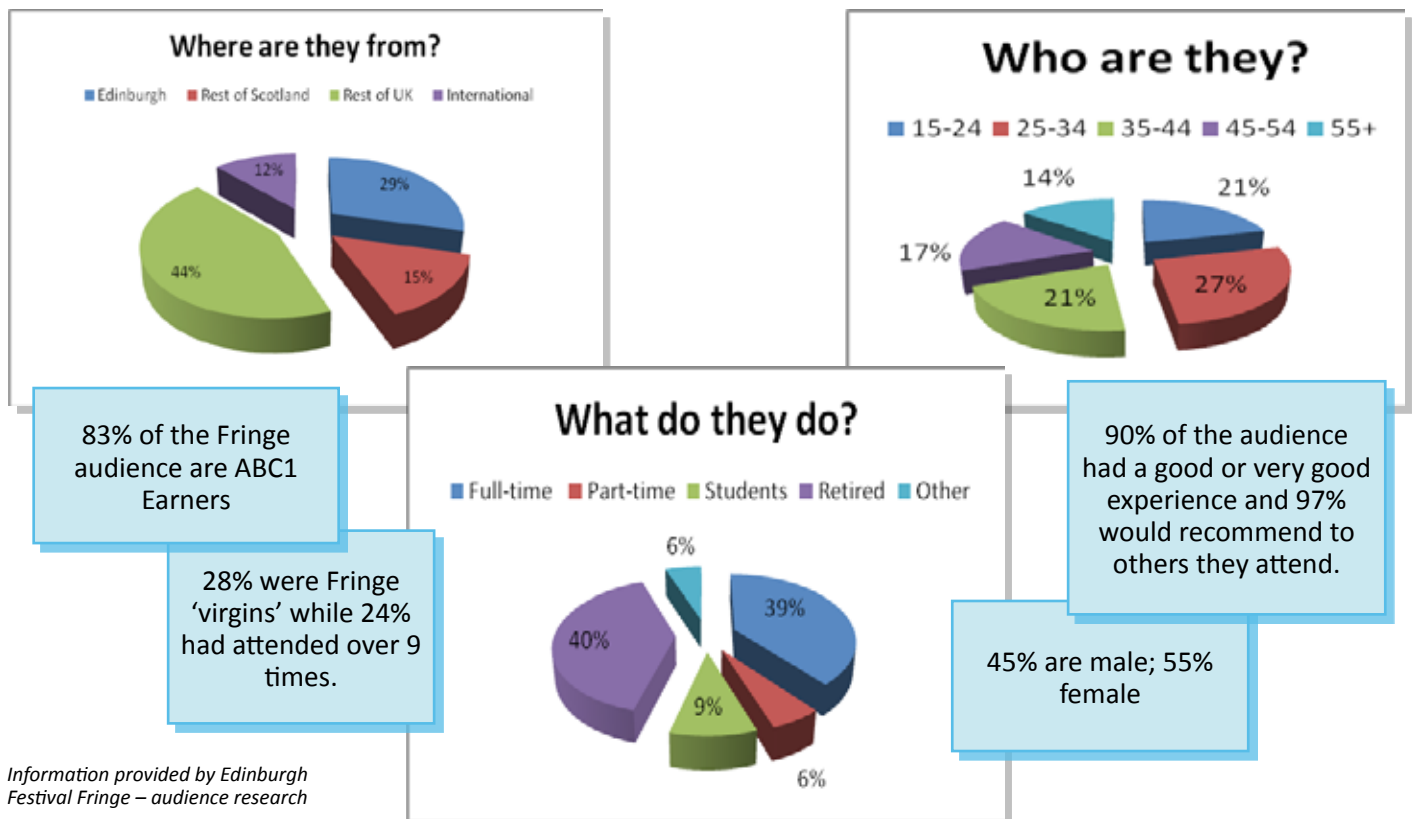
Gilded Balloon facts from 2011....

Total number of Shows....	103
Total number of Performances....	2575
Total Value of Tickets sold.....	£1,233,217
Total number of tickets sold....	145,236

And from 2010....

Total number of Shows....	104
Total number of Performances....	2360
Total Value of Tickets sold.....	£1,070,000
Total number of tickets sold....	132,000

Who buys the tickets....





The Marketing facts....

Edinburgh Comedy Festival Brochure (ECF)

Always a pioneering force at the Fringe, 2008 saw the Gilded Balloon join forces with Edinburgh's other three leading Fringe venues, Assembly, Pleasance and Underbelly, to create (under the umbrella of the Edinburgh Festival Fringe) Edinburgh's Comedy Festival. This joint marketing initiative saw all four venues appear in one brochure, of which 400,000 were produced and distributed across the UK's major cities and distributed hand to hand in Edinburgh during the Festival.

Copies distributed....	400,000 approx 100,000 being distributed by the Scotsman group
Readership....	2,000,000+

Edinburgh Fringe Programme

The official Fringe Programme is produced with a high-profile press launch in early June; the publication is distributed to arts and tourism venues across the UK. In recent years the distribution plan also included insertion in The Sunday Times and via HMV stores nationwide.

Copies distributed....	400,000
Readership....	2.6million+
Online version readership....	25million

The Gilded Balloon Website

For thousands of people the Gilded Balloon website is an essential source of information, helping people research shows before they purchase tickets.

Total page loads...	? from 1st May – 5th Sept
Average daily page loads...	?



The Highlights 2011...

In the Gilded Balloon's 26th year on the Fringe, despite the weather being exasperating, with what seemed a constant deluge of rain, the venue celebrated another record-breaking year for ticket sales up 10% on last year.

It's certainly advantageous to have a building rather than a tent and the strength of this year's programme captivated audiences, the ethos behind what the venue is all about and the continual search for the newest, most talented and best entertainment from all over the world has well and truly paid off.

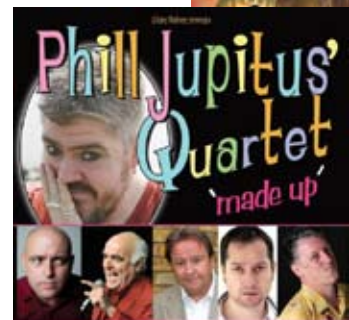
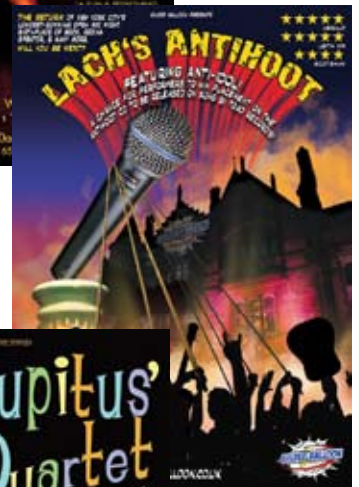
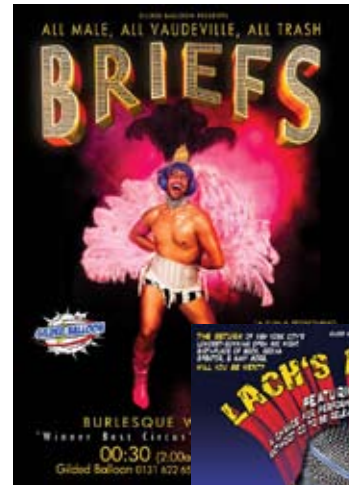
The success of this year's programme was not just reflected in the sales, the high calibre of acts has celebrated with a number of prestigious awards and prizes. The Scotsman Fringe First Awards were awarded to performer Phil Nichol, writer Dave Florez and director Hannah Eidinow for *Somewhere Beneath It All*, *A Small Fire Burns Still* recognising the best new drama at the Fringe and *A Minute After Midday*, a haunting new play that looks at the terror and tragedy of the day of the Omagh bombing, was presented to writer, Ross Dungan, for outstanding new writing premiered on the Fringe.

Heathcote Williams (*Zanzibar Cats* by Heathcote Williams) was awarded the Bank of Scotland Herald Archangel Award. Herald Angels are awarded to the best of the festival's performers, venues and backstage crew. In outstanding cases, the panel may award an 'Archangel', the highest honour presented at the ceremony. *Zanzibar Cats* by Heathcote Williams was performed by multi award winning Roy Hutchins.

From 505 shows eligible for the Foster's Edinburgh Comedy Award for Best Show, Sam Simmons – *Meanwhile*, shone through as one of the top six nominees. One of the oldest and most prestigious accolades at the Edinburgh Fringe, the Foster's Edinburgh Comedy Awards is often dubbed the 'Oscars of comedy'.

Patrick Monahan was Winner of Show Me The Funny. ITV1's Show Me The Funny had 10 comedians battle it out in the competition over six weeks to make it through to the live final at London's Hammersmith Apollo on August 25. Pat took the whopping prize of £100,000, a UK tour and the release of his own DVD.

Welshman Tommy Rowson fought off stiff competition from a further eight of the country's most promising new stand-up comic talents to take away this year's *So You Think You're Funny?* winner title.



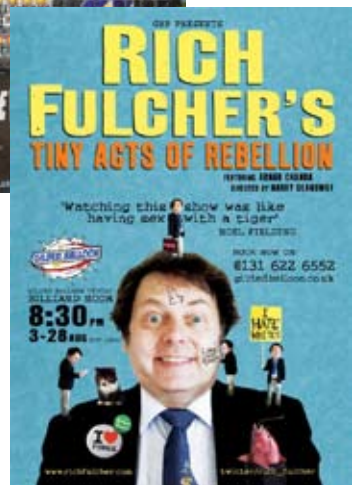


Sponsorship Opportunities - Edinburgh Festival Fringe 2012

From the 103 shows on at the Gilded Balloon including 78 comedy, 14 theatre, 3 music, 1 musical and 6 children's, they bagged a whopping 259 four and five stars. Highlights included Hannah Gadsby, The Axis of Awesome, The Ballad of Unbeatable Hearts, Barry Cryer, Sam Simmons, Pat Monahan, The Brandreth Papers and Showstoppers.

On top of 103 whopping shows at Gilded Balloon Teviot, The Gilded Balloon had a ball with 97.3 Forth One doing Front Room Fringe taking the Fringe to Front Rooms around Scotland and brought comedy to the masses online for free with [www.Festival Frank.co.uk](http://www.FestivalFrank.co.uk).

Twenty-five consecutive nights of mayhem ended with a massive Late'n'Live finale. Patrick Monahan ran a crowd surfing competition, Damian Clark and Hannibal Buress absolutely rocked it and Dave Callan pulled out some ace moves to Beyonce's Single Ladies! Late'n'Live faves Axis of Awesome and the incredible Dead Cat Bounce brought it home to a heaving dance floor until close at 5am.





Venue Specific Opportunities

Staff t-shirts....	200 (approx)
Gobo's / Banners...	25
Total posters printed...	8,000
Posters available for Sponsor Branding...	2,000
Total flyers printed...	900,000
Flyers available for Sponsor Branding...	100,000

Show Specific Opportunities



Late 'n' Live - The most exciting late night cabaret of any festival! Famous worldwide for its atmosphere and featuring some of the most popular names on the comedy circuit, this event attracts more than 15,000 people during the Fringe and is always one of the most talked about shows during the Festival.

and...

The original, best and latest late night show goes camping...

Late 'n' Live, the original and best late night show at the Fringe, is leaving the comfort of its August home and joining forces with summer music festivals to entertain you when the main stages are sleeping and camp life comes alive - top comedy and bed time music to tickle the fancy of every subversive night owl. Watch on as the UK's finest comedy talent fend for themselves in this infamous "comedy abattoir" (Scotsman). Previous comic survivors include Jo Brand, Frank Skinner, Mark Lamarr, Ross Noble, Jimmy Carr, Daniel Kitson and Stephen K. Amos – but this time is on a camp site!!



SYTYF - One of the world's most important comedy competitions SYTYF has produced many of Britain's most successful comedians. Showcases are held around the UK, with strong audience attendance, as well as the popular Edinburgh Heats and the National Final. Sponsorship for this event provides nation-wide exposure, association with any comics involved, as well as abundant benefits in alliance with the Showcases, Heats, Final and after-party.

Previous winners and finalists have included Phil Kay, Dylan Moran, Russell Kane, Lee Mack, Peter Kay, Alan Carr and Rhod Gilbert to name just a few!



Sponsorship Benefits...

Headline Sponsor Opportunities – Investment Required £120k

- Title Sponsorship or Billing of event as: “In association with (Sponsor)” or “(Sponsor) Gilded Balloon”
- Invitation to speak at the pre Festival Press Launch
- Sponsor branding on reverse of all Gilded Balloon printed tickets
- Press Launch branded Balloons, t-shirts etc bearing Sponsor’s name and / or logo
- “In association with (Sponsor)” to appear on the cover and title page of the festival programme
- “Full-page advertisements dedicated to the Sponsor within the Gilded Balloon programme, banner advertising on Gilded Balloon Website
- Maximum PR opportunities for the Sponsor prior to, during and after the event
- Pre-event publicity to include Sponsor name in local / national press, radio and television
- Press reviews to include Sponsor name
- Brand exposure throughout the interior and exterior of the venue to include
 - Above and around stages
 - In-video screen advertising, including ‘Balloon TV’
 - In the Auditorium, Foyer and Bar areas (to exclude Bars with specific sponsors)
 - On the external facade of the venue and outside seating areas
- Branding on Gilded Balloon staff uniforms



Sponsorship Benefits...

Show Sponsor Opportunities – Investment Required £50,000

- Billing of show as: “In association with (Sponsor)”
- Branding on all poster / flyers / publicity associated with the Show
- “In association with (Sponsor)” to appear on the any publicity / advertising for the show
- ½ page advertisement dedicated to the Sponsor within the Gilded Balloon programme, branding within show pages on Gilded Balloon Website
- Maximum PR opportunities for the Sponsor prior to, during and after the event
- Pre-event publicity to include Sponsor name in local / national press, radio and television
- Press reviews of the show to include Sponsor name
- Brand exposure above and around stages
- An agreed number of tickets for each show will be provided free of charge
- Filming, photography and recording rights where applicable