



www.hastingsfringecomedyfestival.com

Hastings Fringe Comedy Festival June 10th – 14th 2020.

Advertising packages

The Hastings Fringe Comedy Festival originated from an idea two friends had in 2015. Chris and Jake had the idea to create a comedy festival in Hastings that is free and accessible for all with a positive sense of community spirit.

Working in partnership with some of Hastings favourite venues, as well as comedians and acts who perform on the ever growing and popular UK and European and US comedy circuits.

The festival is now in its 5th year and has become one of the most well received comedy fringes in the UK.

The ethos behind the fringe is to offer a platform for established and up and coming acts as well as making stand-up comedy accessible for everyone to enjoy. Which is the reasoning behind majority of shows being free entry, which makes it one of the biggest free Fringes in the UK.

After 5 years the festival has organically grown, and 2020 is no exception. With 100 comedians performing their full shows across 12 venues over 5 days, many of which are Edinburgh Fringe previews, tour shows and work in progress shows by established comedians. There will be 4 headline shows over the 5 days as well as Hastings Fringe Comedy Festival Newcomer Competition, secret garden shows, pop up shows plus family shows for children of all ages.

Venues we work with include, Electric Palace, Jenny Lind, The Comedy Shack, VIP Blackmarket, Ye Olde Pump House, Deep Blue at Whistle Trago, Albion, Owl and Pussycat Lounge, The Printworks and Brass Monkey.

We aim to have full listings on our website early March 2020, with our free programme being distributed from April.

We are offering opportunities for affordable sponsorship within our programme, on our website and social media to local businesses and community groups/events.

Please read on for further details.

Kind Regards

Hastings Fringe Comedy Festival Directors

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Main Festival Sponsor

Our Main Festival Sponsor package offers your business to be the official sponsor of the 2020 Comedy Fringe as well as:

- Your business logo featured on the front cover of the programme (3000 units printed)
- Your Logo and sponsorship announcement on the festival flyers and official posters (10,000 units total)
- Company logo and website or Link on all 12 comedy backdrop banners throughout festival
- Your Logo on our website under our Fringe logo on Home page with link to your company website or page.
- Use of your business name as our official sponsor in newspaper articles (national and local) including Radio, podcasts and promotional Clips
- Full page advert space in programme
- Regular Social media sponsorship partnership announcements on all platforms with links to your page/site. Over 5000 engaged audience members
- 4 x free front row tickets to both headline shows with a bottle of wine.

£1950 (1 available)

Sponsor the Team

Hastings Fringe Comedy Festival has an excellent team of volunteers who are crucial in ensuring that the comedy fringe runs successfully. Each volunteer has a passion for comedy and live performance and will be allocated at every venue throughout the fringe as well as flyering before and during the comedy fringe throughout the town. We would like to offer the opportunity for the team of 16 to be sponsored so we are able to continue to support the team with various costs.

Sponsorship will include your business logo as a large image on all volunteers' t-shirts, as well as in our programme and promotion on social media.

£500 (1 available)

Online website page

Single advert for a business logo to sponsor the Festival, each advert will have a hyperlink direct to your website or social media page and will stay on the website Hastingsfringecomedyfestival.com for 12 months

£60 (8 available)

Roller Banner

Advertising space on our 7 ft full colour roller banners, each banner is placed on stage next to act while they are performing. This advertising opportunity has a high level of visibility due to high attendance from the Comedy Fringe shows, as well as being seen in photos from our photographers and members of the public

£ 125 (6 Available)

Programme Advertising space

Quarter page

Advert space in 32-page full colour festival programme, 3000 programmes printed and distributed around the town and surrounding areas from late April, the festival programme has all the weeks show listings so has the high potential for your ad being seen repeatedly and for the duration of the fringe.

£ 95 (4 Available)

Half Page

Advert space in 32-page full colour festival programme, 3000 programmes printed and distributed around the town and surrounding areas from late April, the festival programme has all the weeks show listings so has the high potential for your ad being seen repeatedly and for the duration of the fringe.

£175 (2 Available)

Full Page

Advert space in 32-page full colour festival programme, 3000 programmes printed and distributed around the town and surrounding areas from late April, the festival programme has all the weeks show listings so has the high potential for your ad being seen repeatedly and for the duration of the fringe.

£265 (1 Available)

A5 full page flyer insert

A single sided A5 full colour flyer will be placed in the centre of each 3000 printed programmes which are distributed around the town and surrounding areas from late April , *(As an idea, this may suit a money off offer for a local business or a printed restaurant or festival offer on a product as the slip is loose and can be redeemable)*

£195 (2 available)

If you are interested in any of our advertising packages, please email us hastingsfringe@yahoo.com

Many Thanks

Chris and Jake

