

BUILDING INCOME

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•
CENTURY
•
FESTIVALS

The Edinburgh Festival
fringe

Building Your Brand at the World's Biggest Arts Festival



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Officially the Largest Arts Festival in the World

- It all began back in 1947 when 8 amateur theatre companies decided to gatecrash the inaugural Edinburgh International Festival and launch their own shows for the crowds.
- Times have changed and today the Fringe boasts 26,995 performances of 1,830 productions in almost 300 venues. Total ticket sales in 2005 exceeded 1.3 million.
- However an open-door policy remains central to the Fringe's constitution & essence.

GLOBAL...
HEDONISTIC...
ENGAGING...

INCLUSIVE...
SPONTANEOUS.
SUPRISING...

PIONEERING...
.INVENTIVE...
REBELLIOUS...

The Edinburgh Festival
fringe



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Sponsorship Opportunities

The e-Ticket Tent

The e-Ticket Tent is located on Edinburgh's main thoroughfare – Princes Street. Housed in a temporary structure, the facility offers free internet access for buying tickets and on-site ticket collection.

The benefits for a sponsor:

- Opportunity to demonstrate software within an accessible and dynamic environment.
- Unique brand exposure at one of the busiest intersections in Edinburgh.
- Positive PR for your brand and products.
- An enhanced corporate reputation through positive association with the Arts.

The benefits for the Fringe:

- Increases convenience to ticket-buyers by providing central location within Edinburgh.
- Encourages new audiences to attend.
- Creates a simple and effective booking experience for users with security & reliability



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Further Opportunities...

"It's the greatest free show in town during the Edinburgh Fringe, offering a taste of the best of the Festival"

The Scottish Daily Mail

Fringe Sunday is the ultimate family day out and the largest free arts event in the world, attracting crowds of over 200,000. This enormous open-air jamboree is now the largest free arts event in the world. Marquees become the packed venues for the day and visitors can catch hundreds of top Fringe acts, including music, kids shows, comedy, all free!



Fringe Sunday offers a unique opportunity to bring your brand to life through sampling, activities and competitions. This family day is a Fringe institution, much loved by residents and visitors alike. This flexible sponsorship can meet both commercial and CSR objectives.

The Edinburgh Festival
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*BANK OF SCOTLAND
fringe
sunday



NEW
GENERATION
ARTS



FESTIVAL

DIGITAL UTOPIA?

New Generation Arts is a 16 day festival, hosted in Birmingham, focusing on developing emerging talent by providing a national and international festival platform for artists to showcase their work. Now in its third year, the festival has built a profile with over 150,000 visits to last years showcase, attracting some £750k of publicity and securing endorsements from well known celebrities including international model Erin O'Connor, novelists Ken Follet and Jim Crace, commentator Germaine Greer and Times Critic Richard Morrison.

The festival is well positioned in a region ideally placed to celebrate youth, diversity and digital culture, as a means of raising its profile nationally.

New Generation Arts will launch in 2008 with the theme Digital Utopia?, through a dynamic blend of invited guests, celebrated internationally in their fields, with a large selection of emerging practitioners across the creative arts from within the region including those on the threshold of vital professional breakthrough. We aim to project outstanding festival content and the achievement of individuals beyond the city onto a regional and national stage, in order to develop public perception of contemporary and media art.



Opening this year at the Town Hall on 5th June with Julian Lloyd Webber in association with Birmingham based international artists Michael Wolters, Ed Bennet and Juneau Projects, this digital programme seeks to explore the theme through its content, delivery mechanisms and via its marketing channels. With features including its "Big Debate" Digital Utopia, Connectivity or Lost Content?, our acclaimed fashion show, tipped by international model Erin O'Connor as one to watch and a range of new interactive writing, animation and gaming features, the programme offers a wide range of performances, events and showcases for all tastes.

Engaging businesses to support the programme is a key element of New Generation Arts. It demonstrates a commitment to growing our cultural scene and investing in future talent. It is this partnership that we can collectively highlight Birmingham as a centre for creative excellence.

Mary Martin, Pro Vice Chancellor



Project Part-Financed
by the European Union

European Regional
Development Fund



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Further Opportunities...

Fringe Select, 8th & 9th August, EICC

"Perfect for client entertainment" Ernst & Young

"Entertainment was excellent" Bank of Scotland

"Thanks to everyone for putting on such a fantastic event" Pindar

Fringe Select is designed specifically to meet the needs of the corporate community offering an evening of great food, fun networking and an incredible cabaret of international talent from across the Fringe programme.

Sponsorship of the evenings offers the ability to influence decision-makers across the Scottish corporate community, project a creative brand image and gain access to exclusive hospitality opportunities.

A table seating 8 costs just £750 including welcome drinks, supper and wine..

The Edinburgh Festival
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select**



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- Royal Bank on the Royal Mile
- A partnership since 2000
- The bank supply stages and Rubbish Busters
- The bank put up Entrance Arch and Poster drums



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THE  TIMES

- Times Text Critic
- Times Fringe Knowledge



The Edinburgh Festival
fringe

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- Mobile Phone Manufacturer
- Small High Quality Mens Clothing Shop
- Small Bakery
- Local Newspaper (Education Project)
- Trade Union
- Energy Drink Manufacturer
- Shopping Centre
- Budget airline



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Sponsorship Drivers

“We only engage in bespoke projects which will help solve a specific business need, and the current economic outlook is unlikely to impact this strategy... slashing marketing budgets in a downturn may not make long-term sense”

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Other Sources of Income

- Merchandise
- Festival Markets
- Text votes
- Friends Schemes
- Affiliate Income



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Markets

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Text Votes

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Buxton Festival

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The Friends of Buxton Festival was founded in 1980 to provide financial security for the Festival through subscriptions, donations and fundraising. The Friends also support a major new opera production each year.

In 2011 membership reached 3,000 and the Friends raised more than £170,000. 94 pence in every pound raised goes directly to the Festival and a large percentage of the Friends' income comes from subscriptions.

More than £1,400,000 is needed to put on each Festival. Almost half of this income comes from Box Office receipts, leaving £500,000 to raise.

[View Friends' Events](#)

Level of Membership

Benefactor

£500 minimum donation per annum

- A personalised booking service – assistance with your Priority Booking
- Four weeks' Priority Booking
- Unlimited tickets in Priority Booking
- Invitation to the Chairman's Bar for complimentary interval drinks
- Two complimentary Dress Rehearsal seats
- Two complimentary tickets to a Festival concert
- A complimentary Festival Programme
- An invitation to a Festival lunch or dinner
- Acknowledgement of support in the Festival programme
- An opportunity to meet Festival artists
- Opera holidays
- Regular newsletter

Patron

Single / £150
Joint / £200
Subscription per annum

- 4 weeks priority booking (one week before Friends)
- Unlimited tickets during priority booking period
- Complimentary Festival programme
- Invitation to the Chairman's Bar for complimentary interval drinks
- Patron's Festival concert and lunch – meet other Patrons and Festival artists
- Acknowledgement of support in the Festival programme
- Opera holidays
- Regular newsletter

Single £150 [Purchase](#)

Joint £200 [Purchase](#)

Gold Friend

Single / £55
Joint / £80
Subscription per annum

- 4 weeks priority booking (one week before Friends)
- During priority booking single members may purchase four tickets per event and joint members six tickets per event – increased allocation new for 2012!
- Friends' reception during the Festival – wine and dine with fellow Friends and meet the season's major artists
- Acknowledgement of support in the Festival programme
- Opera holidays
- Regular newsletter

Single £55 [Purchase](#)

Joint £80 [Purchase](#)

Friend

Single / £25
Joint / £35
Subscription per annum

- 3 weeks priority booking
- During priority booking single members may purchase two tickets per event and joint members four tickets per event
- Friends' reception during the Festival - wine and dine with fellow Friends and meet the season's major artists
- Acknowledgement of support in the Festival programme
- Opera holidays
- Regular newsletter

Single £25 [Purchase](#)

Joint £35 [Purchase](#)



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CPC – Cost per click advertising

- Advertiser pays you for each click



Maximise the value of every impression



AdSense

Earn money from your content

Google AdSense is an easy way to earn money from your online content. Simply show relevant and engaging ads on your website, mobile sites, videos, site search results, or even web-based games to earn revenue.

Get started with AdSense



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Affiliate Partners Programme


Booking.com is the leading worldwide online hotel reservations agency, currently offering over 221,371 directly contracted hotels with the best rates guaranteed.

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Unique and multilingual

The unique selection of hotels, chain or independent, in major cities and small regional destinations, combined with multilingual hotel descriptions, offers travelers the opportunity to make the best choice to fit their specific requirements




Choice and availability

Our hotel partners guarantee a compelling selection and daily availability of rooms. Therefore, our customers can book rooms during busy weekends, trade fairs, and high season. Consumers can even book a room for the very same day!




Exclusive partner content

Affiliate partners are offered the possibility to use the entire Booking.com database of hotels, or just a selection in order to satisfy any specific niches used by the affiliate partner. The hotel content can be integrated in the partner's own "look and feel" in order to maintain brand identity.



Conversion and commission

Affiliate partners profit from the highest revenue earning potential in the industry. In combining your quality traffic with our accommodation offer, the best room rates and daily availability, the number of reservations and revenue you can achieve are maximised.



Flexible implementation

Booking.com supports HTML and intermediate integration solutions for its affiliates. You benefit from our branded Booking.com pages, which have outstanding conversion rates, or use our white label/co-branded solution. For our key partners we will take care of the technical implementation of the white label/co-branded web pages, leaving you to benefit from our consistently optimised conversion.

For more information about the possibilities please [click here](#).

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- Technical assistance and support by account managers team
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- Real time reservation process with on-screen confirmation and direct email confirmation
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- All-round strong value proposition to customers

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Important! Read the TradeDoubler Publisher Agreement

☐ I have read the agreement and accepted the terms therein.

Business information

Commission structure

General segment : General

UV	EUR 0.00
Flights	1.40 %
Car Hire	6.00 %
Hotels	8.00 %
Insurance	6.00 %
Hotel	8.00 %
HotelSale	8.00 %
IE Flights	1.40 %
Flight & Hotel	3.00 %
Air + Pub	1.40 %
Air + Net	1.40 %
Air + Bulk	1.40 %
Hotel + DCHH	8.00 %
Hotel + PEG	8.00 %
Hotel + PDN	8.00 %
Hotel + OMH	8.00 %
Hotel + HET	8.00 %
Hotel + GTA	8.00 %
Insurances	6.00 %
Hotel + IV	8.00 %
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Crowdfunding (alternately **crowd financing**, **equity crowdfunding**, or **hyper funding**) describes the collective effort of individuals who network and pool their resources, usually via the [Internet](#), to support efforts initiated by other people or organizations. Crowd funding is used in support of a wide variety of activities, including [disaster relief](#), [citizen journalism](#), support of artists by fans, political campaigns, [startup company](#) funding, movie or [free software](#) development, inventions development and scientific research.



Small Contributions

X



Lots of People

=



Creative Success!

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CROWDFUNDING

- Fundraising for the social media age
- Individuals are able to play a semi-public role by supporting what they believe in
- It is generally good for small sums not generally covered by existing funding bodies
- As well as providing funds it is a way to promote a festival or cause.

Additional Public Funding Sources

<i>Policy area</i>	<i>Public agency responsible National 1st, regional 2nd, local 3rd</i>	<i>Event funding potential</i>
Training	Department for Education & Skills Department for Culture Media & Sport Learning & Skills Council (LSC)	Major arts budgets held by DCMS & DfES Youth & FE training
Job creation	Department for Trade and Industry	Business Link grant & support directory
Social exclusion/ cohesion	Office of the Third Sector Communities and Local Government	Futurebuilders Adventure Capital Fund Connecting Communities Plus
Health Improvement	Department of Health	Section 64 grants Primary Care Trusts
Crime reduction	Home Office - Respect	Youth Offending funds Drug prevention funds
Youth	The Russell Commission on Youth Volunteering Department of Health Connect Youth International	Opportunities for Volunteering Youth Exchanges
International Development	Department for International Development Commonwealth Foundation The British Council	Conflict & Humanitarian Fund Development Awareness Fund Mini Grants Scheme Civil Society Responsive Grants
Environment	Dept for the Environment (DEFRA) London Development Agency	Check for updates



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Review and Questions