

# BRIGHTON FRINGE

A photograph of a woman with dark hair, wearing a white sleeveless dress with gold sequins. She is looking upwards with a joyful expression. She is surrounded by a multitude of small, shiny, blue and gold confetti falling around her. The background is a solid blue color.

SPONSORSHIP  
OPPORTUNITIES  
2025

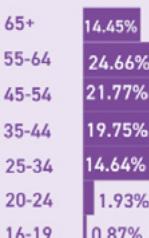
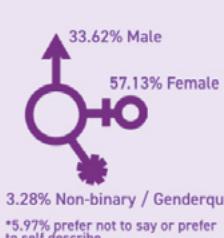
# ABOUT BRIGHTON FRINGE

England's biggest arts festival, taking place annually in May, brings local and national audiences to Brighton, of every age and background, all looking to discover and enjoy incredible art.

If you are keen to align your brand with high footfall public events that combine community engagement with pioneering performing arts, Brighton Fringe can offer you an exciting array of sponsorship opportunities.

## OUR AUDIENCES

All statistics, unless otherwise noted, are taken from our 2022 Audience Survey



Average of 3 shows per audience member



30.09% of our audience who stayed in Brighton paid for accommodation



34.43% of our audience spent over £50 per person on food, drink and travel



# HEADLINE SPONSOR

Become our Headline Sponsor for 2025, and see your brand highlighted throughout the Fringe.

## PACKAGE INCLUDES:

-  Headline e-ticket sponsor (162K tickets sold in 2023) with hyperlink to your website
-  Includes the BIG CITY Outdoor Sponsor package (details outlined below)
  - Logo & branding on all city marketing
  - Posters, billboards, bus advertising
-  Corporate membership for 50 employees
  - 2 for 1 tickets to Fringe events
  - Personalised show recommendations
  - Priority bookings, 24 hours early
  - No booking fees
  - Discount with our Brighton Fringe partners
-  Free activation day on Jubilee Square
  - Engaging, lively & central pop up venue space
  - Located in Brighton's North Laines
  - Perfect for community, charity and commercial events
  - Space used for product sampling, product launches, brand activations and experiential campaigns
  - 20m x 23m outdoor space



# HEADLINE SPONSOR



Sponsored Brighton Fringe lanyards worn by all involved in the festival (approx. 4,000)



Logo on our website under Supporters section (258K website users)



1 solus email to Brighton Fringe database outlining sponsorship and key messages

- 13,000 distribution (internal; artists and venues)
- 18,000 distribution (external)



Full page in the Brighton Events Guide (April/May)



# BRIGHTON FRINGE LISTINGS SPONSOR

Be seen on our popular listings guide

## PACKAGE INCLUDES:



- Your brand in the Brighton Fringe Listings Guide
  - Logo on the front of the brochure
  - Full back page colour advert
  - Logo on the pull-out map
  - Logo on the Brighton Fringe website (258K users)
  - 1 solus email to Brighton Fringe database outlining sponsorship and key messages
    - 13,000 distribution (internal; artists and venues)
    - 18,000 distribution (external)



### Listings Guide specs:

- A4 full colour brochure
- 60-80 pages
- High grade gsm paper
- Print run of 30-50,000 copies



- Targeted distribution around the Brighton & Hove area
  - Door to door distribution at selected postcodes
  - Brighton Station
  - Major supermarkets and outlets
  - Cafes, pubs, bars, clubs
  - Libraries



# BIG CITY OUTDOOR SPONSOR

Get your brand into Brighton's great outdoors!

## PACKAGE INCLUDES:



Bus supersides x 20



Billboards

- Surrey Street 16 sheet
- Lewes Road HD 48 sheet
- Beaconsfield Road 12 sheet
- 105 Hollingdean Road 48 sheet
- 183 Elm Grove 48 sheet



Posters located across pubs, bars and cafes in Brighton & Hove

- 10 x A1 posters
- 500 x A3 posters
- 50 x B2 posters



OTS – over 1 million for the combined outdoor package



Full page in the Brighton Events Guide (April/May)



# ONLINE SPONSOR

Your brand on our website, social media, newsletters and e-tickets.

## PACKAGE INCLUDES:



- Headline e-ticket sponsor (162K tickets sold in 2023)
  - E-tickets: our only form of ticket purchasing at the festival
  - Logo and hyperlink on all e-tickets
  - 1 Instagram, Facebook, X, Linked In post to announce the new ticket sponsor



- Logo on our website under Supporters section with hyperlink to your website (258K website users)



- 1 solus email to Brighton Fringe database outlining sponsorship and key messages
  - 13,000 distribution (internal; artists and venues)
  - 18,000 distribution (external)



ONLINE SPONSOR

£10k

1 AVAILABLE



# OUTDOOR ADVERTISING

Show your support for the arts all around our city.

## PACKAGE INCLUDES:



### Lamp post box sponsor

- Over 150 adverts are displayed on lamp posts across the city at each of our venues, ranging from Whitehawk to Shoreham by Sea



### Venue board sponsor

- Over 100 venue boards are displayed externally across the city at each of our venues

**PRICE: £4,000**



# FAMILY GUIDE SPONSOR

Be seen by Brighton's busy families!

## PACKAGE INCLUDES:



The Family Guide booklet lists all the family events taking place at the Fringe each year. We run a competition for local children to design the front cover.

- 24-36 pages A5 Guide
- Targeted 10,000 distribution to family areas of Brighton & Hove
- Company logo on front cover
- Full page advert on the back cover

PRICE: £3,000



# JUBILEE SQUARE SPONSOR

Sponsor our Jubilee Square activation day/weekend

## PACKAGE INCLUDES:



Opportunities to promote your brand across a day or weekend

- Engaging, lively & central pop up venue space
- Located in Brighton's North Laines
- Perfect for community, charity and commercial events
- Space used for product sampling, product launches, brand activations and experiential campaigns
- 20m x 23m outdoor space

## PRICE:

£1,500 - 1 day

£2,500 - 2 days



# AWARDS SPONSOR

Sponsor an award at our end-of-festival ceremony.

## PACKAGE INCLUDES:

 Brighton Fringe offers a series of Awards in collaboration with various local, national and international organisations

 Awards are given to those whose work at Brighton Fringe was of exceptional standard & guarantees them free entry to the Fringe 2026

- Company listed as an Awards provider on all comms – internal 13K and external 18K
- Company logo on Brighton Fringe website
- 2/3 free tickets to attend the Brighton Fringe 2025 Awards ceremony
- Award sponsors can also present the Award

PRICE: £500



# BURSARY SPONSOR

Help support artists to bring their work to the Fringe

## PACKAGE INCLUDES:



Brighton Fringe offers a series of bursaries in collaboration with various local, national and international organisations



Bursaries ensure that those who may not normally take part in Brighton Fringe can do so

- Each bursary has a different set of criteria – Company can set the criteria for entrants
- Company listed as a bursary provider on all bursary comms – internal 13K and external 18K
- 2/3 free tickets to the Fringe bursary winners showcase
- Bursary sponsors can also provide mentoring to the artists if they wish



**PRICE: £500**

# SPONSORSHIP CONTACT

VICKY HAGUE  
Development and Sales Manager

[vicky.hague@brightonfringe.org](mailto:vicky.hague@brightonfringe.org)  
01273 020061

[brightonfringe.org](http://brightonfringe.org)

