

BATH FRINGE 2017 SPONSORSHIP OPPORTUNITIES

Friday 26 May - Sun 11 June



Bath Fringe fills 17 days with all the artforms we can find: 154 performances of 107 shows + 38 exhibitions, all in 48 venues; Music of all kinds, Theatre, Comedy, Circus, Cabaret, Dance, Visual Arts, Street & Outdoor Performance, Kids' Events, Films... Bath Fringe features artists from around the world alongside locals showing off what they do. It is firmly rooted in its beautiful home city.

We are one of the longest-lived and biggest Fringes in the country with an international reputation: we receive excellent local and regional media coverage, plus listings and coverage of highlights nationally.

With events for all ages, we like to think we've got something for everyone: locals but also audiences from around the region, and many of our summer visitors.



WHAT THEY SAY:

"Wonderful event, should be bigger and done more often."

"Lots of stuff for Children – a good learning experience - Good place to meet - it's all free - Good age mix in audience - Good atmosphere."

"Good Idea, Lovely place to hold it"

(audience feedback survey from our street weekend Bedlam Fair)

WHAT WE CAN GIVE YOU:

Dependent on the level of sponsorship, we can provide:

- Acknowledgements on all printed promotional material including, the brochure, posters, flyers, links from Fringe Festival website, press releases and related advertising.
- Media profile: coverage in local press, national specialist titles and other media.
- A good time! Complimentary tickets are available to sponsors and their guests.
- Events tailored to specific locations.
- Complimentary advertisement in our brochure.
- Your branding at the event you sponsor.



2017 cover art by Oli Hudson

For further information, please contact:

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find out more at:

www.bathfringe.co.uk

We like to deal with sponsors on an individual basis so we can tailor the package to your requirements: anything from £600 to sponsor an act or show, through to £5000 sponsoring our ubiquitous programme brochure.

SPONSORSHIP - Bath Fringe 2017

The data represented here comes from audience research work undertaken in 2015-16 as part of a national survey of outdoor arts commissioned by Arts Council England and actioned by festivals nationwide. Bath Fringe used data from audience questionnaires at free events, and ticket buyers at music, performance and children's shows.

BATH FRINGE AUDIENCE WHO ARE THEY?

We analysed this data using Audience Spectrum segmentation. Here we highlight audience segments where we attract a higher proportion than other comparable events locally, and present them as characters representing an audience type. These are classed as the socio-economic groups showing the highest levels of engagement with arts, culture, and going out. They all also fall within the range ABC1 of the well-known NRS social grading.

11% of our audience

- Prosperous liberal urbanites
- Highly educated; demanding professions
- Interested in a very wide spectrum of activity
- Engage with new & innovative work



30% of our audience

- Highly active, diverse, social and ambitious younger people
- Graduates in early to mid career
- Going out is at the heart of their social lives
- In search of new things to do
- Disposable income for a variety of activities
- Digitally savvy; share experiences through social media



17% of our audience

- Suburban and small towns
- Thriving, well off mature couples & busy older families
- Enjoy a treat



10% of our audience

- Affluent & settled higher managerial & professional
- Also enjoy heritage and classical offerings
- Mature families & retirees
- Willing to travel and pay for premium experiences



100% represents:
25.000 programmes
19.000 attenders
6.000 ticket buyers

