



2015 SPONSORSHIP PACKAGE

GROW YOUR BUSINESS; SPONSOR FRINGE FESTIVALS!

Fringe Festivals are an opportunity for your company to market itself to a captive audience of over a half million people each year in multiple venues, throughout the year. Through our fully customizable sponsorship packages, we can help you reach your customers and create greater exposure for your business.

WHAT IS A FRINGE?



participants is unrestrained.

- Festivals must provide an easily accessible opportunity for all audiences and all artists to participate in Fringe Festivals.

- Participants will be selected on a non-juried basis, through a first-come, first served process, a lottery, or other method approved by the Association.
- The audience must have the option to pay a ticket price, 100% of which goes directly to the artists (government taxes notwithstanding.)
- Fringe Festival producers have no control over the artistic content of each performance. The artistic freedom of the

WHAT IS CAFF?

On September 26, 1994 the **Canadian Association of Fringe Festivals** (now known as Fringe Festivals) was officially registered as a non-profit organization with the following mandate:



- To safeguard the integrity of Fringe Festivals as outlined in the four minimum criteria.
- To recognize that the health of all member Festivals is important to the Circuit and therefore the artists' health as a whole.
- To encourage communication and cooperation between member Festivals thereby fostering the continuity of our guiding principles.

In 1998 CAFF successfully applied to have the terms "Fringe" and "Fringe Festival" trademarked in Canada to ensure that any theatre festival in Canada who wishes to call themselves a "Fringe" would obtain membership in the association and agree to abide by both the CAFF mandate and the four guiding principles.



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Since the Edmonton Fringe began back 1982, the Fringe phenomenon has spread across Canada and the United States. There are now **26 members** of The Canadian Association of Fringe Festivals (CAFF) including **six members in The United States**.



WHAT MAKES US SPECIAL?

The Canadian Fringe Model and the North American Fringe Touring Circuit are considered by many national and international artists to be the most unique of their kind as nowhere else provides such a network of festivals where this type of support is offered. It is also a forum for local artists to mingle and exchange ideas with members of the national and international theatre community.

The North American models distinguish themselves by providing venues, services and education to artists, which, enables them to interact with audience and communities worldwide building stronger communities across the Canada and the US.



WHAT FRINGE CAN DO:

For many groups, the Fringe has brought overnight success with productions being scouted and remounted by numerous established companies such as Mirvish Production, The World Stage Festival, Magnetic North, and the High Performance Rodeo. Fringe artists have also gone on to win numerous prestigious awards such as the Chalmers Award and the Governor General's Award for Theatre.



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AND FOR THE AUDIENCE:

The Fringe is a unique and exciting menagerie of drama, comedy, musical theatre, clown, and multi-media works...a place of discovery and invention. Fringe audiences also have the unique opportunity to interact with Fringe artists and to share their thoughts about the performances while on the festival site.



STATISTICS:

In 2014, CAFF surpassed itself with an **overall attendance of 1,171,096** across all events. A total **\$3,673,920 was returned to the participating artists** in over 9,416 performances from 1,399 companies. This box office revenue shows a 2.4% increase from 2013. Most fringes have seen a substantial increase in their applications to participate in the festivals. The touring lottery, which allows 10 companies coveted slots at their festivals of choice, saw an increase to 173 applicants for a 2015 tour, which shows an incredible 67% increase since 2013.

The Fringe Festival by nature is a model that encourages collaboration in the arts between



organizations, individual artists and the community at large – this includes businesses, arts organizations, media, and educators. Each year we involve **1000's** of local organizations in presenting artists' work for the community.

The economic model of the Fringe in itself is collaborative: we collect participation fees from the artist, at an affordable rate to covering the basic costs of the venues, technical and ticketing needs; while we guarantee 100% of the box office revenue in return. Cultural enhancement is a means of economic development.



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Fringe cultural initiatives raise the value of our communities and support businesses by attracting press, audiences and cultural diversity to the local region all while branding your company in a wide variety of marketing opportunities. Through this endeavor, we educate the whole community about the value of the arts, and, at the same time we draw revenue and exposure to businesses.

WE ARE ACTIVELY LOOKING FOR SPONSORS TO SUPPORT FRINGE FESTIVALS.

This is an incredible opportunity to be connected to 26 of the leading festivals in North America and to an audience of over a million people.

There are many ways to support us, please see below for different options:

TIER 1; Supporter: *To cultivate participation and collaboration across North America creating a stronger worldwide network.*

Pay for one Fringe Organization to come to the Annual Fringe Festival Meeting.

Every year the festivals come together to brainstorm, collaborate and support one another in the different aspects of their Festivals. Some of the smaller festivals do not have enough money in their budget to fly to these destinations. Your support of covering the costs of one or two people from a small organization would mean they get to be included in all the planning and their voice is heard. We alternate between Canada and America every year so you can choose when you would like to participate.

In return you would have exposure on all Fringe Festival publicity, including our website, Facebook & Twitter pages. We would include your information in our international press releases and offer you VIP tickets to all the member Festivals.

TIER 2; National Partner:

Support ALL Festivals in either Canada or the US, depending on where your brand is located. Have high level exposure in all our print materials, online services and fringe clubs. This is a way to expose your brand across a huge demographic in either country.

You would garner access to over **400,000** people in live audiences across Canada and the US. Web traffic of over **1 million people** across 26 different festivals with content from (72) countries worldwide.

TIER 3; International Associate:



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Support ALL Festivals in **both Canada and the US**. Have high level exposure in all our print materials, online services and fringe clubs as well as activation opportunities at individual fringes. This is a way to expose your brand across a huge demographic in both countries.

For more information please contact: michele@calgaryfringe.ca