

# Corporate Friends

Be part of the largest arts festival in the world!

We are delighted to offer your organisation the opportunity to join our exclusive Corporate Friends scheme at the Edinburgh Festival Fringe Society. Corporate Friends will enjoy the opportunity to be part of the world's largest arts festival, with access to a diverse programme of music, theatre, circus, cabaret, comedy and more, combined with unbeatable benefits to entertain clients and staff.

Each year the Edinburgh Festival Fringe Society works with thousands of performers, arts organisations and venues, enabling them to realise their creative potential. As a Corporate Friend you will help the Edinburgh Festival Fringe continue to take centre stage each August and ensure the Edinburgh Festival Fringe Society is here to make that happen.

The Edinburgh Festival  
**fringe**  
society

Orlando, Cryptic Theatre  
Photograph by Tommy Ga-Ken Wan



## Background

The Edinburgh Festival Fringe is the largest arts festival in the world. Over 3,000 different shows take place in more than 300 venues in and around Edinburgh each August. The Edinburgh Festival Fringe Society, a registered charity, is the organisation at the very heart of the Fringe, and provides comprehensive information and ticketing for all shows taking part in the Fringe.

The Fringe provides a platform for everyone from emerging talent and performers in the street to the biggest names in the arts and entertainment industry and covers all art forms, including theatre, comedy, children's shows, cabaret, dance, physical theatre, musicals, opera, all genres of music, exhibitions, spoken word and events. In 2015, there were 3,314 different shows from 49 countries around the world performed in 313 venues across Edinburgh. The Fringe has a 75% market share of all attendance at Edinburgh's year-round festivals and annually generates around £142m for the Edinburgh and Scottish economy.

The Fringe started in 1947 when eight theatre groups turned up uninvited to the first Edinburgh International Festival. Over the years, more performers came to Edinburgh to perform on the outskirts of the Edinburgh International Festival and by 1958 the Festival Fringe Society was formed to provide information, a central box office and a published programme of all the Fringe shows. Central to the Society's constitution was the policy that there should be no artistic vetting from the Society, and this remains the case today. We're proud to include in our programme anyone with a story to tell and a venue to host them.

As a registered charity the Edinburgh Festival Fringe Society relies on the kind support of people and organisations to help us deliver our key objectives.

## Our mission is to:

- Provide support, advice and encouragement to all the amazing artists, producers and venues who create the Fringe each year. This ranges from help with choosing a venue or writing a press release, to advice on touring, free access to rehearsal spaces and professional development activities and events.
- Assist the audiences who come to Edinburgh by helping them navigate what's on offer. We provide this through comprehensive, accurate and up-to-date information and ticketing through our online box office, phone line, mobile app and ticket office on the High Street, Edinburgh.
- Promote this wonderful and unique festival to the rest of the world.

## Why corporate support matters

Becoming a Corporate Friend is a great way to support the Fringe Society alongside allowing access to benefits that will enhance your Fringe experience as well as inspire and incentivise your staff and clients. As the Festival Fringe continues to grow, the single biggest challenge for the Society is to ensure its continued financial stability and sustainable growth while maintaining quality of service and we hope that you can help with this.

Your company will also benefit from:

- Fulfilling Corporate Social Responsibility
- Raising brand awareness
- Associating your organisation and brand with the world's largest arts festival
- Entertaining clients, investors and shareholders
- Rewarding and incentivising employees.

# We look forward to welcoming you as a Corporate Friend.

The Edinburgh Festival  
**fringe**  
Corporate Friend



## Become a Corporate Friend

### Level One Membership: £2,000

- A delivery of 50 – 100 programmes to your office
- Copies of our Annual Review
- Exclusive e-bulletins, keeping you up to date with what's going on at the Fringe throughout the year
- A great 2for1 ticket offer allowing you to buy tickets for over 1000 shows from the Friends/Corporate Friends Ticket Offer (limited to 6 tickets per show run)
- Access to the Friends/Corporate Friends Exclusive Box Office during the Fringe, where you can purchase tickets and print off pre-booked tickets
- Exclusive priority booking Line
- 10% off Fringe merchandise at the Fringe Shop at 180 High Street, Edinburgh
- An invitation for 5 people to attend an exclusive networking reception in August
- Your company name printed in the Official Fringe Programme (400,000 plus copies)
- Your company name printed in the Annual Review (1,000 copies)
- Your company name on the supporters' page of edfringe.com (12,500,000 plus page impressions, 1,000,000 plus unique users)
- Use of Fringe Corporate Friend logo/branding on website and print
- A Corporate Friend button to add to your website
- A Corporate Friend certificate to display in your workspace.

### Level Two Membership: £5,000

Your benefits include all of the benefits listed above as well as:

- Block bookings for corporate entertainment (subject to availability)
- Invoicing service for Corporate Friends, allowing easy booking throughout the Fringe
- Your company logo in the programme
- Your company logo in the Annual Review
- Your company logo and link on edfringe.com
- An invitation for 10 people to attend an exclusive networking reception in August
- An invitation for 2 people to the Fringe Programme Launch
- An invitation for 2 people to attend the Annual Review launch
- An invitation for 10 to the Comedy Academy Showcase night
- Daily emails with links to the latest Scotsman five star reviews in August, and you'll be amongst the first to know about the *Scotsman* Fringe First awards and the *Herald* Angels each week.

## Contact:

For further information on becoming a Corporate Friend, please contact Fiona Carr on (0131) 240 1913 or email [fiona.carr@edfringe.com](mailto:fiona.carr@edfringe.com)

Oh The Humanity, Northern Stage  
Photograph by Topher McGrillis

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