

**BRISTOL  
HARBOUR  
FESTIVAL**  


# **BRISTOL HARBOUR FESTIVAL FRINGE**

**JOIN THE FUN!**





# BRISTOL HARBOUR FESTIVAL FRINGE

Join the fun of the Bristol Harbour Festival weekend by welcoming performers into your venue!

Introducing the Harbour Festival Fringe - a dynamic celebration of arts, culture and creativity that continues beyond the maritime fun of the Bristol Harbour Festival.

We have a variety of fantastic and diverse performers keen to bring the festival vibe to you - and who would love to perform at your venue.

We are expecting crowds in the hundreds of thousands over the course of the weekend; and

social media reach on the festival channels will total circa 1 million across the duration of the event. Similarly, press coverage for the campaign is expected to total into the hundreds of pieces.

Alternatively, if you have programmed your own event but wish to join the Fringe Programme, we have a marketing only package available.

**Get on board!**





# PERFORMERS

We have local performers spanning the genres of music, dance, theatre, spoken word, comedy and more – all able to offer a 1 – 2 hour set per performance, to put your venue on the map over Bristol Harbour Festival weekend.

We are looking for performances throughout the weekend to encourage visitors into local venues – think daytime poetry in a cake shop or a DJ set at a library!

Performance timings are flexible and at the discretion of the organisers and performers.





# WHAT YOU'LL GET IN TERMS OF MARKETING

Inclusion in dedicated Bristol Harbour Festival Fringe press release, circulated to key Bristol titles, including: Bristol Live, Bristol 247, Bristol World, Secret Bristol, Best of Bristol, 365 Bristol, Visit Bristol, Visit West, BBC Radio Bristol, ITVX, Greatest Hits Radio SW, Heart SW

Previous Bristol Harbour Festival obtained 192 pieces of online/print coverage with a combined reach of 68,050,980

Dedicated social post on Bristol Harbour Festival channels - posted in collaboration with performer and venue. BHF followers numbers as follows:

**Instagram: 9,905**  
**X: 42,900**  
**Facebook: 23,000**

Previous Bristol Harbour Festival social media achieved a combined reach of **468,701**

Inclusion on Bristol Harbour Festival website

During the three day event period, the previous Bristol Harbour Festival saw **71,000** viewers on the website.

**Extended packages detailed on following slides.**



# THE COSTS - MARKETING SUPPORT

## Wave 1

£100. Includes:  
All marketing support listed on previous slide (no Bristol Harbour Festival coordinated performance).

## Wave 2

£250. Includes:  
All marketing support listed on previous slide (no Bristol Harbour Festival coordinated performance), plus:  
Logo added to Bristol Harbour Festival way finder artwork, which will have a presence throughout the festival site  
Inclusion in official Bristol Harbour Festival programme (mention)

## Wave 3

£500. Includes:  
Entertainment for one evening of the festival  
All marketing support listed on previous slide

## Wave 4

£900. Includes:  
Entertainment for two evenings of the festival  
All marketing support listed on previous slide, plus:  
Logo added to Bristol Harbour Festival way finder artwork, which will have a presence throughout the festival site  
Inclusion in official Bristol Harbour Festival programme (mention)

## Wave 5

£1,500. Includes:  
Entertainment for three evenings of the festival  
All marketing support covered in tier 3, plus:  
Dedicated ad in official Bristol Harbour Festival programme

**All amounts stated are plus VAT.**



# THANK YOU

For enquiries, please contact:

[harbourfestival@proudevents.co.uk](mailto:harbourfestival@proudevents.co.uk)

