

### **Our Mission:**

The Fort Collins Fringe Festival exists to provide a platform for emerging and established artists to present entertaining, original, affordable theatre for our community while creating connections between artists, audiences, businesses and organizations.

### **What we can offer:**

- Exposure to a new demographic
- Advertisement in the 2015 Fringe Program
- Logo on the Website
- Social Media recognition
- Community exposure and awareness of your business or organization
- Additional negotiated trade benefits specific to your venue.

### **Contact Us!**

Heather Johnson, Producer  
630.548.2408  
heatherostberg@gmail.com

Dulcie Willis, Willis Productions  
970.217.1326  
dulciedwillis@gmail.com

### **For more information:**

[www.fringefestivalfortcollins.com](http://www.fringefestivalfortcollins.com)

email: [focofringefest@gmail.com](mailto:focofringefest@gmail.com)

### **What is a Fringe Festival?**

The Fringe is about creating unique and original performances as well as finding new and creative ways to engage audiences while keeping playing time short and tickets affordable.

- “Fringe” is theatre that is off the beaten path
- Theatre that won’t find its home in an average theatre company season line-up
- “Fringe” means exploring new boundaries, new venues, new ways of shaping and sharing a story
- It is fresh, new work in unexpected, unusual spaces
- Short, rapid-fire, back-to-back, diverse performance pieces.

### **Why support the Fringe?**

- This event is entirely unique in Fort Collins
- Producing performances is difficult and expensive for artists to do on their own, but Fringe changes that
- We provide the platform with very little cost to the artist; by hosting several artists, we pool our resources and audiences to ensure the each work is seen and valued
- We drive traffic to your business through engaging local entertainment
- We promote you to all our audience members and make sure all participants know our partners!



Fort Collins Fringe Festival



@FoCoFringeFest



@FoCoFringeFest

# Sponsorship Benefits

	Day Sponsor	Free Family Fringe Sponsor	Audience Choice Award Sponsor	Venue Sponsor	Festival Sponsor
Logo and Link on Website	Logo and Link	Logo and Link	Logo and Link	Logo and Link	Logo and Link
Program Ads	Half Page Ad	Half Page Ad	Half Page Ad	Full Page Ad	Full Page Ad
Electronic Ads	-	-	-	Projection of Ad at Digital Dome and on CCC Walls	Projection of Ad at Digital Dome and on CCC Walls
Social Media	-3 Posts Pre-Event -10 Posts Day of Sponsorship	-3 Posts Pre-Event -10 Posts Day of Sponsorship	-5 Posts Pre-Event -10 Posts Over Course of Festival -3 Thank-You Posts After Event	-5 Posts Pre-Event -15 Posts Over Course of Festival -3 Thank-You Posts After Event	-10 Posts Pre-Event -20 Posts Over Course of Festival -5 Thank-You Posts After Event
Preshow Announcement	Pre-show announcement before every piece on sponsored day	Pre-show announcement before every piece during Free Family Fringe	Pre-show announcement before every show	Pre-show announcement before every show	Pre-show announcement before every show
Festival Tokens	-	-	-	20	30
Display Materials	-	-	-	Display Materials at Box Office	Display Materials at Box Office

## Logo and Link on Website...

FCFF has a brand new website and blog! We will link to your homepage from our *2015 Fringe Festival* webpage.

## Program Ads...

Ad and logo appears in the Festival program, printed and handed to each audience member.

## Electronic Ads... **NEW THIS YEAR!**

Ad will appear on a rotation in between performances at both the Digital Dome Theatre and the Community Creative Center.

## Social Media...

Using our growing social media presence, we will link to your accounts and spread the good word about you!

## Preshow Announcement...

A live announcement read before each performance, specially listing you among our various sponsors.

## Festival Tokens... **NEW THIS YEAR!**

Instead of tickets for the full event, audiences can buy bundles of tokens to use for each performance. The tokens will also act as our voting system for our new Audience Choice Award. Each token is good for one performance.

## Display Materials...

Present your printed materials and newsletter sign-up sheets at our Box Office tables.

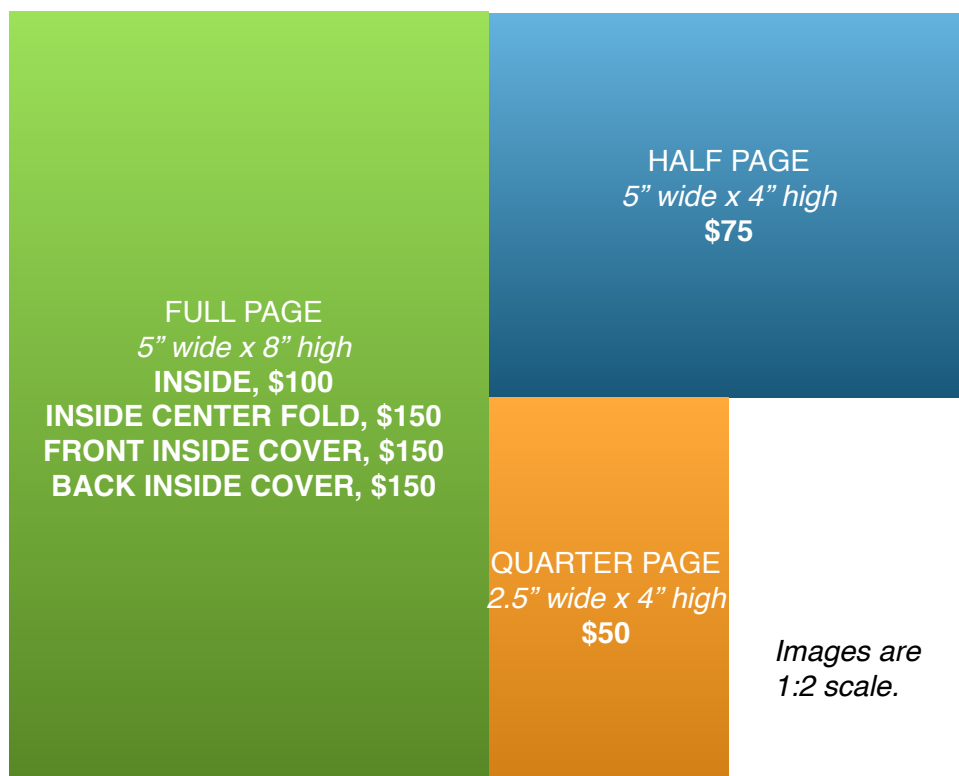
**Fort Collins**  
**FRINGE**  
**Festival**

# Advertising Specs

## FORT COLLINS FRINGE FESTIVAL PROGRAMS...

are printed to a finished page size of 5 1/2" x 8 1/2", saddle staple binding and are color on matte stock. One playbill will be printed for all three days of the festival and individual presenters will stuff the center fold with one half-page insert.

## AD SIZING AND PRICING...



## AD DETAILS...

Ads should be submitted to [focofringefest@gmail.com](mailto:focofringefest@gmail.com) on or before **Monday, August 3, 2015 @ 5pm**. JPG files are the preferred format; however, we can work with most any file type.

## PAYMENT TERMS...

Payment due in full 10 days after the contract signing. Monthly payment terms are negotiable.

## CONTRACT TERMS...

All ad copy must be received by the established deadlines. Items or changes to ads not received by the ad copy deadline date from any Advertiser or Sponsor may not be published in contracted program, but does not indicate cancellation of Advertiser's payment responsibilities. Ads cancelled after the ad deadline will be charged at full price.



# Sponsorship Agreement

## SPONSOR PACKAGES

- ☐ Thursday Night Kickoff Sponsor, **\$250**
- ☐ Friday Night Sponsor, **\$250**
- ☐ Saturday Night Sponsor, **\$250**
- ☐ Free Fringe Saturday Sponsor, **\$500**
- ☐ Audience Choice Award Sponsor, **\$500**
- ☐ Venue Sponsor, **\$1000**
- ☐ Festival Sponsor, **\$2000**

## NOTES/ SPECIAL BILLING TERMS

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## SPONSOR INFORMATION

Sponsor Name: \_\_\_\_\_  
Sponsor Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
@YourBusiness: \_\_\_\_\_ Website: \_\_\_\_\_

## PAYMENT INFORMATION

Check (*Made out to Willis Productions*) enclosed for: \$ \_\_\_\_\_

**Please charge our advertising to our credit card:**

\$ \_\_\_\_\_ ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card #: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

## TERMS

1. Sponsor must submit advertisements to [focofringefest@gmail.com](mailto:focofringefest@gmail.com) by **August 1, 2015**.
2. Sponsor must submit logo to [focofringefest@gmail.com](mailto:focofringefest@gmail.com) at **earliest convenience**.
3. Refer to "Sponsorship Fringe Benefits" sheet for traded benefits.

Advertiser Signature: \_\_\_\_\_



# Advertising Agreement

## A LA CARTE ADVERTISING (*ads only*)

- ☐ Quarter Page, 2.5"w x 4"h, **\$50**
- ☐ Half Page, 5"w x 4"h, **\$75**
- ☐ Inside Full Page, 5"w x 8"h, **\$100**
- ☐ Inside Center Fold Full Page, 5"w x 8"h, **\$150**
- ☐ Back Inside Cover, 5"w x 8"h, **\$150**
- ☐ Front Inside Cover, 5"w x 8"h, **\$150**
- ☐ Digital Ad, *Projected in Digital Dome Theatre and on CCC walls*, **\$100**
- ☐ Ad Trade, *Detail in Notes/ Special Billing Terms*

## NOTES/ SPECIAL BILLING TERMS

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## ADVERTISER INFORMATION

Advertiser Name: \_\_\_\_\_  
Advertiser Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_ @YourBusiness: \_\_\_\_\_

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