



THE WARREN BRAND PARTNERSHIPS
BRIGHTON FRINGE 2017



OTHERPLACE



the
warren

What's it all about?

What is Brighton Fringe?

Brighton Fringe is England's largest arts festival. As an open-access festival, anyone can take part, and in 2016 over **900** companies put on over **4,250** performances across more than **170** venues. Brighton & Hove City Council estimates that May contributes more than **£10 million** annually to Brighton's economy.

What is The Warren?

Often described as a 'festival-within-a-festival', The Warren is a bustling multi-venue site that pops up each year for the duration of Brighton Fringe. It is located over **10,200sq ft** of green space in the heart of London Road, Brighton's fastest developing neighbourhood.

Walk among the festoon-lit trees and you'll find a month-long party in full swing. Students, families, seasoned arts-lovers and Brighton's renowned creative community come together. The site features performance spaces, food outlets and market stalls plus a lively Festival Bar and Container Bar with rooftop terrace. In the daytimes people catch up over coffee and food from the Coffee Shack, whilst kids play in the dedicated family area 'The Den'.

Voted Best Venue in the prestigious Brighton Fringe Awards on several occasions, more than **100,000** people visited us in 2016, approximately twice the footfall of 2015. We anticipate similar increases in 2017.

The Warren is run by Otherplace, the city's biggest production company with a reputation for creative excellence garnered over 12 years.

View from Container Bar
The Warren 2016



Interested in getting involved with
the biggest and busiest site at
England's largest arts festival?

Good. We're interested in working with
you too. There's hundreds of ways we
can help introduce your brand to our
lively and switched-on customers.

So let's get started...

**“Otherplace don't just have
their fingers on the pulse,
they're the pacemakers.”**

Time Out

**Over 100,000 people
visited The Warren
in 2016**

| Main House
The Warren 2016

Why The Warren?

The grass at The Warren is well-trodden by the end of May; more than **100,000** customers visited us in 2016, purchasing more than **28,000** tickets to some **612** performances. The site is flanked by Brighton's two main arterial roads, meaning we are also visible to more than a million vehicles over the course of the month.

Footfall

2014 – 26,000
2015 – 51,000
2016 – 103,000
2017 – 140,000 [estimated]

Ticket Sales

2014 – 13,610
2015 – 20,785
2016 – 27,968
2017 – 35,000 [estimated]

Brochure Distribution

In 2016 over **50,000** were distributed through Brighton & Hove, Sussex & London. In 2017 this will increase to approx. **60,000**.

Site Visibility

Passing Traffic of **43,286** on London & Lewes Road per day, with a total of **1,385,152** throughout the Fringe period.

Visiting Companies

165 from the UK and worldwide, including from: USA, South Africa, Australia, France, Germany, Spain, Iceland and Ireland.

**4x Brand activations during
2016 Festival**

Bar & Sales

The Festival Bar has long been the hub of the Brighton late-night festival scene and this year we also added a Container Bar with rooftop terrace that offered a panoramic view over the site which proved a huge hit with our customers. We are looking to build on this success by adding a second rooftop area to the Festival Bar in 2017. We are also considering opening an additional branded on-site bar to cater for growing crowds.

The Tea/Coffee Shack, which we opened in 2016 to serve refreshments and light food to daytime audiences and local residents will also return, again expanded.

83% increase in sales from 2015 to 2016

75,000 individual drinks broken down as:

50,000 Lager, Ale & Cider

(approx. 174 Brewers Barrels)

14,500 Spirits (518 bottles)

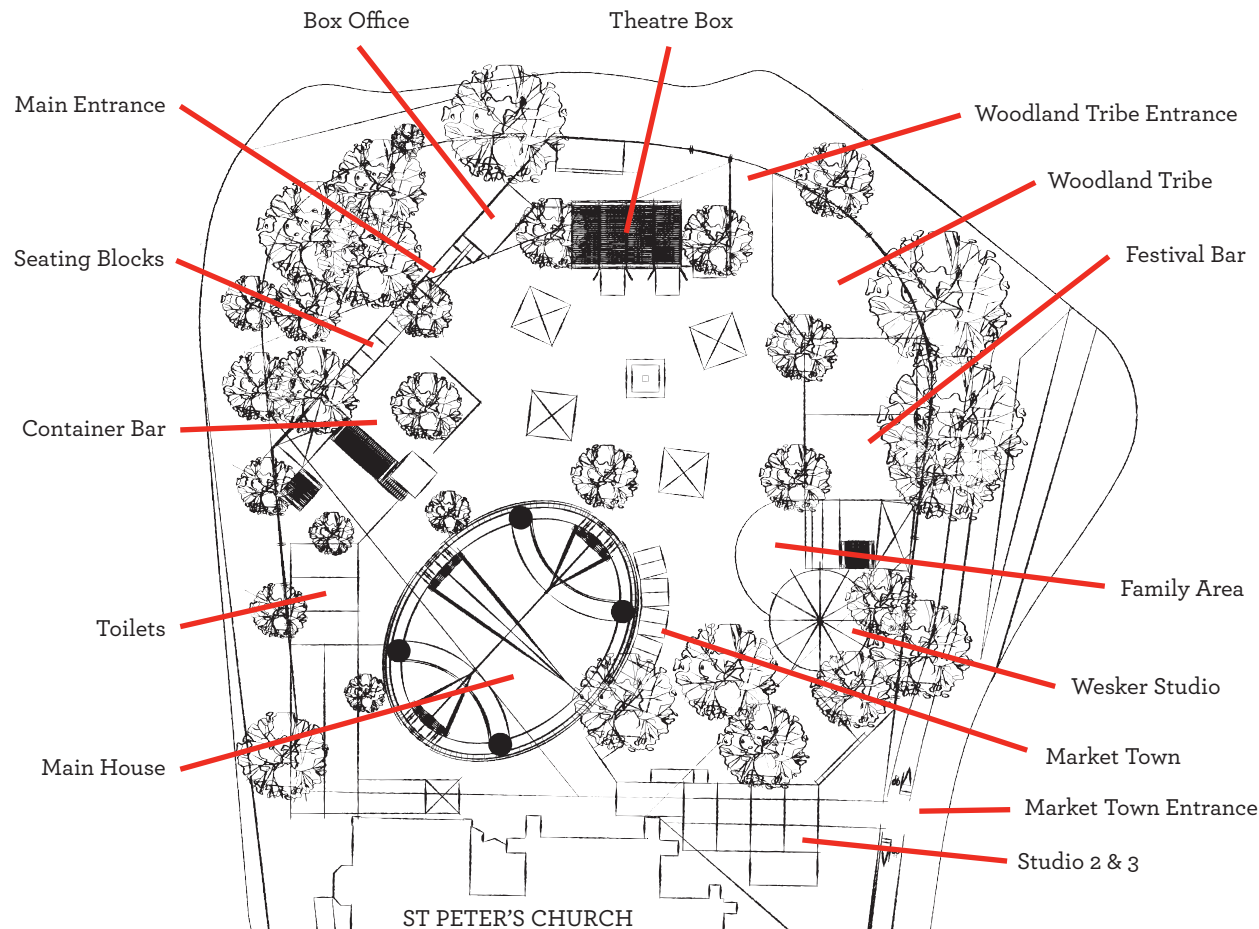
inc. 190 Gin
and 120 Vodka

6,000 Wine, Sparkling and Champagne

4,500 Hot drinks

Detailed breakdowns of the above available upon request.

The Warren, Site Concept 2017



What's in it for me?

So how do you get a piece of the action?

Let's start at the top with our headline partner. Pick this option and your brand will share centre-stage with our own. If you want your name in lights (at least metaphorically) at next year's Brighton Fringe, let's talk.

Want to target a more specific audience?

Consider sponsoring one of our internal venues. Introduce yourselves to hundreds of parents and kids in our Family Area, or train a spotlight on what you do by putting your name on our Main House.





Partnership options include:

- Be a headline partner
- Sponsor a venue
- Get your branding on flyers or on our ticket stubs
- Drive a branded van
- Set up a pop-up booth

See rate card for prices.

The Warren 2016

Bespoke Partnership

Perhaps you're interested in spreading your budget over a few areas?

Great – we're always pleased to discuss bespoke packages. We've included all our promotional opportunities on a separate rate card so you can pick-and-mix to build the perfect combination for your brand, from flyers through ticket stub branding up to digital display screens.

Maybe you want to drive a branded van on site to distribute free samples, set up a pop-up photo booth or use walkabout performers to get the message out about your work? We're constantly looking for ways to give our audiences an even better experience so if you're a brand with big ideas...

...we'd love to talk.

More opportunities?

Site Marketing

Get your company in the sightline of an estimated **140,000** visitors and passing traffic of more than **1,000,000** by activating branding opportunities over The Warren site.

Print

We produce a 68-page, full-colour brochure for The Warren every year, which is available from March to the end of May.

Last year we printed **50,000** and distributed across Brighton, Sussex and London, including the major train stations. In 2017 we will print and distribute over **60,000**.

A dedicated family brochure for our growing young audiences will be produced and distributed for 2017. We are looking to produce approx. **30,000** copies.

See rate card for prices.

**Get your logo or advert in
up to 90,000 brochures**



Theatre Box
The Warren 2016

The Site

Otherplace prides itself on delivering exciting, imaginative and high-quality experiences within the arts. The Warren is run by a professional team of managers, designers and producers with several decades' worth of experience in leading venues, arts organisations and businesses.



Family Area: The Den

This colourful, covered play area offers a daily programme of free workshops and activities for babies and children from one-year-old and upwards. Featuring toys, music, soft play and more, it was a popular spot in 2016 and we have plans to expand our offering in partnership with a sponsor who would benefit from month-long access to an audience of thousands of parents and young families.

"A beautiful green space in the heart of the city... kids can take part in free workshops and activities while their parents enjoy a coffee in the sunshine"
Child Friendly Brighton

Press & Awards

Pick up any newspaper during festival time and you'll usually find mention of The Warren. The site was featured in local and national print and online publications nearly **100** times during the 2016 Fringe, and covered on local and regional television and radio as well.

23 shows at The Warren were nominated and seven won accolades at the prestigious Brighton Fringe Awards, hosted at The Warren and attended by an audience of journalists, arts industry and the public.

“International theatre at its best.”

Fringe Review



“The Warren is heralding a new force to be reckoned with in Brighton and beyond.”

The Independent

“One of the best things about the festival.”

The Guardian



OTHERPLACE

FESTIVAL INFRASTRUCTURE

Hire, Design & Event Management

Alongside our own in-house events we offer a complete project design & management service, from concept creation through to delivery. We pride ourselves on designing and delivering some of the most exciting structures and scenic elements for the festival market, including theatres, bars, food concessions, market stalls, box office and all other site infrastructure.

Our existing structures can also be hired individually or as part of a larger project. We have two functional entertainment spaces and a self-contained bar with rooftop terrace available to hire – each of which is striking, stylish and event-ready. All our structures are designed with cost effective transport and quick installation in mind.



Please visit www.otherplaceinfrastructure.co.uk for more information.



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