

**BRISTOL  
HARBOUR  
FESTIVAL**  


# **BRISTOL HARBOUR FESTIVAL FRINGE**

**JOIN THE FUN!**



# BRISTOL HARBOUR FESTIVAL FRINGE

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 new fringe packages on offer. These packages are designed to bring more people through your doors during the Bristol Harbour Festival weekend through promotion, visibility and inclusion in the official fringe programme.

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.

**Get on board!**



# WHAT YOU'LL GET IN TERMS OF MARKETING

1. 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 **234** pieces of online/print coverage with a combined reach of **7,491,166,362**

2. Inclusion in all fringe social media posts and a tag.

**Instagram: 14,000**

**X: 37,400**

**Facebook: 26,292**

Previous Bristol Harbour Festival social media achieved a combined reach of **7,868,000**

3. 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

**Free.** Includes:

- All marketing support listed on previous slide

## Wave 2

**£500 + VAT.** Includes:

- All marketing support listed on previous slide, plus:
  1. Event Listing added to Bristol Harbour Festival way finder artwork, which will have a presence throughout the festival site
  2. 2 x VIP tickets and a free drink

3. Inclusion in a "Top Fringe Spots" roundup
  4. Direct link to your booking page or menu
  5. A short video/interview created for your venue or event, posted across Bristol Harbour Festival social channels in collaboration with the performer and venue, as well as additional social media promotion about your event.
- BHF followers base:

**Instagram: 14,000**

**X: 37,400**

**Facebook: 26,292**



# PROGRAMME CRITERIA

- Your event has to be within the geographical area (see map opposite)
- Events must be created specifically for the Harbour Festival. Regular events or simple drinks deals are not eligible unless they are specially themed for the festival
- It has to meet the aims of the festival:
  - To showcase Bristol's talent and heritage
  - To be accessible to Bristol's diverse communities
  - To showcase Bristol as an attractive place to live or visit
  - To boost Bristol's economy
  - To be economically and environmentally sustainable
  - To promote and support community ownership and participation

Fringe events will be selected by Swans Events, Proud Events, Bristol City Council, Bristol BID and a local steering group. Applications will be assessed against the criteria outlined above



# THANK YOU

**For enquiries, please contact:**

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

**To apply visit:**

[Google Form](#)

