

Halifax Comedy Festival 21-29 October 2016

Festival Friends & Foodie Friends - A Proposal for Local Businesses

The Halifax Comedy Festival is a multi-partner project being led by the Victoria Theatre. Back by popular demand for its second year, this independent festival attracts the biggest names for headline gigs and intimate not-to-be-missed events. It is set to attract over 10,000 comedy lovers to of Halifax over the 9 days of the festival.

High profile comics including **Jimmy Carr**, **Al Murray** and **Romesh Ranganathan** headline the Festival at the regal Victoria Theatre (1,500 capacity) whilst Radio 4 favourite, **Andrew Lawrence**, and Edinburgh Festival veteran **Luisa Omielan** perform at the Square Chapel Centre for the Arts.

Over the nine-day long festival, 28 comedy shows will be performed in nine different venues and it is estimated that over 10,000 comedy fans aged 25-44 will attend the festival.

The Halifax Comedy Festival is a not for profit consortium of partners and therefore need to charge a small fee to commercial partners. This fee will go towards the marketing budget for the festival and to help ensure that a comedy festival takes place in 2017.



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HALIFAX
COMEDY
FESTIVAL

Festival Key Partners and Venues



The Victoria Theatre: Situated in the heart of Halifax town centre, the Victoria Theatre is a 1,500 capacity venue that prides itself on a varied programme of live events. The Victoria Theatre is leading on the festival in terms of programming and marketing, and will be host to the launch event.

<http://www.calderdale.gov.uk/victoria/about.html>



Square Chapel Centre for the Arts: Conveniently situated across the road from Halifax train station, Square Chapel is a registered charity and thriving venue bringing you the best in live music, theatre, comedy, family shows, workshops, films and more. <http://www.squarechapel.co.uk/>



The MBI Shay Stadium: Home to Halifax Town Football Club and Halifax Rugby League, the Shay is a recently refurbished sports ground that has the capacity to hold a wealth of indoor and outdoor events.

<http://www.calderdale.gov.uk/leisure/sport-fitness/venue-detail.jsp?venue=9>



The Halifax Minster: A historic gem, the Halifax Minster is over 900 years old, rich in heritage and offers daily worship as well as a large cultural and heritage programme. <http://www.halifaxminster.org.uk/>



The Piece Hall: In the heart of the town since 1779, The Piece Hall is one of the most extraordinary buildings in Britain. The Piece Hall will not be open in time for the festival but is still an active partner, hosting and free street comedy and a late night comedy show at a yet to be disclosed location.

<http://www.thepiecehall.co.uk/>



Arden Road Social Club: Home of influential music promoters, the Doghouse, Arden Road is a great little venue for live music, comedy and burlesque. <http://www.ardenroadsocial.co.uk/>



The Wellington Rooms: Primary rehearsal rooms for HAOS, the Wellington Rooms have recently benefitted from a redevelopment programme and provide a nice, intimate space for live events.

<http://www.haosproductions.com/wellington-rooms.html>

Do you want to be part of something great that is growing in Halifax?

Festival Friends Package



As a Halifax Comedy Festival Friend you are recognised as a supporter of the festival in the following ways:

- Inclusion on the inside cover of the Halifax Comedy Festival brochure with your logo as a Festival Friend. The festival brochure has a print run of 12,000
- Inclusion as a Festival Friend at the bottom of all posters – approximately 200 posters
- Inclusion on the Halifax Comedy Festival website (www.halifaxcomedyfestival.com) on the Festival Friends page, including links to friends' websites. The festival website currently receives 30,000 visits during the course of the festival marketing activity and this is growing.
- Social Media posts to announce the partnership and the opportunity for on-going dialogue with the festival via social media to promote any offers in conjunction with the festival:
 - Facebook: 550 Likes
 - Twitter: 620 Followers
 - Instagram: 60 Followers
 - With an additional reach to over 10,000 other users via partners' social media accounts
- An opportunity to contribute a festival related blog to the Halifax Comedy Festival website
- Invitations to the Halifax Comedy Festival launch on Friday 30th September 2016
- Tickets to one of the Comedy Festival events (to be agreed)

Cost: £500 (ex VAT)

Festival Foodie Friends

Eating, Drinking and Sleeping in Halifax during the Comedy Festival



As part of the festival offer to visitors, the Halifax Comedy Festival would like to work with local bars, restaurants and hotels to provide a full package of great eating, drinking, sleeping and entertainment in Halifax during the 9 days of the festival.

This exclusive offer is only open to four selected partners.

What's included:

- A half page advertorial in the Eating, Drinking and Sleeping section of the Halifax Comedy Festival brochure; which has a print run of 12,000
- Social media posts to suggest festival goers visit your establishment while at the festival:
 - Facebook: 550 Likes
 - Twitter: 620 Followers
 - Instagram: 60 Followers
 - With an additional reach to over 10,000 other users via partners' social media accounts
- Opportunity to run special festival promotions that can be promoted via social media
- Opportunity to work with the festival to create a show specific package
- Invitations to the Festival Launch on Friday 30th September

Cost: £500 (ex VAT)

Many thanks for taking the time to read this proposal and we hope you like what you see! If you would like to be a Halifax Comedy Festival Friend or have any questions, please contact:

Chloe Oldman, Business Development Manager, Victoria Theatre

Before the end of July!

chloe.oldman@calderdale.gov.uk

01422 305940

We look forward to hearing from you!