

GLASGOW
INTERNATIONAL
COMEDY
FESTIVAL
9-26 March 2017

GLASGOW INTERNATIONAL COMEDY FESTIVAL

THURSDAY 9th – SUNDAY 26th MARCH 2017

INFORMATION SHEET

FESTIVAL CONTACTS:

Glasgow International Comedy Festival
278 High Street, Glasgow, G4 0QT

Tel: 0141 552 2070

Fax: 0141 552 3790

Web: www.glasgowcomedyfestival.com

Festival Manager:

Linda Allan: linda@glasgowcomedyfestival.com

Production Co-ordinator:

Jay Bharaj: jay@glasgowcomedyfestival.com

PROGRAMME LAUNCH:

The programme launch will take place **Thursday 12th January 2017**.

PROGRAMME DEADLINE:

In order to be included in the GICF programme, shows must be registered with the festival office by the programme deadline **Monday 31st October 2016**. The form must be submitted via email, a blank set up form can be supplied by the festival office. This must be accompanied by the relevant registration fee (details below).

REGISTRATION FEES:

A registration fee will be payable for each show by the producer. The amount payable will depend on the size of the venue:

Less than 100 capacity:

£20 WEBSITE ONLY

£40 WEBSITE & PRINTED PROGRAMME

Between 100 and 300 capacity:

£30 WEBSITE ONLY

£50 WEBSITE & PRINTED PROGRAMME

Over 300 capacity:

£60 WEBSITE ONLY

£80 WEBSITE & PRINTED PROGRAMME

The fee must be submitted along with the set up form by the programme deadline to ensure that the show is included in the official line up.

Cheques should be made payable to the **Scottish Comedy Agency Ltd** and sent into the festival office: 278 High Street, Glasgow G4 0QT.

Cash can also be submitted. If an invoice is required, please contact the festival office directly to arrange.

If payment is not received before the brochure goes to print, the shows may not be included in the official line up.

The website only registration includes:

- Show information and image included on glasgowcomedyfestival.com with image and 100 words of copy.
- Reciprocal links to venue/ artist websites/ twitter/ Facebook & YouTube.
- Promotion via GICF social media platforms Facebook, Twitter, Instagram.
- Access to promotional sections of glasgowcomedyfestival.com
- Information and ticket offers included in eBlasts to glasgowcomedyfestival.com / database approx 20k contacts increasing daily
- Inclusion on seetickets.com dedicated GICF micro site.
- Use of seetickets.com centralised Box Office and dedicated festival hotline for ticket sales.

The printed programme benefits include:

- Festival programme print run is approximately 140,000, full colour A5 brochure.
- Distribution takes place all over Scotland via professional distribution companies and via insertion in media partner the Sunday Herald.
- Additional distribution takes place at selected UK locations including high profile London launch at Leicester Square Theatre on Burns Night, Wednesday 25th January 2017.
- Listing in festival programme (20 words of copy not inc show title, does include quotes).
- Full venue details listed in main venue list.
- Show listing in A - Z index.
- Discounted rate card for advertising in comedy festival brochure.
- Invitation to attend official GICF Glasgow programme launch Wednesday 11th January 2016 (date tbc)
- Association with generic festival advertising – 4 sheet poster campaign, press and radio ads, venue branding.

The registration fee pays for one full listing of the show in the festival programme plus up to two repeat listings on any other relevant days. Repeat listings will contain all the show details apart from the show copy, which will be replaced with a line to refer back to the original full listing e.g. *see 14 March*.

If additional full copy listings are required, then another registration fee will be charged.

Advertising in Festival Programme

For additional exposure in the festival programme and website we can offer a generous discount on rate card prices for advertising packages. Details available from Linda Allan or Jay Bharaj.