

# GLASGOW INTERNATIONAL COMEDY FESTIVAL

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THURSDAY 8<sup>th</sup> – SUNDAY 25<sup>th</sup> MARCH 2018

## INFORMATION SHEET

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

Tel 0141 552 2070  
Email: info@glasgowcomedyfestival.com  
Web www.glasgowcomedyfestival.com  
Twitter/Facebook @glasgowcomedy

### **PROGRAMME LAUNCH**

The programme launch will take place **Wednesday 10 January 2018 tbc.**

### **PROGRAMME DEADLINE**

In order to be included in the GICF programme, shows must be registered with the festival office by the programme deadline **Monday 30<sup>th</sup> October 2017**. By this date, the festival office requires the following:

- fully completed show set up form (by email)
- registration fee
- confirmation of seetickets account set up

### **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:**

**£25 WEBSITE ONLY**

**£40 WEBSITE & PRINTED PROGRAMME**

#### **Between 100 and 300 capacity:**

**£35 WEBSITE ONLY**

**£50 WEBSITE & PRINTED PROGRAMME**

#### **Over 300 capacity:**

**£80 WEBSITE ONLY**

**£100 WEBSITE & PRINTED PROGRAMME**

**Transfer:** Your registration fee can be paid by BACS transfer, all the details of which will be sent in a separate document or can be requested by contacting Jay at the festival office:

[jay@glasgowcomedyfestival.com](mailto:jay@glasgowcomedyfestival.com)

**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.

Basic web only registration includes the following:

- Show copy, information and image included on [glasgowcomedyfestival.com](http://glasgowcomedyfestival.com).
- Venue details listed on [glasgowcomedyfestival.com](http://glasgowcomedyfestival.com).
- Reciprocal links to artist website, Twitter, Facebook and YouTube.
- Promotion via GICF social media platforms Facebook (6k+), Twitter (16k+), Instagram (600+).
- Inclusion in GICF eblasts, 30k+ dedicated subscribers.
- Use of Seetickets festival box office, including dedicated sales hotline.
- Inclusion on [seetickets.com](http://seetickets.com) dedicated GICF micro site.

Full printed registration includes all of the web only benefits, plus the following:

- Text listing in main festival brochure, print run 200K, full colour A5 brochure.
- Programme is distributed via media partner insertion and Scotland wide via professional distribution companies.
- Additional distribution takes place at selected UK locations including high profile London launch at Leicester Square Theatre, Northern Ireland and Newcastle.
- Full venue details included in official 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 in January, and London where appropriate.
- Marketing presence boosted by 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 Jay Bharaj.