



WHYTE & MACKAY GLASGOW INTERNATIONAL COMEDY FESTIVAL
THURSDAY 12th – SUNDAY 29th MARCH 2020

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 8 January 2020**

PROGRAMME DEADLINE

In order to be included in the GICF programme, shows must be registered with the festival office by the programme deadline **Monday 28th October 2019**. By this date, the festival office requires the following:

- Fully completed show set up form (by email)
- Show image: Dimensions - 225(w) x 150 (h) px
- Registration fee

REGISTRATION FEES

A registration fee will be payable for each show by the producer. On registration fee will cover one show with a maximum of 2 repeat listings, additional performances will require an additional registration fee. 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

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

Cash will no longer be accepted as a method of payment.

Confirmation of registration fee payment must be received by **Monday 28th October 2019**, failure to do so may result in your show/s not being included in the festival programme.

Basic web only registration includes the following:

- Show copy, information and image included on glasgowcomedyfestival.com.
- Venue details listed on 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 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. jay@glasgowcomedyfestival.com