



TAMPA
FRINGE

2019 Sponsorship Package



Thank you for your interest in sponsoring the 3rd annual Tampa International Fringe Festival, which takes place across four venues in Ybor City, Tampa, from May 02-11, 2019.

Overview

The Tampa International Fringe Festival (TiFf) was founded in Fall of 2016, a collaboration between David Jenkins of Jobsite Theater and Trish Parry and William Glenn of Wish Experience.

Finding its home in the Historic Ybor City of Tampa, this coming year the festival will have 5 venues with one outdoor hub for the audiences and artists community. There will be 28 shows with each show receiving five performances, from which they take 100% of the box office. These shows will include 50% local artists, 25% national, and 25% international. The inaugural 2017 & 2018 festivals included performing arts genres from across the spectrum - dance, theatre, comedy, and 2019 plans to be an even more diverse and promising year, as we are including Diversity and Spanish-Speaking lotteries, as well as curating two family-friendly kids shows for the Kids Fringe.

The Tampa Fringe serves as an incubator for new works coming directly out of Tampa Bay, as well as fostering the work of touring artists who come to share with our audiences. The festival runs directly before the Orlando Fringe, and with the blessings of last year's touring participants, has become a new starting point for the fringe touring circuit in North America.



One of Tampa Fringe's four show venues, the Silver Meteor Gallery, 2017.

Fringe Festival Stats

As this is only the second Tampa International Fringe Festival, here are facts from both the 2017 Tampa Fringe and other fringe festivals around the world.



- ★ The 2017 Tampa Fringe saw 1,535 tickets sold, and audience members not just from Tampa Bay, but from as far as Sarasota and Lakeland. In 2018 we increased the number of tickets sold to **2,566**, a **67% increase in one year!**
- ★ In 2019 we are focusing on increasing our representation of **Spanish-speaking & Diverse artists**, and adding a **family-friendly Kids Fringe** element to further engage the community.
- ★ Most fringes agree that ticket purchases are **55% by women**.
- ★ The Hollywood and Orlando Fringes both see a high LGBT turnout.
- ★ Fringes reach audiences of all ages, but the largest audience typically falls in the **25-35** range (Hollywood & Pittsburgh)
- ★ Pittsburgh, a newer festival of comparable size to Tampa, attracts an audience of "5000 and growing".
- ★ The Adelaide Fringe in Australia is a city with **less than half of the population of Tampa Bay**, saw their audience buying more than **600,000** tickets last year. (With the right support, Tampa could easily surpass this in the future)
- ★ The oldest and biggest Fringe, The Edinburgh Fringe in Scotland, hosted **50,459 performances in 2015!**

What is FRINGE?

The idea of Fringe started in Edinburgh, Scotland, in 1947. Artists were upset about the city-curated Edinburgh Festival, feeling left out, and eight companies took it upon themselves to set up shop on the literal "fringe" of the festival and put up shows anyway. Today, the Edinburgh Festival Fringe hosts over 3,000 shows, over 50,000 performances in each festival! Genres range anywhere from theatrical drama, to stand-up comedy, musical storytelling, children's shows, and so much more.

In North America, we have fringe festivals all over the US and Canada, and there is a touring circuit that many artists from all over the globe travel on, showing their unique takes on performance art. This begins in May, in Tampa then heads North, up into Canada, and across until it finally heads south again towards the end of Summer. There are huge festivals in Minneapolis, MN and New York, and the largest is in Edmonton, Canada.



The Edinburgh Festival Fringe, 2011.

History and Track Record

Trish Parry and William Glenn have both produced work in Centro Ybor, Silver Meteor Gallery, Arts on 9th (now closed), Kama Gallery, and at New World Brewery. David Jenkins is the long time Artistic Director of Jobsite Theater, and his ties to the community run deep.

As touring artists, Glenn and Parry have worked across numerous festivals around the world. In addition to his role as Production Coordinator for Punchdrunk's *Sleep No More*, in Manhattan, Glenn has served as Operations Manager for Frigid New York and Festival Technical Director for FringeNYC, and Parry has produced work at festivals including Edinburgh, Adelaide, Orlando, and many more. The festival also enjoys mentorship from Michael Marinaccio, veteran Festival Producer of the Orlando Fringe as well as from David Warner, Editor of Creative Loafing Tampa, and former City Editor of the Philadelphia Daily News.

Now going into its third year, the 2017 & 2018 festivals received enthusiastic responses from the local press, with Mark Lieb saying that "We needed this" and Tampa Bay Times Arts Critic Andrew Meacham saying "Transforming Ybor City from abandoned warehouses to the bohemian, artsy district it is today took decades. Another quantum leap in that direction could take just a weekend."

Past Sponsors and Partners

Since 2017, we have received space donations from our venues worth over five thousand dollars. Creative Loafing printed and distributed our festival guides to more than eighteen thousand readers, and provided space for our events at their CL Space across the four days of the festival worth close to five thousand dollars. We have also accepted donations from PRP Wine International and 3 Daughters Brewing, printing from 4 Dimension Printing, tickets from Busch Gardens for our volunteers, and housing from Norwegian Creative Studios.

In the past we have received the Jeff Norton Dream Grant, the 2018 YCDC Special-Events matching grant, sponsorship from MoSI, and thousands in donations from individual donors. Further to this, we have had amazing support from our sponsor publications - Watermark, Creative Loafing Tampa Bay, and Tampa Bay Gay.

In 2019 we are looking ahead to further ourselves as an organization outside of fringe time, and will be seeking funding to expand our operational budget for administration and artistic projects year-round.



Tampa International Fringe Festival
www.tampafringe.org - 347.358.9682



We offer varying levels of sponsorship with a diverse package of rewards and marketing opportunities, in thanks for your support with the 2nd annual Tampa International Fringe Festival a reality!

	BASIC	PREMIUM	PREMIUM +	SILVER	GOLD	PLATINUM
AMOUNT OF SPONSORSHIP	100	250	500	1000	2500	5000
Sponsor acknowledgement during all curtain speeches before each show in every venue.						✓
30 second ad on rotation at all venues with televisions.					✓	✓
Sponsor acknowledgement at Preview & Awards Nights ceremonies.					✓	✓
Button on the Front Page of the Website.				✓	✓	✓
Logo on all banners at venues and at Fringe Central.				✓	✓	✓
Logo on printed program distributed across Tampa Bay.			✓	✓	✓	✓
VIP Event Access.			2	2	4	4
Eliminator Pass (All-Access).				1	2	2
Complimentary Tickets		2	2	4	4	4
Complimentary T-Shirt & Button	1	2	2	2	4	4
Logo and special Thanks on our website.	✓	✓	✓	✓	✓	✓

