

THE BATH FRINGE FESTIVAL

MAKING ARTISTIC PERFORMANCE
THE CENTRE OF ATTENTION





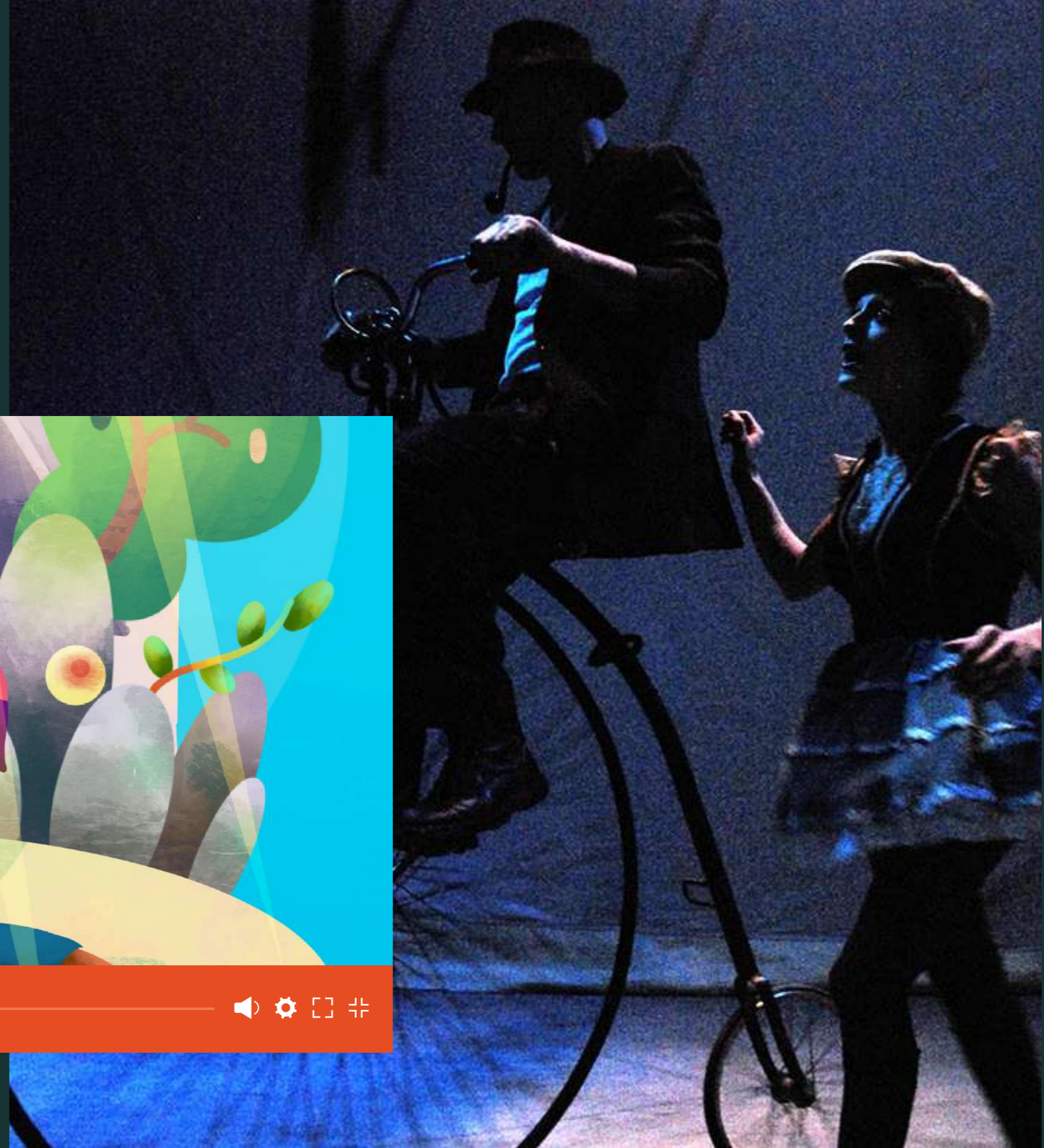
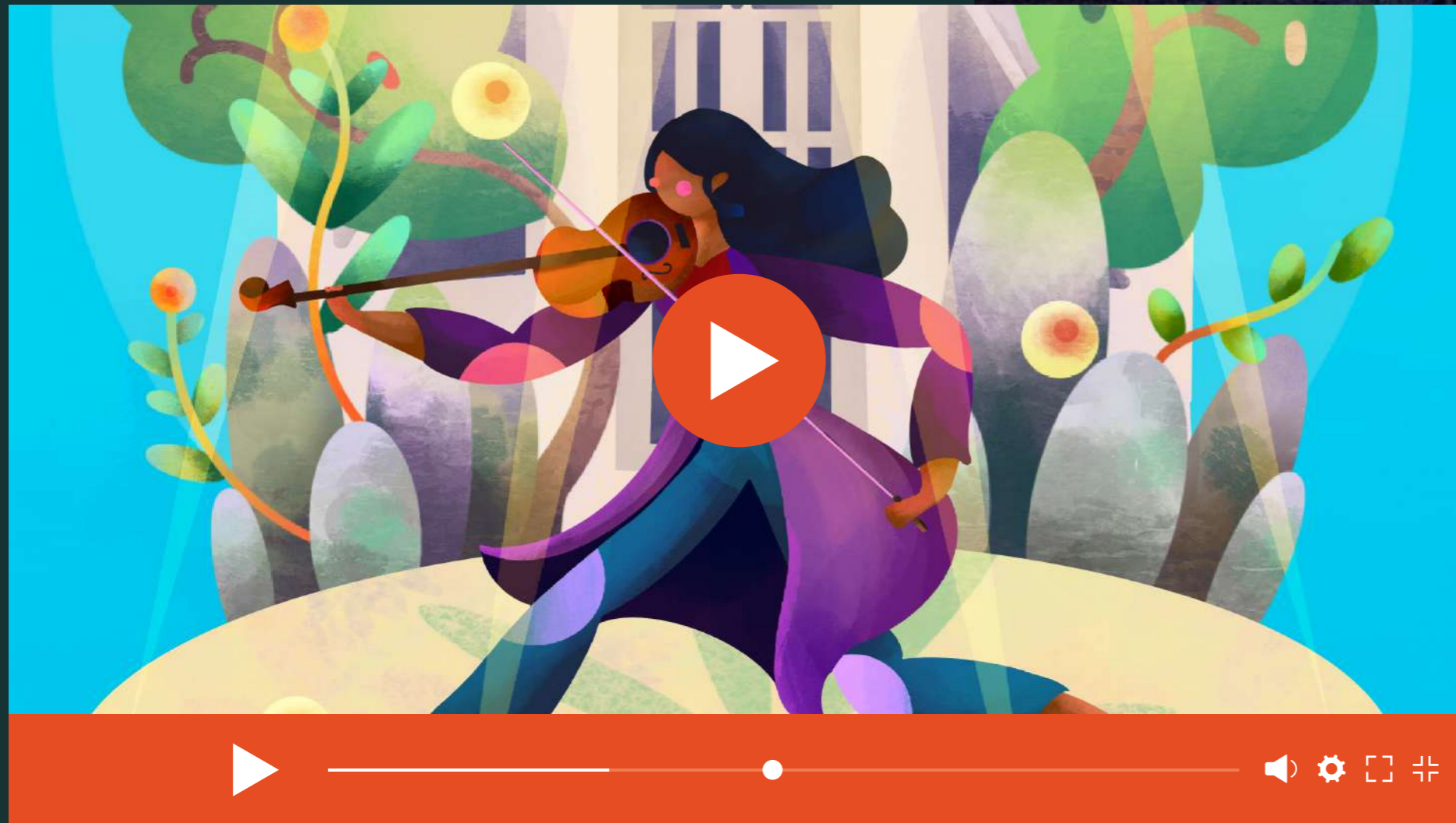
We have supported the Fringe for 14 years now because we feel it is the best value for money festival in town, given its very limited means. It is amazing what that small team achieves every year!

THIS YEAR, WE ARE DOUBLING OUR CONTRIBUTION.

Gitte Dawson - Cobalt Trust



WATCH THE SHORT SHOWREEL



OUR RICH HISTORY

Like the city of Bath itself, Bath Fringe has a rich history, albeit not quite as long - Bath has been a 'City of Culture' since before the Romans.

More recently Bath Fringe Festival has built a reputation for developing art forms, events and audiences that have since become mainstream. At our heart, the Bath Fringe offers an alternative establishment for art both locally and nationally.

TRUE TO THE NAME, THE BATH FRINGE UNLOCKS NEW AND ENGAGING ART FORMS AND CHALLENGES MAINSTREAM INTERESTS FOR SOMETHING DIFFERENT.



BEHIND THE SCENES?

We established as a cooperative in 1992, building on the success of an earlier Bath Fringe (from 1982), and inspired by the Bath Arts Workshop & Walcot Festivals of the 1970s - especially in their interest in Outdoor Arts and working in the Community - and the famous Bath Blues Festivals of 1969 & 1970 (which in turn inspired Glastonbury).

We are managed by a voluntary committee of 10 people including our two part-time workers, along with other volunteers that help during the festival. Bath Fringe Festival runs in association with FaB – Fringe Arts Bath, the visual arts organisation that runs a parallel festival - and Streats Ltd., an arts charity supporting & developing high-quality regional, national and international street theatre in Bath.



FROM THE FRINGES

The Bath Fringe is a festival of all the arts, with few rules as to what should be in or out! It is what people want to do, and what venues in Bath want to show. The varieties are endless and it's never the same twice.

We are a Fringe of the 'classic' nature (like Edinburgh, Brighton & so on) and among the principles of a Fringe, is that anyone can put an event into festival. If it can be organised, it can be part of the show. In practice, most art shows and performances are hosted by Bath venues, local promoters, or by the artists themselves!

FREE & PAID-FOR EVENTS, INDOORS
& OUTDOORS, IN ESTABLISHED
VENUES AND POPUP SPACES



WHAT YOU CAN EXPECT

The Bath Fringe Festival takes place over 17 days in late May & early June, including the Half Term and Bank Holiday. It offers:

MUSIC, THEATRE, COMEDY, CIRCUS,
CABARET, DANCE, VISUAL ARTS, STREET
ARTS, OUTDOOR PERFORMANCE, KIDS'
EVENTS, FILMS, AND GREEN EVENTS.

We are one of the longest-lived Fringe festivals in the UK and we have a growing international reputation. We feature both international and local artists

Over the years we have been entertained by: Jamie Cullum, Mel and Sue, Barry

Cryer, Eliza Carthy, Georgie Fame, Arthur Smith, Miranda Hart, Country Joe, John Otway, Ska Cubano, The Blockheads, Robert Fripp, Nina Conti.

**WITH EVENTS FOR ALL AGES,
WE HAVE SOMETHING FOR EVERYONE!**



AUDIENCE PARTICIPATION

More than **175** performances and art shows, in over **36** different venues, from more than **600** artists, to audiences close to **20K**.

Over 40%

OF OUR AUDIENCE ARE MILLENNIALS, WELL-EDUCATED, IN SEARCH OF ENGAGING EVENTS IN THEIR FREE TIME.



Nearly 30%

ARE OF A SLIGHTLY OLDER DEMOGRAPHIC THAT HAVE A REFINED TASTE FOR ART AND PERFORMANCES.



60%

OF THE FESTIVAL'S AUDIENCE IS COMPRISED OF BATH LOCALS,



30%

FROM NEIGHBOURING COUNTIES



10%

IS OUR NATIONAL AND INTERNATIONAL AUDIENCE.



WHAT STANDS OUT



Bedlam Fair

The Fringe's flagship event, which normally sits on its middle weekend, a free outdoor arts event in the city centre, run with collaboration from local businesses, the local authority and BID. It has a strong regional & national profile and has been the heart of the Bath Fringe

Festival. Please Note that this event needs a substantial budget and may not run in future years unless major sponsorship or collaboration is found.



Big Gig

Bath Fringe Festival presents notable artists from genres of music, which are not heard in Bath regularly year-round. Genres like world

music, contemporary jazz, folk, electronica and cult artists.



Fake Escape

A company formed specifically to perform in Bath Fringe and to create a new writing / new performer / immersive & installation theatre events unique to the festival. They have gone on to greater successes as a company but still want to create a big



mad anniversary show with Bath Fringe, based on the High School Musical template - but with undertones of Art and overtones of Outrage.

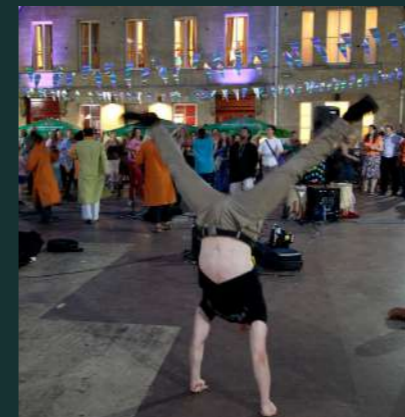


WHAT STANDS OUT



No Fit State Circus

Britain's foremost Circus / Theatre company, are long-time associates of Bath Fringe and - given the financial input - would need little encouragement to park their Flying Saucer tent in Bath for 10 days of their high-grade, high-production-value, high-skill, high-thrill show - more rock'n'roll than red nose.



Outdoor Evening / Afternoon Experience

Often a highlight of the entire festival, these have taken place in Bath Parks, in the garden of the Holburne Museum, or under the glass canopy of Green Park Station; they are often ticketed events and allow an audience to explore Outdoor Artforms at a higher artistic level and as a deeper experience.



Tented Shows

We ran a Spiegel tent [2003-14], which offers a unique feeling as an intimate venue for a limited time only, that the City had to experience while it was there: mostly music and comedy. With a committed partner we could easily update the formula for the 2020s and onward, the city is still missing it!

Tech-based show – This is a way of incorporating innovative use of IT, digital and communications equipment into our work.

Immersive Show – Outdoor and installation-based work is ideal for this in-vogue performance experience style.



CHILDREN'S FESTIVAL

One of the big hits of recent years was the return of our Children's Festival, a week of entertainment and activities under canvas over Half Term in a local park.

WE LIKE TO KEEP PRICES LOW TO KEEP IT SOCIALLY INCLUSIVE, AND TO MAKE GREAT DAYS OUT FOR ALL THE FAMILY. 2023 SAW 2400 HAPPY VISITORS.



FRINGE ARTS BATH

Fringe Arts Bath is a visual arts organisation that emerged from Bath Fringe Festival in 2007. A cheeky little sister of sorts, and working with the same fringe ethos, Fringe Arts Bath's free annual festival runs in parallel with Bath Fringe's dates.

Aiming to raise the profile of contemporary visual arts in Bath and beyond, Fringe Arts Bath provides early-career and emerging Curators and Artists with a platform for development as well as opportunities to test new ideas beyond the gallery-based arts scene. Fringe Arts Bath facilitates collaborative projects between Curators, Artists and commissioning bodies with their annual festival and creative projects throughout the year.



HOW WE KEEP FRINGE ALIVE

The Bath Fringe Festival has been a regular event in the City for many decades and is among the few truly fringe festivals.



OUR COMMUNITY AND ARTISTS INSPIRE OUR FESTIVAL PROGRAMME. Our vision for the future is to continue to offer a stage for self-expression and performance, and also ignite interest and foster curiosity in our audiences. The ideas and opportunities are infinite, given the resources: together we can create content to engage and entertain our audiences and communities.

WE ARE LOOKING FOR PARTNERS THAT SHARE OUR VISION FOR FRINGE PERFORMANCES AND ARE INTERESTED IN JOINING US ON THIS VOYAGE OF SELF-EXPRESSION.



HOW WE BRING IT TO LIFE

There are so many facets to our festival; the potential of what the Bath Fringe can offer a partner is only limited by our imagination. Developing a partnership will offer your business a unique opportunity to help shape and positively drive our festival programme.



We offer such a diverse range of performances, we want to incorporate your business objectives in a way that complements and emphasises a partnership. This is very tailored to your business and goals, but some examples of partnership rights could include;

- **Overarching title sponsorship** of the Bath Fringe Festival.
- **Bedlam Fair partnership**, as the flagship event there is huge opportunity for branding, hospitality and press coverage.
- **Present the Kids Festival** there is no better way to positively impact the community.
- **Brochure partnership** with a print run of 18k and circulation of 6 weeks, we could include advertorial features about your partnership with Bath Fringe.
- **Individual performance support** that best aligns with your business and brand
 - Outside now
 - No Fit State Circus
 - Outdoor Evening
 - Fake Escape
 - Big Gig
- **A more visual partnership** with Fringe Arts Bath.
- **Bespoke video content** of how your partnership helps enable performances within the festival.
- **Unique social media content** with our performances that supports & complements marketing objectives for your business.
- **Case study** or practical implementation of your brand and products used within our festival programmes (where applicable).
- **PR opportunities** surrounding the festival performances with local and national coverage.
- **Marketing opportunities** for your company in alignment with our festival marketing plan (where applicable).
- **Staff engagement** and bespoke workshops (where applicable).
- **Bespoke event** our festival work can help create a bespoke work event like no other using our experts in imagination and resourcefulness.



WHY IT MAKES SENSE

The Bath Fringe Festival is one of the best in the country!

The experience of Fringe is always new, always experimental, but always popular - like the best of the greenfield festivals

There are businesses and brands that share our ambitions that can collaborate with us to continue to create new and entertaining performances on the fringe of popular culture.

Brands that champion creativity & encourage personal expression can join us, as we engage with audiences through our various performances.

Companies that can help us bring the shows to life, or keep them running. We are open to discussion with businesses that can help us build better digital infrastructure or provide tech support.

WE BELIEVE THAT THE BATH FRINGE CAN HELP GIVE BUSINESSES AND BRANDS A REAL AND AUTHENTIC INVOLVEMENT WITH AMAZING ART AND PERFORMANCE THAT ENTERTAIN AND DELIGHT AUDIENCES.



PHOTOS & CREDITS

Cover Inverted by Nik Palmer

P1 Bilbobasso by Piers Awdry

P2 NoFitState Circus from their archive, Fringe 2023 artwork by Sophie-Marie Webb

P3 The Newspaper Man by Paul Blakemore, Bilbobasso by Piers Awdry, The Shy Mice by Paul Blakemore, Inverted by Nik Palmer

P4 Marie-Louise Flexen as Charlie by Wendy Matthews

P5 NoFitState Circus from their archive, Mary Bijou Circus by Piers Awdry, Bilbobasso by Piers Awdry, The Newspaper Man by Paul Blakemore, NoFitState Circus from their archive

P6 Mary Bijou Circus by Piers Awdry

P8 The Shy Mice by Paul Blakemore, Crowd by Piers Awdry, Fake Escape From their archive

P9 NoFitState Circus from their archive, crowd scenes by Piers Awdry

P10 Pics from Bath Fringe Children's Festival 2023 archive

P11 Pics from FAB archive

P12 Bobby Tromple by Paul Blakemore, crowd scenes by Piers Awdry, Natural Theatre at Bedlam Fair by Mark Bishop

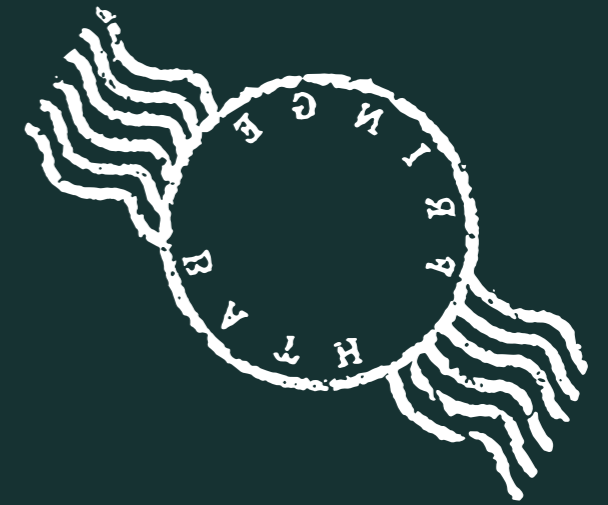
P13 Crowd scene by Piers Awdry

P14 Inverted by Mike Thornberry

P15 Dotcomedy at Bedlam Fair by Wendy Matthews



WE ARE PASSIONATE
ABOUT OUR WORK;
WE WANT TO HELP
STIMULATE SELF-EXPRESSION
AND PERFORMANCE.



JOIN US AS WE ENTERTAIN
FUTURE AUDIENCES AT
THE BATH FRINGE FESTIVAL.

