GILDED BALLOON

EDINBURGH FESTIVAL FRINGE 2027

MARKETING & PRESS INTRODUCTION



4-30 AUG 2027

HELLO!

We are thrilled that you're applying to Gilded Balloon for the Edinburgh Festival Fringe 2027!

The purpose of this guide is to give you an idea of what Marketing & PR support we offer for our shows, what's included in our standard marketing fee and options for paid add-ons across our venues and channels. As a Fringe Venue, we're positioned to facilitate shows both in the physical space and also in raising awareness of across whole programme but the show and their producer is still the driving force behind the marketing and press campaigns.

ABOUT US

Scotland's leading producer of live comedy and entertainment, year-round and at the Edinburgh Festival Fringe

Gilded Balloon was founded in 1986 with one theatre and 7 shows per day growing to become one of the biggest Fringe venues and Scotland's leading producer of live comedy in just over 40 years. We are proud of our roots as as a **family-run, female-led, Edinburgh based** arts organisation based producing comedy and entertainment year-round.

We are an **established** part of the Fringe with acts and audiences returning to our familiar pink venues year-on-year but also make sure to keeping our programme and brand at the cutting-edge of what festival audiences are looking for even when they might not know it! Comedy has been at the centre of our programme since the beginning and forms a large part of our reputation including the creation of the now iconic **So You Think You're Funny?** competition in 1988 and it remains a key part the Gilded Balloon identity. However, we've also grown our theatre, music, magic and family programmes significantly with some recent success stories in those areas.

AUDIENCE

This is just a snapshot of some of our audience segments and how they might apply to your show.

Scottish
As an organisation based in the city year-round, we have a very loyal local, Scottish audience which we aim to reflect in our programme championing rising Scottish voices and established favourites.

Diverse
Everyone is welcome to enjoy shows at Gilded Balloon and as a proudly women-led venue, we have always encouraged women and marginalised genders to performer and enjoy our shows. We have also worked to establish our programme as uplifting LGBTQ+ voices which we continue to prioritise in our outreach and as part of our staff training to ensure that everyone feels comfortable in our shows and venues.

All ages
Thanks to our diverse programme, we are always pleased to see a range of ages attending shows with family shows welcoming families, new theatre bringing in young adults, stand-up for comedy fans, and established acts from across the decades. There really is something for everyone.

REACH

As part of our programme, you'll become part of our identity and we'll use our channels to promote your show. Thanks to our established presence at the Edinburgh Fringe and year-round in Scotland, we've grown a loyal, engaged audience with reach on various channels including:

- Instagram - 19k followers, 3M+ monthly views during the Festival
- TikTok - 15k followers
- Facebook - 13k followers
- Email - 28k subscribers
- Website - Over 10k **daily** visits during the festival

HOW WE'LL SUPPORT YOU

In this section we'll break down what the marketing and publicity fee outlined in your deal memo and contract contributes to. The following should not be considered as a substitute for the visiting company's own press and marketing campaign.

IN-HOUSE SUPPORT FROM THE MARKETING TEAM

- Advice and support from our full press and marketing team before and during the festival with an open-door office policy for in-person support every day during the festival.
- One on one surgeries with the press and marketing team during the festival for specific requests
- Marketing & Press guide materials on how companies can successfully market their shows, with information on advertising, out of home, design, content, press, imagery, target audiences, flyering and more

IN-HOUSE MARKETING CAMPAIGNS

- Inclusion in our full programme campaigns across digital, social, out of home, media partnerships and influencer campaigns - for examples, check out our Instagram
- Show announcements, genre highlights, review round-ups, weekend recommendations and much more

PRESS & PR

- Press launch event at the start of the festival showcasing the full programme to invited members of the press
- Inclusion in our Press Pack distributed to our database of journalists and publications, in which every show has an entry where they can submit a press release and any media photos
- Programme-wide promotion and pitching of our full programme which may include your show where relevant media contacts or reviewers are interested - please note that we will not handle your primary press campaign and pitch your show individually
- Management of all incoming press enquiries, press tickets and press coverage inclusion display of top reviews on our physical press boards at each venue in prime locations
- Opportunities to feature in our **Pink Wednesday** campaign and other cross-programme photocalls

CROSS-VENUE COLLABORATIVE MARKETING

- Coordination with other top Fringe venues on any festival-wide marketing opportunities to raise the profile of your show

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PRINTED MATERIALS, BRANDING & DISTRIBUTION

- Standard entry into the **GB brochure** with distributed of over 20k copies across the city and in all of our venues before and during the festival (see add-ons for expanded entry options)
- Design, production and installation of Gilded Balloon branding at each venue hub, including show listings in prime locations and digital listings shown throughout the venues driving high-volume audience footfall
- Limited print run and installation of A3 venue-dressing posters, where artwork has been provided

INCLUSION IN LARGE-SCALE VENUE LISTING SIGNAGE

- Large posterboard signage outside the venue with the name, time and show image (space permitting) in a **prime location** at the main entrance of the venue
- Digital signage listings across the venues

ENTRY ON THE GILDED BALLOON WEBSITE

- Included in **SEO strategy** to drive awareness and visibility on Google
- **Facebook Pixel** installation on your event page and checkout journeys
- **New website design** for 2027 festival with improved searchability, SEO, rich media, tracking and more

EXCLUSIVE PARTNERSHIP OFFERS

- Exclusive discounted rates with our partners for print, distribution, videography, photograph, outdoor advertising, media ads and more



marketing@gildedballoon.co.uk 0131 622 6567

OTHER MARKETING ADD-ONS

On top of our standard marketing support, we also offer some paid add-ons to promote your show in our venues and through our channels including:

LARGE-SCALE VENUE POSTER BOARDS

One of the best ways to promote your shows to an already engaged Fringe audience is via our venue posterboards. These will be only offered to Gilded Balloon shows in each of our venues with sizes including A2, A1, A0 and Phonebox all located in prime locations in the centre of the festival.

EXPANDED BROCHURE ENTRIES

Alongside our standard ¼ page Gilded Balloon brochure entry, we also offer ½ page and full page expanded entries for a high-impact feature in our widely distributed programme.

WEBSITE BANNER ADVERTISING

We receive a high volume of website traffic leading up to and during the festival, averaging over 10k sessions a day and we offer banner ads on rotation to reach potential purchasers at the purchase decision point.

STREET TEAM

We have a dedicated Gilded Balloon Street Team with a great reputation as one of the friendliest at the festival. They will be flyering our in-house Gilded Balloon Productions but we are often able to offer up additional flyering slots to our wider programme as and when they come up to support your own flyering efforts (with a splash of pink)

OTHERS

There are various other Marketing & Press paid and unpaid opportunities that we will share with you on a regular basis throughout the process with a shared goal of getting as many bums in seats as possible.

GETTING IN TOUCH

This guide is not exhaustive for how you'll work with our Marketing & Press teams throughout the process with more details to be provided further down the line but we hope it's given you some sense of the ways we can help you to have the best experience of the festival.

If you have any marketing or press questions throughout the process, the best way to reach us is via email. This will ensure your query reaches the correct person who can help you.

For marketing related enquiries, email marketing@gildedballoon.co.uk
For press related enquiries, email press@gildedballoon.co.uk

DURING THE FESTIVAL

As mentioned above, we operate an open door policy during the Fringe, meaning you can drop by our office in one of our venues every single day. More details to be confirmed further down the line.