

# BRIGHTON FRINGE

SPONSORSHIP  
OPPORTUNITIES  
2026



BRIGHTON  
FRINGE.

# ABOUT BRIGHTON FRINGE



England's biggest arts festival will be taking place again next year from 1 May to 31 May 2026, bringing its usual eclectic mix of theatre, cabaret, comedy, dance and music to the City of Brighton & Hove.

Our audiences, over 77,000 ticket buyers in 2025, are of ✨ every age and many backgrounds, all looking to discover and enjoy incredible art. We welcomed over 800 events this year at Brighton Fringe, taking place at over 150 venues across the city.



## OUR AUDIENCES

### Words used most frequently to describe Brighton Fringe:



- **70%** of those surveyed live in the Brighton & Hove area
- **39%** of those surveyed are aged 35-54
- **80%** are returning visitors to Brighton Fringe \*

\*Figures based on data collected from our 2025 audience survey



# BRIGHTON FRINGE OFFICIAL BROCHURE 2026

Full colour high quality A4 brochure, 100 – 120 pages

30,000 copies printed and distributed to key venues in and around Brighton including -

- Train stations
- Supermarkets
- Libraries
- Museums
- Shopping centres
- Brighton Fringe box office
- All Brighton Fringe venues





## SPONSORSHIP PACKAGE INCLUDES:

- Company logo on the front of every brochure (30,000 copies)
- Back page full colour advert
- Branding inside the publication
- Opportunity to brand the venues guide/map in the centre spread
- Digital version of the brochure available on our website
- Sponsorship announcement in our online Brighton Fringe platforms\*



## ADVERTISING OPPORTUNITIES:

FULL PAGE £1000

HALF PAGE £500

QUARTER PAGE £250



# BRIGHTON FRINGE OUTDOOR CAMPAIGN SPONSORSHIP

Opportunity for one company to be associated with our Brighton Fringe outdoor campaign which will run for 4 weeks and include:

Bus super-sides - 10 routes

Large 48 sheet billboards -

- Hollingdean Road
- Ditchling Road
- Fiveways

10 lamp post banners on Queens Road,  
outside Brighton Railway Station

Plus 500 A3 posters across the city





# ARTIST & VENUES OUTDOOR CAMPAIGN SPONSORSHIP



Company logo/branding seen across the city on:

- Lamp post board sponsor
  - Approximately 100 lamp post displays across the city
- Venue board sponsor
  - Over 100 venue boards are displayed outside each of venues across the city





# ONLINE SPONSORSHIP

Headline e-ticket sponsorship includes: ★

- Logo and hyperlink on all e-tickets
- Logo on our website under the Sponsors section
- Sponsorship announcement in our:
  - e-newsletters
    - 11,250 External newsletter
    - 8,572 Internal newsletter (artists & venues)
    - \*average open rate 60.5%
  - online
    - 67,487 active users
    - \*average engagement time over 4 minutes
  - social channels
    - Instagram 23.4K followers
    - Facebook 19K followers
    - Tik Tok 1174 followers

77,726  
TICKETS SOLD  
IN 2025

ONLINE SPONSOR

£10k

1 AVAILABLE



# JUBLIEE SQUARE ACTIVATIONS



A versatile events space in the heart of Brighton

Located within Brighton's North Laines

Space available during the week and weekends in May 2026

Perfect for product sampling, product launches, and experiential campaigns

20 x 23m outdoor space

Price to hire during May:

- £1,500 1 day
- £2,500 2 days
- £3,000 3 days (inc. Bank Holiday Mondays)

PERFECT SPACE  
FOR BRAND  
ACTIVATIONS





# AWARD SPONSORSHIP

Sponsor one of our Brighton Fringe Awards in 2026

- Brighton Fringe offers a series of Awards in collaboration with various local, national and international organisations
- Awards are given to those whose work at Brighton Fringe was of exceptional standard and guarantees them free entry to Fringe 2027
- Company listed as an Awards provider on all comms
- 2/3 tickets to attend Brighton Fringe Awards ceremony on 31 May 2026
- Award sponsors can also present the Award
- Sponsorship announcement on our Brighton Fringe online platforms\*

\*see online sponsorship page for more details





# BURSARY SPONSORSHIP

Brighton Fringe offer a series of bursaries in collaboration with various local, national and international organisations

Bursaries ensure that those who may not normally take part in Brighton Fringe can do so

Sponsors will receive:

- Logo on our website under the Bursaries section
- 2/3 tickets to attend Brighton Fringe Bursary Showcase in 2026
- Opportunity for an organisation to be associated with the bursary scheme
- Company listed on all comms
- Sponsorship announcement on our Brighton Fringe online platforms\*

\*see online sponsorship page for more details



# Development Manager

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[brightonfringe.org](http://brightonfringe.org)

