



**PARTNER WITH**

**FRINGE**

**FRINGE  
MANILA**



**FRINGE 2015** IN NUMBERS...

**111** EVENTS

**388** PERFORMANCES

**20,000+** AUDIENCE ATTENDANCES

**1,000+** ARTISTS

**P1.5M** IN TICKET SALES



**Manila Fringe Festival Inc. is a non-stock, non-profit organization and producer of FRINGE MANILA, an annual multi-arts festival staged each February.**

The first festival of its type to be staged in the Philippines, Fringe Manila joins a network of over 200 Fringe festivals in cities as diverse as Edinburgh, Macau, New York, Toronto, Taipei, Melbourne, Amsterdam, Singapore and Prague. Fringe festivals have an international reputation for showcasing contemporary cultural practices across diverse genres including theater, dance, visual arts, music, comedy, literature, cabaret, circus and performance art... to name a few.

Fringe aims to be a catalyst for empowered creativity, and to discover unheard voices, by showcasing the work of both established and emerging artists and collectives, from across the Philippines and around the World, to new and engaged audiences. It will offer an opportunity for local work to sit alongside international work, encouraging a cross-pollination of ideas and practices.

Running across 18 days and nights, Fringe Manila will celebrate the diversity of Filipino culture and the artists and companies who are creating daring and thought provoking work. It will encourage networking between artists and forge connections between local and global artistic communities, and the greater global Fringe network.

Whether you want to share in our community spirit or achieve tangible business outcomes, we would love to talk further about our festival, your organization and how we can tailor a meaningful partnership package.

**For more information contact us on [hello@fringemanila.com](mailto:hello@fringemanila.com).**

## GOOD FOR AUDIENCES

**83%**

**OF PEOPLE FEEL THAT FRINGE HELPS A CITY FEEL MORE GLOBALLY CONNECTED.**

**86%**

**OF PEOPLE BELIEVE THAT FRINGE INCREASES PRIDE IN THEIR CITY.**

**92%**

**OF PEOPLE AGREE THAT FRINGE SHOWCASES A CITY'S CREATIVITY AND VIBRANCY.**

**98%**

**OF PEOPLE BELIEVE THAT FRINGE IS AN IMPORTANT ADDITION TO THE CULTURAL LIFE OF A CITY.**





## GOOD FOR ARTISTS

**87%**

OF ARTISTS AGREE THAT FRINGE PROVIDES A GREAT PLATFORM FOR SHOWCASING EMERGING WORK.

**95%**

OF ARTISTS BELIEVE THAT FRINGE OFFERS A GREATER OPPORTUNITY TO MEET WITH OTHER PRACTITIONERS LOCALLY AND INTERNATIONALLY.

**96%**

OF ARTISTS RECOMMEND FRINGE TO OTHER ARTISTS.

ARTIST AND AUDIENCE RESPONSES TO PERTH FRINGE'S (AUS) INAUGURAL PROGRAM IN 2012.

(COURTESY BOP CONSULTING)

### Why align with Fringe Manila?

With the right tailored package, a synergy between your organization and Fringe Manila can deliver the following:

- Enhanced brand awareness and recognition.
- A highly visible platform to communicate to our diverse audience.
- Unique opportunities that you can use to engage with your own clients, including a ticket allocation to Fringe shows.
- Exclusive invitations to Fringe events.
- Opportunities to profile your organization and connect with other business leaders.
- Creative leveraging concepts that can showcase your organization's brand.
- A vibrant platform to demonstrate corporate social responsibility.
- An opportunity to take advantage of the ever-growing realm of social media and online platforms.

### Fringe has a broad & diverse reach

In an Impact Study undertaken at the conclusion of the inaugural Perth Fringe 2012, (Australia) it was found that 44% of survey respondents stated that they do not regularly attend cultural events (i.e. less than once a month). Of the 56% who did, they most frequently attended cinema and music concerts.\*

This suggests that Fringe attracts a sizeable 'non-arts' audience. This is an important aspect of Fringe Manila, which is to encourage the diversification of audiences in order to support the increasing maturity and diversity of the city's growing cultural scene, and also to provide our Partners with benefits that attract both main stream and niche markets.

\* Courtesy BOP Consulting



# FRINGE MANILA

**Manila Fringe Festival Inc.**

Basement, Legaspi Towers 300  
2600 Roxas Boulevard (cnr Pablo Ocampo St)  
Malate, Manila  
[hello@fringemanila.com](mailto:hello@fringemanila.com)  
[www.fringemanila.com](http://www.fringemanila.com)

## FOLLOW US

**#FringeMNL**

