

# LONDON HORROR FESTIVAL

SPONSORSHIP PACK

the  
SPACE

•PLEASANCE•



# WHAT IS THE LONDON HORROR FEST?

Since 2011, the London Horror Festival has delighted and scared audiences by championing an eclectic programme of horror theatre, from puppetry adaptations of literary classics and midnight mind-reading to immersive interactive experiences and LGBTQIA+ cabaret.

By fostering new talent at the same time as nurturing the constantly growing horror theatre scene, it has grown from its humble beginnings to become the UK's original and largest festival of horror in the live performing arts.

Returning for its TENTH edition, the festival will be taking place from the 19th–31st October at two accessible venues across London: The Pleasance in Islington (<https://www.pleasance.co.uk>) and The Space, a theatre based in a former gothic church in the Isle of Dogs (<https://space.org.uk>).

By extending across two venues for our tenth anniversary, this year's festival will be our biggest offering to date and we are looking for sponsors to collaborate with. Previous sponsors include West End Hit (now film) Ghost Stories, the Horror Channel, Artist Jessica F. Holt, Hobgoblin Brewery, PS Publishing and the British Library.





# WHAT THE PRESS SAY:

The LHF has attracted volumes of fantastic press attention, including the Times Critics Choice for Halloween and coverage in The Stage, the Guardian (Lyn Gardner's Top Picks), the Evening Standard, Metro, BBC, Time Out and dozens of other online horror and theatre publications.

*"The London Horror Festival revels in exhuming themes gory and grisly so this isn't an event for those with delicate dispositions."*

- Daily Telegraph

*"Like your performing art challenging and dark? This is the festival for you."*

- The Londonist

*"This is a festival actively determined to stage serious adult horror..."*

- Headpress

*"Why do we always need the folks from the UK showing us how to do things properly?"*

- Dread Central

*"the festival has been opening horror up to the talents of fringe theatre, embracing many imaginative, weird and wonderful ways of staging the genre. Audiences can expect to scream, feel sick, laugh, cry, sing (really), and to be challenged and entertained. All in time for Halloween."*

- A Younger Theatre



## WHY SPONSOR THE FESTIVAL?

- Each year thousands of people visit the London Horror Festival from all over the UK and abroad. Whilst COVID-19 may potentially reduce audience capacity, we estimate we will still safely house up to 1500 people with social distancing. Our key markets (outside of traditional theatre goers) include the media savvy 18-35 market, fans of horror and science fiction literature and cinema, fans of 'geek' culture, the goth, metal and alternative music crowd.
- Whilst we have specific key groups that we market to, we are not restricted by these groups. In recent years horror has massively infiltrated mainstream culture with film franchises like The Conjuring and IT, as well as West End Hits like The Exorcist Live, Let The Right One In, The Woman In Black and Ghost Stories being huge box office successes.
- All of this is extremely reflective of the current desire for horror-based entertainment within the general public. Many festival attendees in recent years have been comprised of people who have previously not been to a horror-themed event. By programming a wide-range of performance styles, sub-genres and diverse artists we make the festival an inclusive environment for people of all ages and interest groups new to either horror or theatre.





## WHY SPONSOR THE FESTIVAL?

- This year the London Horror Festival will take place at both The Pleasance and The Space, two of London's most loved and pioneering Fringe theatre venues.
- The Pleasance Islington has been a launch pad for some of the most exciting live arts practitioners and comedians since opening in 1995. The likes of Michael McIntyre, Russell Brand, Adam Hills and Les Enfants Terribles are just some examples of their regular performers. In 2019 they hosted the critically acclaimed Night of Living Dead LIVE!
- The Space in the Isle of Dogs provides opportunities for local residents to engage with the arts and offers a range of platforms for performance and artist development. Its patrons include Sir Ian McKellen and Marie McLaughlin.
- By spreading the festival over two venues across London, our programme of events will reach double the audience numbers (which means more chance for you to reach your target audience!).
- This tenth anniversary edition is therefore a considerable and unique marketing opportunity for anyone who wants to reach a culture-savvy but demographically diverse audience around the Halloween season. Maybe you want to promote your business and reach new customers? Perhaps you've got a bar or a hotel that you'd like to drive extra trade to? If you're searching for brand association with one of the Halloween season's highest profile London events then look no further!
- Alongside ticket holders, our printed programme, social media networks and website are the primary points of contact for potential sponsors. Our online platforms receive large traffic numbers and the A5 glossy full colour 20 page programme will be distributed across London by a leading PR Firm to theatres, cafes and bars throughout September and October reaching at least 3000 people.



## SPONSORSHIP PACKAGES:

### **ZOMBIE—£100**

- **Acknowledgement as sponsors online, in the official Festival press release, and on all printed publicity materials relating to the Festival, with your brand displayed prominently on the Festival website and printed programme.**
- **This includes a web advert (image or animated GIF) with clickable link to your company's website, and your company logo featured on the printed programme and posters.**

### **VAMPIRE—£250**

- **All Zombie level benefits, plus half-page colour advert in the printed programme.**
- **Regular shout-outs on our social media channels (10,000+ followers).**

### **DEVIL—£500**

- **All Vampire level benefits, plus upgrade to full page colour advert in the printed programme.**
- **Regular E-shots to Festival mailing list.**
- **Opportunities to distribute your brand's publicity material at shows, including product launches and competition giveaways with Festival audiences.**

# SPONSORSHIP PACKAGES:

## GHOST—£1000

- All Devil level benefits, plus dedicated full page article in the printed programme for you to talk about your brand and why you are sponsoring the festival.
- VIP tickets to shows.
- Year-round press and PR opportunities in association with the Festival.

## CTHULHU—£1000+

- All Ghost level benefits, plus the Playwriting Competition prize named after your company.
- Regular meet and greets with Festival artists.

the  
SPACE

• PLEASANCE •

LONDON  
HORROR  
FESTIVAL

**If you would like to discuss  
sponsoring the festival please email  
[londonhorrorfestival@gmail.com](mailto:londonhorrorfestival@gmail.com)**

**DEADLINE FOR RECEIPT OF ADS AND PAYMENTS: MONDAY 23RD AUGUST**