



A NIGHT OF
GHOSTS

**SPONSORSHIP
PACK 2024**



A NIGHT OF GHOSTS

A Night of Ghosts is an interactive night of spooky entertainment. Created by Des O'Gorman [The Ghostbusters of Scotland, Comic Con Host] and Ash Pryce [Co-founder Edinburgh Horror Festival] and featuring two different, full shows in one double bill. It will tour August and September 2024. **Ash Pryce: Ghosts:** Step into the psychic's parlour for an experience with the supernatural, the paranormal, and things that go BUMP in the night. A theatrical seance show that will skirt the edges of what is real and what is on the other side of the veil. Featuring recreations of elements of Victorian Seance, magic, and ghost stories by candlelight. **Des O'Gorman - Still Ready to Believe You:** The latest version of his one-man comedy tribute show to Ghostbusters. Fun, funny and moving, Des talks about everything Ghostbusters and how growing up a fan has it's up and downs, how it affected his life, and how it helped him propose. Covering the movies, comics, cartoons, toys and the newest installment, Ghostbusters Frozen Empire, this show is for anyone who knows who to call!

THE 2024 EVENT WILL BE STAGED IN

MATLOCK BATH

The Grand Pavilion, an Edwardian complex in the heart of the Derby Dales.
Capacity 150 minimum to 300 maximum

GLASGOW

The Britannia Panopticon, the World's oldest working Music Hall.
Capacity 120

LEICESTER

Firebug Bar, one of Leicester's most popular music and arts venues.
Capacity 100

NEWCASTLE

Prohibition Cabaret Bar, an exciting Speakeasy inspired space.
Capacity 60

SHEFFIELD

Sidney & Matilda, an intimate venue popular among Sheffield's night life. Capacity 40





A NIGHT OF GHOSTS

MARKETING AND ONLINE REACH

A Night of Ghosts will have a digital reach of approximately 500,000, this is through our own, and partner venues and organisations social media, as well as online promotional and marketing content through advert reach. It will have a print reach of up to 35,000 local to venues, through our own printed materials, and in print advertising. As well as posters in locations passed by thousands over the coming months.

AUDIENCE TYPE

A Night of Ghosts appeals to several different types of people; those interested in the gothic, paranormal, supernatural, ghosts, and the occult. It also interests people who are fans of the Ghostbusters franchise, geek topics, or have nostalgic memories of growing up in the 80s or 90s.

It also appeals to magic fans in a more general sense - a genre of entertainment that has seen increased attention in recent years thanks to shows like *Britain's Got Talent* and *Penn & Teller: Fool Us*.

The audience tends to be over 50% women at any show. The age groups usually appear mixed; the event is primarily targeted at adults though does allow 13+ in some venues. Conversations post performance also show that many attend because they simply like the sound of the event.

A third of the UK [BMG, 2017] believe in the paranormal, and paranormal entertainment such as the *Uncanny* franchise are very popular. The latest *Ghostbusters* movie saw increased attendance based on previous instalments [Screendaily, 2024] providing an existing audience interested in this type of event.





A NIGHT OF GHOSTS

HOW YOUR SPONSORSHIP HELPS

It supports disabled artists and provides lower cost entry to audiences who may otherwise be unable to attend.

Sponsorship would enable us to **reduce barriers to entry** for low income audiences by enabling us to add lower ticket tiers, as well as providing a number of **free tickets** for such groups. Your sponsorship would also help in supporting the work of **disabled creatives**.

You would **reach customers within a growing niche** who are interested in gothic, horror, ghosts, the supernatural, Victoriana, and the Geek and Ghostbusting fandom. For some this is already their target market, providing a direct link to them, for others this might be a new customer base that broadens their reach.

THE SPONSORSHIP LEVELS

Every £100 sponsored will include 2 Tickets for low income or marginalised attendees.

- £100**
 - A 10% Discount Code for your company, its staff, and supporters to use
 - Your company listed along with your logo in our programme as a sponsor along with URL
 - Strip advert in programme*
 - Web link on our website supporters page
 - Dedicated social media post
- £200**
 - Previous levels plus a quarter page advert in the programme*
- £500**
 - Previous levels plus your logo on all new print and digital promotional materials including flyers, posters, and online adverts
 - Half page advert in the programme*

Packages above £500 negotiable. A private performance of A Night of Ghosts is available at certain levels.

CAN'T SPONSOR US FINANCIALLY?

We know many people, businesses included, are struggling right now; so if you can't support the project with financial sponsorship we're open to discussing other ideas for how we can work together in a way that benefits both.

This might be through a partnership, or simply promoting each other to our respective audiences and customers. So please get in touch if you think there are ways we could collaborate.

REACH OUT AT ANIGHTOFGHOSTSTOUR@OUTLOOK.COM

*Programmes are A5 (15cm wide/21cm tall). Strip adverts will be full width banners 15cm wide by 2cm tall. Quarter page is 7.5cm wide, by 10cm tall. Half page are 15cm wide by 10cm tall.