

FESTIVAL of FOOLS

Festival of Fools PR Support - Early 2025 – 31st May 2025

We have received funding from Arts Council Northern Ireland and Belfast City Council to support Festival of Fools 2025, including Circusful Corner and our Fresh Fools Cabaret – our community performance programme.

As a result, we are looking for individuals/organisations to support us with the following work area:

- **PR and Media support – to include our launch and securing coverage in the run up to the festival and during / after the weekend:**
Helping us to launch the festival, attract attention, thank funders, build our audiences and donor base.

Background information on Festival of Fools:

Festival of Fools is a free, family-friendly Festival that takes place throughout the May Day Bank Holiday weekend.

Reportedly the biggest street theatre festival on the island of Ireland, returns to Belfast on the 3rd-5th May, 12-6pm and takes place throughout Belfast Cathedral Quarter, with some activities also taking place across the City Centre.

We also have an important community programme, providing an opportunity for young people and adult circus members to perform alongside professional artists and to learn, share and develop their skills together.

Our evening shows takes place in the days following the outdoor programme and is in collaboration with Cathedral Quarter Arts Festival. We transform the Circusful building into a performance space and invite audiences in to see spectacular performances. These shows are ticketed and over the past few years have showcased new and emerging work, and Northern Ireland premieres.

Festival of Fools is well loved:

- *"A wonderfully inclusive festival, uplifting and inspirational for children especially."*, Audience member, 2024.
- *"I've never seen circus before and I like it a lot. Everyone was friendly and welcoming. It was great fun!"* Audience Member, 2024
- *"Brilliant acts, very well organised, Loved it every year - Keep up the great work!"*, Audience Member, 2024.

23 – 25 Gordon Street, Belfast, Co Antrim, BT1 2LG, UK
028 9023 6007 | info@foolsfestival.com

Festival of Fools attracts people from across NI and beyond with a total audience of over 18,000 in 2024. Our audience survey told us that 84.4% rated their overall experience of the Festival as Excellent. 99.8% said that they would recommend the festival to others. 90.8% described the festival as Fun and 70.6% described it as Joyful.

Audiences not only saw shows, but also spent money on accommodation, food and in other retail outlets. Festival of Fools partners with a range of organisations and events. Our local performance and community engagement partner is Circusful. Our accommodation partner is Ramada by Wyndham. We work with Hit the North and CQAF to maximise publicity and audience reach. We are also members of Belfast's Festivals and Events Forum.

We are now seeking people/organisations to help us to launch and broadcast our plans across media, through high quality PR.

Job Description

PR and Media support - To include our launch and securing media coverage in the run up to the festival and during / after the weekend.

The role: Helping us to launch the festival, attract attention, thank funders, build our audiences and donor base.

We are keen to launch the festival in late March / early April so will need your support to define what this means. We need to decide the best strategy - whether that be we develop and execute a solid media plan or we involve performers and do a PR stunt / other event-based launch.

We also need support with writing and selling in a series of press releases and media stories/blogs/other newsworthy articles to gain coverage, build our audiences, generate interest and identify possible donors and sponsors.

Timeline: This work needs to start in early 2025 and will run through until 31st May 2025.

Requirements:

- Launch plan, execution and evaluation.
- Pre-event media interviews, press-releases and coverage secured.
- Evaluation of coverage achieved and tactics used.
- Report capturing coverage secured, reach, readership and recommendations for future years.

Renewal: Subject to funding and, of course, high quality delivery and engagement leading to compelling results, this contract may be renewed on an annual basis for up to three years.

If you wish to apply:

Please write a short paper outlining:

- a. Why you think you are best placed to deliver the outputs.

- b. How you would go about it and how much you would charge, including breakdown.

Please also attach your CV and 2 references we can contact by telephone.

Then email all to info@foolsfestival.com

Questions?: Please call the office to discuss – 02890236007.

PR and Media support – Deadline 17th October 2024.

Generously supported by the Arts Council of Northern Ireland and Belfast City Council.

PRINCIPAL FUNDER



Belfast
City Council