



UPTOWN WATERLOO

COMEDY FESTIVAL

FULL BLADDERS NOT RECOMMENDED.

UPTOWN WATERLOO COMEDY FESTIVAL



Facts

What:

A festival celebrating stand-up and variety comedy from all around the world.

When:

March 8 -10, 2012.

Where:

UpTown Waterloo

First United Church
Rude Native)
The Starlight
Princess Twin Cinema

History:

Third Annual

Target Audience:

People with a sense of humour.



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Brent Butt, Sean Cullen, Debra DiGiovanni, Nile Seguin,
Steve Dylan, Pat Thornton, Chris Gibbs, Rob Pue, Paul
Myrehaug, and more...

Program / Comics



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Festival Extras!

Opening Gala Show

This show is our way of kicking off the festival in style. An all-star line-up of 5 festival comedians with celebrity headliner Brent Butt. A way to get a full taste of what the rest of the festival has to offer. To be held at the First United Church, this show will prove to everyone that church can be fun!

Opening Night After Party

Another new addition to the festival. This after party will open to the public and will include food, drinks, and an opportunity to meet all the comics who performed at the Gala. A chance to take a photo, get an autograph or just say hello to the funny people.

Family Variety Comedy Show

This show returns to the UpTown Waterloo Comedy Festival. A little something for the entire family to enjoy. Filled with lots of good clean laughs and award winning international variety artists. Clowns, jugglers, acrobatics, magic, unicycles...who could ask for anything more?

“Gibberish”

International award-winning UK comedian Chris Gibbs is returning with his new show “Gibberish”. This one man show offers quick wit and quirky things to ponder.

The VIP Festival Pass

This year we have created a festival pass so you can enjoy everything the festival has to offer. This pass will get you reserved seats at our Gala show, admittance to the after party and tickets to a Friday and a Saturday night show. You will be able to see all 10 stand-up comics over the three day festival and not miss a thing.

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Marketing Strategies

Highlights:

Partnering with the UpTown Waterloo BIA.

Advertising Breakdown:

Festival Programs: 3,000 distribution

Festival Posters: 5,000 indoor and outdoor

Festival Banners: 9' outdoor banners

Print Advertising: **The Waterloo Region Record, University Newspapers, SNAP, Waterloo Chronicle, Echo**

Radio Advertising: **Kool FM & K-Fun** media partners creating 2 major radio campaigns.

Television: CTV

Website: Links from various sponsor sites, to our site. Facebook, Twitter and other internet viral campaigns.

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Media and Sponsorship Structure

MEDIA:

Radio Partners (Kool FM / K-Fun)

Newspaper (The Record, The Waterloo Chronicle)

Television Partner (CTV)

WEB & SOCIAL MEDIA

www.waterloocomedy.com

www.explorewaterlooregion.ca

www.koolfm.com

www.kfun995.com

www.uptownwaterloobia.com

Facebook

Twitter

Sponsorship Structure:

Presenting / Title Sponsor

Comedy Gold Sponsors

Jerry Lewis Sponsors

Henny Youngman Sponsors

**Sponsorships range from
\$500 - \$10,000**



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2012 UpTown Waterloo Comedy Festival Sponsorship Levels	Presenting Sponsor \$10,000	Comedy Gold Sponsor \$5,000 - \$9,999	Jerry Lewis Sponsor \$1,000 - \$4,999	Henny Youngman Sponsor \$500 - \$999
UWCF Promotional Rights				
Rights to use UWCF word mark	✓	✓	✓	✓
Category Exclusivity	✓	✓	✓	
UWCF Display and Sampling Rights				
Sampling Rights	✓			
Flyer or Promotion	✓	✓		
Display area within venues	✓			
UWCF Advertising and Promotion				
Logo within print advertising	✓			
Logo on official festival posters and flyers (dist. 5000)	✓	✓		
Logo in official festival program (dist. 3000)	✓	✓	✓	
Full page colour glossy ad in festival program	✓	✓		
1/2 page colour glossy ad in festival program			✓	
Name mentioned in Radio advertising	✓			
Hyperlink from UWCF website	✓	✓	✓	✓
UWCF Signage and Sponsor Recognition				
Banner space at all venues (5 total)	✓			
Name verbally recognized at event	✓	✓	✓	
UWCF additions				
Complimentary VIP Festival Passes (value \$95)	6	4		
Complimentary tickets to the festival (\$25)	12	6	4	4
Invitations to Opening Night After Party (\$15)	✓	✓	✓	✓

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Festival Overview and Impact

The ability to further increase the already spectacular reputation of this popular festival will be essential to the longevity of this event. Our goal has always been to present the highest quality experience for local and visiting audiences and to increase exposure of the Waterloo Region and The UpTown Waterloo Comedy Festival. In addition, we strive to accommodate and partner with many local businesses, the local media and the community to create an outstanding, world-class festival.

The UpTown Waterloo Comedy Festival is a community based event. Our vision is to assist in the revitalization of the UpTown Waterloo core by introducing a new branch of the Arts and Culture sector which has previously been non-existent in the community. This genre of arts allows our community to experience high quality entertainment in a local setting and broadens the national scope of Canadian comedy outside of other regionalized locales, such as Montreal, Halifax, Winnipeg and Toronto.

Our impact on the community and beyond is as follows:

- ❖ Our partnership with the UpTown Waterloo Business Improvement Association increases attendance to UpTown businesses and provides unique media exposure.
- ❖ Local business partners and sponsors, as well as festival venues, see increased revenue and publicity.
- ❖ With the growing popularity of the festival, Waterloo will continue to see an increase in Regional tourism from audiences traveling from outside communities. (4% of tickets purchased in 2011 were from outside the Waterloo Region.)
- ❖ This event fills a need in the city's annual Arts and Culture schedule.
- ❖ The UpTown Waterloo Comedy Festival employs stage managers, production assistants and other positions within the Arts and Culture sector.
- ❖ The festival offers additional volunteer opportunities and introduces new volunteers to the Arts and Culture sector.
- ❖ The structure of this community based event relies on local support and with this growth, also comes symbiotic sustainability.

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Contributing Sponsors



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Production Team

Phil LeConte (Executive Producer) has been involved in the Arts for over 16 years and has been a resident of the Kitchener-Waterloo area for his entire life. Phil has been a supporter, participant and producer of many community events over the last decade, including Waterloo Arts Festival, The Silly People Variety Series and the Waterloo Busker Carnival, as well as a loyal supporter of UpTown Waterloo.
Telephone: 519-897-4997 [E-mail: phil@sillypeople.com](mailto:phil@sillypeople.com)

Colin Franks (Production Assistant) attended the University of Waterloo and currently resides in the Kitchener-Waterloo area. Colin has helped to manage and co-ordinate a number of events, and has participated in numerous others within the region. Telephone: 519-894-8609 [E-mail: info@waterloocomedy.com](mailto:info@waterloocomedy.com)

Lynne Sosnowski (Production Assistant) has produced countless events in her career. Including work with Waterloo Buskers Carnival and Sounds of Summer. Lynne has been stage managing and producing with her company Events Etc. for over 20 years. Telephone: 519-741-1249 [E-mail: events_etc@hotmail.com](mailto:events_etc@hotmail.com)

Richard LeConte (Director of Sales) has lived and worked in the community for his entire life. He has worked as an account executive for several broadband and wireless companies.
Telephone: 519-465-3995 wireless_richard@hotmail.com

Patti Brooks (Executive Director UpTown Waterloo Business Improvement Area) has been Executive Director of UpTown Waterloo BIA for 13 years and has over 30 years of festival, event and theatre experience.
Telephone: 519-885-1921 [Email: uptownbia@waterloo.ca](mailto:uptownbia@waterloo.ca)

Kelly McKeigan (talent scout and consultant) has seven years experience working at Just For Laughs. She has been involved with the production of major events, film and television for the last 15 years. Her company K'edenEntertainment has a worldwide reputation for quality.
Telephone: 1-778-322-4370 [E-mail: kelly.mckeigan@kededentertainment.com](mailto:kelly.mckeigan@kededentertainment.com)