



## DRESS UP AND PLAY

16th - 20th September 2015. [www.thecostumegames.com](http://www.thecostumegames.com)

A riotous, five day festival where the entire city of Brighton dresses up as its alter-ego to celebrate the opening weekend of the Rugby World Cup

### Welcome to The Costume Games

- The first ever festival where an entire city will be given over to people in costume
- Brighton & Hove's official celebrations for the opening weekend of the Rugby World Cup
- **The Costume Games** will be based in the strategically located Old Steine Gardens, just minutes from the Fan Zone on Madeira Drive
- Over 50,000 people are expected to visit the Fan Zone and **The Costume Games** over the weekend
- Five day programme of events, parties, performance art and carnival-celebration
- Street art installations by world renowned artists throughout the city
- Introducing the world's first Cosplay Costume Carnival
- Significant advertising on perimeter fence along main thoroughfare into Brighton (100k footfall per day\*)
- Creative and tailor-made sponsorship opportunities available

Partnered with



Supported by





**The Costume Games** has grown out of the successful Brighton Japan festival, which over five years played host to what is now the largest outdoor Cosplay Event in the UK. It has been created by a team of people who are behind some of the most successful festivals in the city's calendar.

Paddle Round the Pier Beach Festival

**Footfall: 55,000**

Pride Village Party

**Footfall: 40,000**

Brighton Japan

**Footfall: 35,000**

Brighton's bid for the European Capital of Culture

**Footfall: 500,000**

Brighton's bid for City Status

**Footfall: 250,000**



## Celebrating the opening weekend of The Rugby World Cup

- Brighton is the only city featuring two games during the opening weekend of the RWC with Japan v S. Africa on the Saturday and USA v Samoa on Sunday
- Japanese and Samoan national rugby teams to train in Brighton in the lead up to the competition
- **The Costume Games** will therefore attract international and national media coverage
- **The Costume Games** in prominent Old Steine Gardens will be the major focus of celebrations over five days
- Featuring world's first ever Cosplay Costume Carnival through the streets of Brighton with 5 sections: Asia led by Japan, Oceania led by Samoa, the Americas led by USA, Africa led by S. Africa and Europe led by England
- **The Costume Games** supper club and bars are the perfect corporate hospitality venue for Brighton based businesses
- Brighton residents and world-leading artists to be invited to collaborate in the artistic creation of **The Costume Games** in the Old Steine Gardens

## Sponsorship Packages

The Costume Games are all about fun, creativity and participation, and we're interested in talking to you about any ideas you have. Want to dress your building? Your shop? Your street? The lamppost in front of your office? We're interested in talking to you to make **The Costume Games** the most creative and participatory event in the UK.

---

Headline Sponsor	<b>£30k</b>
Alcohol Sponsor	<b>£20k</b>
Official Sponsor	<b>£10k</b>

### Individual Event Sponsors (**£500—£5k each**)

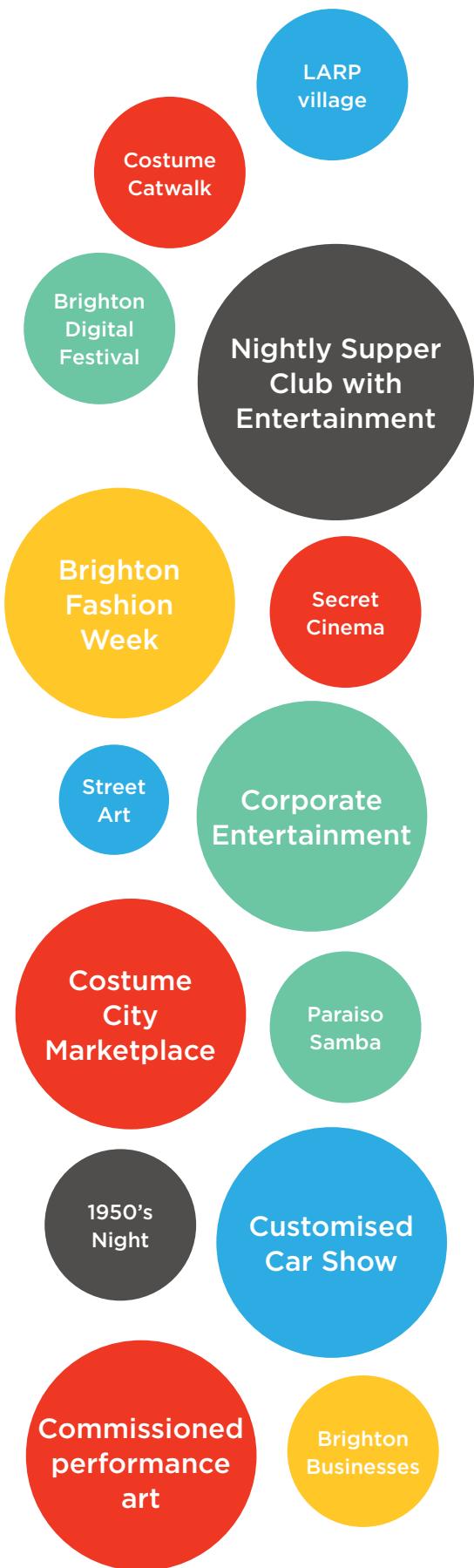
- Lady Aiko public street art  
(to include creation of specially commissioned art in major areas of Brighton)
- Cosplay Costume Carnival and after-party
- 1950's American drive-in with Elvis get-together
- Customised cars in the city
- Themed Supper Clubs
- Secret Cinema
- Costume Theatre Catwalk
- Corporate entertainment events

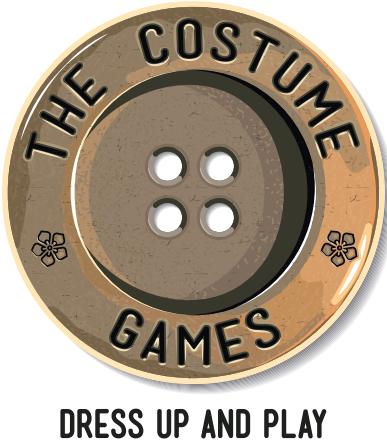
---

## Advertising Packages

The Old Steine Gardens has a weekend footfall of **100,000** per day,\* and offers unrivalled advertising opportunities. Please contact us for more information on [info@thecostumegames.com](mailto:info@thecostumegames.com), or call Nicky on **07941 492305**

\*Source: Brighton & Hove City Council





## Stallholder Application

A festival celebrating the opening weekend of the Rugby World Cup  
Old Steine Gardens, Brighton, BN1 1GY  
16th – 20th September 2015

Applications are invited from those interested in selling goods relating to:

- Cosplay
- Costume
- Armoury
- LARP
- Fetish wear
- Hair design
- Makeup design
- Prosthetic goods
- Leather wear
- Metalwork
- Clockwork punk
- Animé
- Comics/Manga
- Mad-Max vehicle modification
- Urban Arts
- Gaming technology

We are also inviting applications for hot and cold foods, and specialised drinks.

All applications should be sent to  
[info@thecostumegames.com](mailto:info@thecostumegames.com)

## The Pitch

Each exhibition/retail space is 3m x 3m. However custom sizes are available on request. Please contact us if you do **not** have your own marquee/ez-y-up gazebo. We will have some limited covered areas available in our main marquees upon request on a first come first served basis.

## Power requirements

Each concession will automatically receive one Single Phase, 3kVA Supply – offering a blue 16 Amp socket free of charge. The event will also provide lighting for each stand.

Further blue 16 Amp sockets are priced at **£20 each**.

Single Phase, 7kVA Supply – we can supply a blue 32 Amp socket at **£50.00 each**.



DRESS UP AND PLAY

## Cost of stalls for the entire festival

### Type of stalls

**3mx3m**

**(£)**

**£500**

**£200**

**£50**

Food  
other commercial  
retail/exhibitor  
non-profit

Fees for each type of the stalls are as shown in the table above.

NB. Stallholders will not be allowed to book for individual days (unless pre-arranged), and will be expected to attend for the whole weekend.

A 10% discount is available for those wishing to book before May 1st 2015.

### Website / publicity

In addition to the practical facilities listed above, all stallholders are permitted a feature on **The Costume Games Website** at no additional cost. Please submit your branding/logo as a jpeg image and max 50 words about your product/sales, along with your emailed application.

## Selection criteria/application process

Due to the high volume of anticipated demand for commercial stalls, these will be allocated by a Selection Committee. The selection decision will be based on the quality, variety and price range of products offered by stallholders in order to ensure that visitors enjoy a good range of experience at **The Costume Games 2015**. Applicants are advised to include details of their specialty products and an estimate of the price range of their selected menu or non-food goods in their application.

### Location

**The Costume Games** will take place in the Old Steine Gardens, Brighton, BN1 1GY. A provisional map of the location is shown below.



DRESS UP AND PLAY

---

Business/Company Name .....

Main Contact Person .....

Address .....

---

Email .....

Phone Numbers .....

Website .....

What do you sell? .....

Agreement: I/We agree to comply with the terms and conditions stated by the  
The Costume Games Committee. \*

(\*please mark with x)

Signature .....

Date .....



DRESS UP AND PLAY

