



DRESS UP AND PLAY

16th – 20th September 2015. 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

Taking part in The Costume Games

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.

Some of our proposed events include:

- 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
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Advertising and sponsorship packages

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

*Source: Brighton & Hove City Council

