

THE GREEN HOUSE

BY BOXEDIN THEATRE

Sponsorship Pack

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Contents

Welcome to The Greenhouse – the first ever zero-waste performance venue at the Edinburgh Fringe, situated on Infirmary Street at Edinburgh’s Center for Carbon Innovation (ECCI), and dedicated to pursuing a more sustainable future for the arts. We are currently looking for sponsors to help us deliver this project – our partners can expect to reach hundreds of thousands of people, while protecting Edinburgh’s cultural heritage and preserving its natural environment. Take a look through our pack for a little bit more information about what the project is, and how it might benefit you!

Intro - **p. 2**

Situation (The Edinburgh Fringe) - **p. 4**

Zero-Waste (our process) - **p. 5**

Creating a Community - **p. 7**

Engagement Figures - **p. 8**


Thinking Long-Term - **p. 10**



A performance venue. A community space. A greener Fringe.

The Greenhouse is the first ever Zero-Waste performance venue at the Edinburgh Fringe. Hosting a programme of 8 shows – from storytelling to family theatre, dance to straight drama – it will excite audiences in to a discussion about the environment, and our relationship to it. Our programme of workshops will provide a fun and practical space to explore how sustainability can be implemented in to artistic practice and daily life. Environmental events plus live music every night will create a relaxed space to unwind and share thoughts with other artists. And our environmental initiative will foster support and a community for artists to change their behaviour for the better.

Most of all, this project is about a sense of community – generating grassroots, artist-led change towards a more sustainable future.



“An astonishing production...I simply cannot wait to see more of their magic.” – The Tribe.



Situation (The Edinburgh Fringe Festival)

The Edinburgh Fringe generates tonnes and tonnes of waste every year and has a terrible impact on the environment. As the largest arts festival in the world, this supports an unsustainable relationship between the arts and the natural world – which we think is a real problem. The Fringe recommends each of its **3,500 shows** should **‘think in the low thousands’ when ordering flyers**, and order **‘around 100-500’ posters**. Using a conservative estimate (1000 flyers, 100 posters) for each show, that’s a total of **3.5 million flyers, and 350,000 posters**. All of which end up as waste. And this is before we consider, set, props, and costumes for all these shows, and the waste created by the building and subsequent dismantling of 317 venues.

Yet this problem isn’t generated by the Fringe itself. Or even most of the venues. It’s artists. We are the ones that bring all the marketing materials; all the set, props and costumes; a large proportion of the waste. **So, if we want the Fringe to do better in this regard, it is down to us as artists to make it so.**

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Zero-Waste

Enter The Greenhouse, the Fringe's first ever zero-waste venue dedicated to promoting sustainable artistic practice.

Creative Materials

Our shows come from a variety of different genres, and all aim to spark discussion on our relationship with the environment. All set, props, and costumes will be created from upcycled materials found in and around Edinburgh.

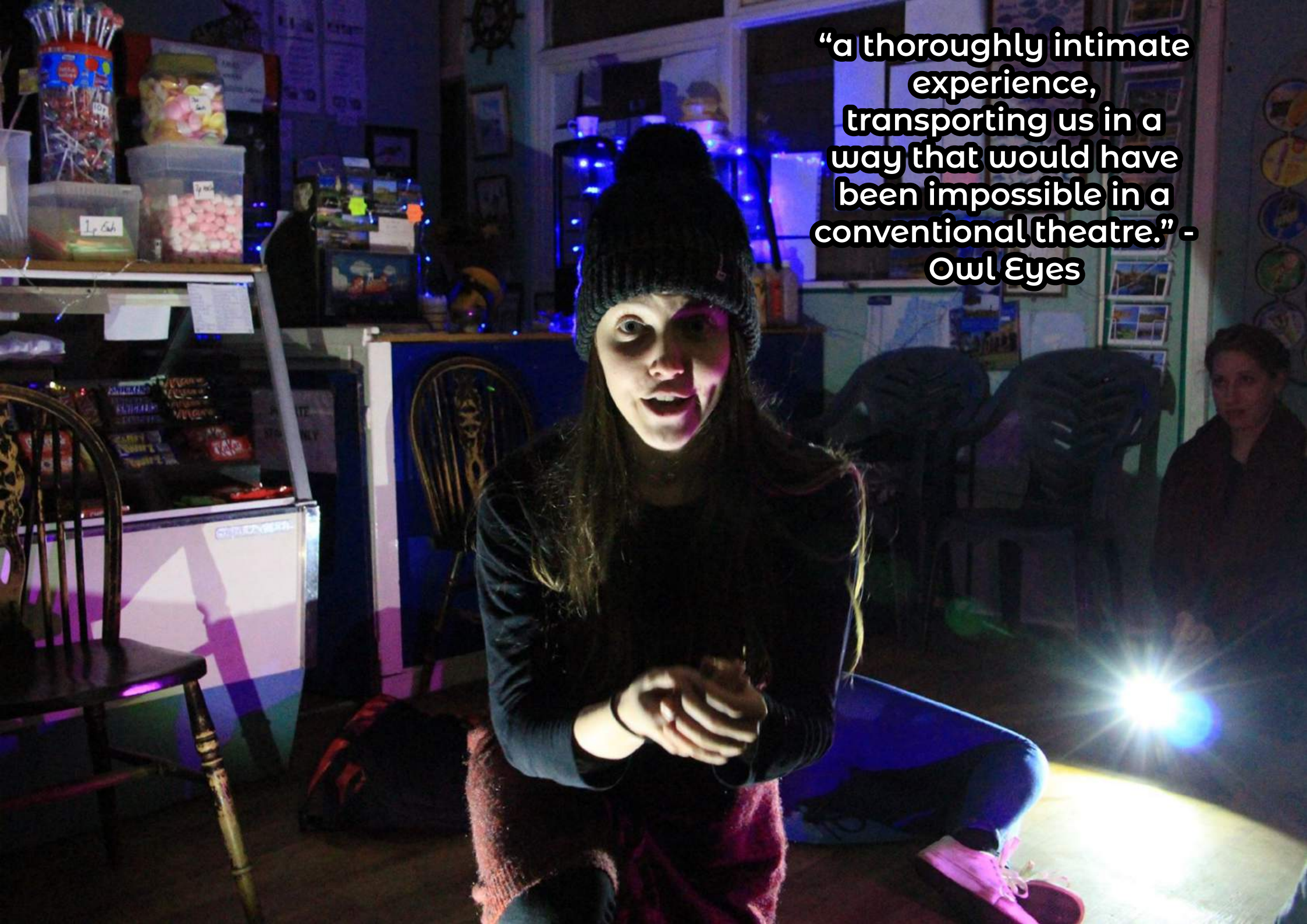
Marketing

We will not be putting up any posters or flyers, instead focusing on in-person communication and digital marketing. We have developed a partnership with the recycling firm Viridor, who will be providing 6 wheelie bins that we aim to fill with recycled flyers every day. This will provide us a point of contact with potential audience members, offering to recycle flyers for them rather than handing flyers to them.

A Permanent Home

Our venue will be made entirely out of found and recycled materials. Largely, that means second-hand lighting trusses, and salvaged wood from construction sites in and around Edinburgh. All the materials used to create the performance space will be donated to local artists after the project is finished.

**“a thoroughly intimate
experience,
transporting us in a
way that would have
been impossible in a
conventional theatre.” -
Owl Eyes**





Creating a Community

We want to make sure this message – this idea – lives and grows beyond the Fringe. As well as a space for top quality performances, The Greenhouse will be a place for artists to share, discuss, and debate ideas. Through our environmental initiative and programme of workshops, we will foster a community of like-minded creatives working together for a more sustainable future. A machine is greater than the sum of its parts, after all.

Workshops will provide a space for artists to combine ideas, and practically experiment with implementing them in to their practice. They will be split in to three categories: **creative practice** (creating various forms of theatre and art in a sustainable manner), **sustainable admin** (how theatre makers can prioritise sustainability in their organisations), and **environmental living** (sustainability and decreasing an individual's environmental impact). We will host a total of 12 workshops across August.

Our **environmental initiative** (supported by the Green Arts Initiative at Creative Carbon Scotland) will provide advice, support, and practical incentives for other artists to act more sustainably. Artists signing up to the initiative pledge to fulfil 5 challenges, including ensuring **75% of their creative materials are reclaimed** and **reducing disposable marketing materials by 10%**. Every company that successfully fulfils all five criteria will receive an e-badge demonstrating their commitment to sustainable arts practices.



Engagement Figures

Capacity – **8,900 people** across all our shows and workshops throughout the Fringe.

Engagement with the venue – **between 20,000 and 25,000**. Last year, our temporary space in a similar location (Hill Square Garden) engaged approximately 20,000 people (from people attending nearby venues to locals walking past the space). The marketing budget for The Greenhouse is about 2x larger - we will convert this in to increasing the number of people that see and engage with our space by 25% or more.

In person – **approx. 150,000**. Last year, the two-week period for our shows saw a team of six working 2 hours a day to hand out 20,000 flyers. This year, there will be 24 people each working on the Royal Mile for 2 hours, every day for four weeks. This will multiply our in-person engagement eight-fold.

Website – **approx. 16,000**. Last year, we saw a 10% conversion rate from our in-person marketing to our website. We have used the same statistic here.

Social Media – **Approx 120,000**. Last year, we saw a total of approx. 20,000 engagements across our Facebook, Twitter, and Instagram – during a two-week period of performing 2 shows and one pop-up show. This year, we run for double the length of time, with just under 3 times as many shows. This should multiply our engagement by a factor of 6.



**"A clever performance,
and unlike anything I've
been a part of before." –
Canal Street Magazine**

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Thinking Long-Term

Among everything else, The Greenhouse a proof of concept. We want to show that it is possible (and not all that difficult either) to make top quality work for the Edinburgh Fringe in a sustainable manner. And we want to show there is a community of artists and businesses who believe the same thing. Once we've done that, the only way is up!

Ed Fringe

We are committed to repeating the project. We will use our momentum to lobby for a sustainability board at the Fringe Society, inviting creatives in to the discussion on a more sustainable festival.

This year, we aim to engage with at least 100 other companies with our environmental initiative.

We aim to double that number each year for the first three years.

Other Festivals

After two years at the Edinburgh Fringe, we aim to expand the project to other festivals around the UK (and abroad). This will significantly widen its reach, allowing us to provide more support and expand the community of sustainable artists. It will also allow us to explore how issues of sustainability effect artistic communities in different areas.

A Permanent Home

After five years, The Greenhouse will find a home, becoming the first ever permanent zero-waste performance space in the world. We will provide two yearly residencies for artists to explore how they can implement sustainability in to their practice. We will be able to reach further afield, working with companies and NGOs to explore partnerships for a more sustainable future.

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Sponsorship

We are currently looking for organisations to sponsor The Greenhouse. This is an opportunity to leave a lasting mark on the largest arts festival in the world, protecting Edinburgh's natural beauty while preserving its cultural heritage.

£1,000 + – Bronze – Your brand's name and logo listed as a 'Donor' in the footer of the Greenhouse's website, and on the sponsorship page of our electronic brochure.

£2,000 + – Silver – As below. Your brand's name and logo appears as an 'Original Donor' in the footer of The Greenhouse's website indefinitely, and in all future programmes and brochures.

£5,000 + – Gold – As below. Full-page listing in The Greenhouse's electronic brochure. You will receive up to 4 complimentary tickets every day, to any of the shows in The Greenhouse. We will share content from your brand on our social media, once a week through July and August.

£10,000 + – Platinum – As below. Your brand's name and logo painted on the door of The Greenhouse (size 50cm by 50cm), and on each of our 6 wheelie bins that will be collecting flyers to be recycled on the Royal Mile, every day. We will write 2 blog posts about your brand (one in May, one in August), to be publicised through our social media. You will also receive 6 complimentary tickets for shows in The Greenhouse every day.

£30,000 + (full project funding) – Diamond – As below. Your brand's name and logo will be painted on two sides of The Greenhouse (size 200cm by 200cm). We will create a two-minute promotional video explaining how you have supported the project, to distribute as you see fit. You will also receive 8 complimentary tickets for shows in The Greenhouse every day.

**“added artistic verve and
a sense of exploration to a
sunny afternoon in the
garden...an extremely
pleasant experience.” -
Owl Eyes**





Thank you!

Thank you for taking the time to read this – we hope you can see how a sponsorship with The Greenhouse would be beneficial to your brand, and will help push for a more sustainable future in Edinburgh and beyond. If you would like some more information about the project, would like to discuss bespoke sponsorship packages, or simply fancy a chat, please don't hesitate to get in touch with us via email (**info@thegreenhousetheatre.com**) or on the phone (**+44 7570113151**). More information on the project will be available on our website (**www.thegreenhousetheatre.com**), which will launch on the **1st March**.

Thank you for your time, and we look forward to hearing from you!