



Objectively
Funny
Work with us 2020

**'A compassionate approach
to creating shows'**

Guardian

What is this?

Objectively Funny is a team of four comedy lovers and makers with two decades of collective experience in the industry both on and off stage. The company started in 2017 with an 11-day festival at the Albany in London that gained national recognition and critical acclaim.

In 2019 we produced a massive 7 shows from stand out emerging artists. We appreciate that bringing work to the Fringe is challenging and full of stressors. We want to foster a more caring community within comedy, so last Fringe we ran free peer-support mental health workshops for anyone working at the festival, developed with a professional NHS therapist.

We produced shows with startling theatrics, ridiculous silliness, artful storytelling and absolutely shedloads of jokes. We also put on three showcases, in the form of our free-entry weekends, big-name charity fundraisers and an end-of-fringe whopper from DIY art-comedy heroes Piñata.

We're looking forward to bigger, better things in 2020!

OF class of 2019



Working towards 2020, Objectively Funny will provide the following support for a rate of £1000 -

- ***Edinburgh venue negotiation***
- ***Booking outside advertising including Out of Hand****
- ***At least five previews in the lead-up to Edinburgh***
- ***Previews at The Albany in Great Portland Street, where we are based throughout the year. We will also source other preview opportunities for you, in London and around the UK***
- ***Create a booklet including all the shows we produce, as well as any fundraiser gigs we put on and Friends of Objectively Funny shows***
- ***Support with mental health in the lead-up to and during Edinburgh***

We pride ourselves on being a tight-knit and supportive group of creatives and friends. We will strive to support you as much as we can through the creation and rehearsal process of your show, as well as during the Fringe

- ***Advice and support with writing copy for Fringe brochures***
- ***Social media promotion from OF channels and newsletter***
- ***Image creation and Objectively Funny branding***
- ***OF social media trailer***
- ***London gigs - both new material and industry showcases***
- ***PR sessions - how to market your own show***

• Stage management and on-the-ground support every day in Edinburgh

• You will be assigned a lead producer from the team who will help you every day of Edinburgh - they will help with get ins and outs, meeting and directing your street team, liaising with venue staff and the general smooth running of your month!

• Gigs and showcases to build audiences in Edinburgh

We are creating a database of various spots you can do during the Fringe to promote your show. We will contact these gigs on your behalf to book you into them if you wish

• Technician sourced for/with you

We have built a network of skilled and reliable technicians, some specializing in lighting or sound design. We can help match you with a technician best suited for your show.

• Professional creative support sourced for/with you

If you think you would benefit from a director, lighting designer, sound sculptor, prop maker or whatever you may wish for your show, we can find one for you or, if you have a specific idea of who you would like, we can contact and liaise with them on your behalf

- **Outside eyes as you build the show**

All of the members of the team have experience as performers, with two of the producers having eight Edinburgh shows between them. We are always happy to provide notes and feedback

- **Fully equipped rehearsal space free to use in London at the Albany**

- **Industry / awards outreach**

- **Box office management / comp management**

We have professional experience of managing and working in festival box offices. We can manage any comp requests that come through, booking them in or authorising them on your behalf.

- **Fully trained street team in Edinburgh***

Street team sourced and plan coordinated pre- Edinburgh to ensure flyerers have seen shows and acts have met them. Strategy put in place to have flyering tie in with marketing and support during run to ensure effectiveness in attracting audiences.

- **Merch organisation**

- **Accommodation and travel advice**

**additional costs for these things, eg. flyerer/tech wage and outdoor marketing is not included in the £1000. Flyering costs £11 per flyerer per hour, outdoor marketing and tech fees range in cost.*

To work with Objectively Funny next year, please email hello@objectivelyfunny.com with the following information:

- **Your experience as a comic, including but not limited to any accolades or reviews**
- **The intention for the content of the show - what will it be about, in what style, etc**
- **A recent video, ideally showing us some content from the show**
- **Where would you like to perform it in Edinburgh, and what hopes do you have for it**
- **Why us? What makes you want to work with Objectively Funny**