

FRINGE THEATRE *Awards*

2026/27 season Information for sponsors



Why sponsors are getting involved

The **Fringe Theatre Awards** has rapidly established itself as a major annual celebration of independent theatre, recognising the artists, venues and productions that drive one of the UK's most vibrant creative sectors.

The 2026 ceremony delivered:

- A sold-out awards ceremony at the iconic Clapham Grand
- Representation from theatres and companies across London and the UK
- Extensive engagement from theatre professionals, producers, performers and audiences
- Positive feedback praising the event's professionalism, atmosphere and production values
- Strong momentum and anticipation for the 2027 ceremony

"What a night!! Honoured to have won Lead Performance (Musicals) at the inaugural Fringe Theatre Awards"

Dora Gee, winner, The Mad Ones

"It's great to have a new set of awards honouring and recognising outstanding achievements in Fringe Theatre"

Muse Theatre

"Loads of talent in the room, a wonderful celebration of theatre at the beautiful Clapham Grand"

SHAW2020 Theatre Company

"We are truly humbled to have won a People's Vote Award"

The Front Room, Weston-super-Mare

"A wonderful evening at the Fringe Theatre Awards"

Sally Hughes, Managing Director & Artistic Director, The Mill at Sonning

FRINGE THEATRE *Awards*



Writing



Design



**Performance
in a play**



**Performance
in a musical**



Specialism



Direction



Miscellaneous



**Outstanding
production**



People's vote

The next **Fringe Theatre Awards** will build on the success of our inaugural ceremony, offering sponsors a unique opportunity to align their brand with creativity, innovation and excellence within the UK's thriving fringe theatre community.

The awards ceremony will be on **Sunday 9 May 2027** at The Clapham Grand.

The Clapham Grand, Clapham Junction,
21-25 St John's Hill, Battersea, London SW11 1TT
<https://claphamgrand.com>

How do we help fringe theatre?

Our **interactive map** shows the location of all the fringe theatres in London, with contact details. We also offer a **free listings service** for all fringe theatre shows, as well as the ability to promote shows through our **e-shots**.



Our unique **daily calendar** displays all the shows on every day, so it's easy to find a show.

We don't charge a membership fee, or a fee to participate. We include short run shows and specialisms so everyone is in with a chance, irrespective of their budget.

What we have achieved

- Since launching in April 2025, the **Fringe Theatre Awards** have grown into a recognised platform for celebrating the breadth and diversity of fringe theatre.
- In that time, we have built a dedicated network of accredited reviewer-assessors, championed hundreds of productions through our nomination process, and engaged audiences by inviting them to recognise their favourite venues through our People's Vote.
- Our community continues to grow, with thousands of supporters receiving our updates and following the awards throughout the year.
- Beyond our regular awards, we have proudly supported major theatre festivals across the UK, including celebrating outstanding work at the Edinburgh Festival, while also recognising exceptional theatre-makers with Special Awards for their lasting contribution to the fringe theatre community.
- As our network continues to expand, so too does our geographical reach. We are continually increasing our coverage of productions, venues and festivals across the UK, ensuring that more theatre-makers and audiences have the opportunity to be recognised and celebrated.
- Our aim remains the same: to shine a spotlight on the creativity, passion and talent that make fringe theatre such a vital part of the performing arts.

Advertising

Your chance to make an impact: take an advertisement in the Awards Programme, which will be given free to all attendees.

	Dimensions mm, width x height	Price
Full page	210 x 297 + 3mm bleed	£500
Half page horizontal	190 x 133	£300
Half page vertical	93 x 270	£300
Quarter page	93 x 133	£180
Eighth page	93 x 65	£100



Sponsorship packages

This is your opportunity to get your company name and logo in front of the people who make Fringe Theatre great.

We have four levels of sponsorship.

	Gold Sponsor £8000	Silver Sponsor £2500	Sponsor £1500	Supporter £100
Company name on marketing materials, social media and press releases	●	●	●	
Logo on announcements	●	●		
Logo on trophies	●			
Ad in programme	Back page + front cover top billing	Inside covers	Full page	Logo
Logo on sponsor boards	● ● ●	● ●	●	
Logo on photo booths	● ● ●	● ●	●	●
Logo on screen	Solo always on screen	Large with trophy collection	Medium between presentations	Medium during intervals
Tickets to Award Ceremony	10	6	4	2



What they said about the FTA ceremony 2026

"Congratulations! Great event on Sunday. Excellent venue – big space but still an intimate feel – well chosen!"

"It came over that a lot of thought had been put into the style of presentation, the tech support and stage management."

"Compere was excellent, kept things moving, the 30-second video 'thank-you' was a great idea."

"An event not to be missed – 9th May is in the 2027 diary!"

John Plews, Supporting Independent Theatre (SIT)



"The glittering celebrations of the Fringe Theatre Awards at the Clapham Grand..."

"Really cool venue, worked really well, you could tell a theatre producer had put this together, a properly organised show."

"Very much looking forward to next year when they do it again."

Darren Murphy & Natalie Maher, The Theatre Audience Podcast