



CIRCUS 250

THE OFFICIAL COMMEMORATIVE PROGRAMME.

250 years ago, on an abandoned patch of land near London’s Waterloo, showman, entrepreneur and equestrian rider Philip Astley drew out a circle in the ground and filled it with astounding physical acts. This spectacle was the world’s very first circus. It was 1768, a time of revolutions. But the real revolution Astley created was a whole new art form. His 42 foot ring, the dazzling combination of jugglers, acrobats, clowns, strong men, bareback riders... every circus, anywhere, began at this moment in 1768.

250 years later, circus is a worldwide phenomenon. There’s barely an art form that isn’t touched by it. Every schoolchild can tell you what a circus is. Many of us would secretly like to run away and join one.

The anniversary of this most pervasive, popular, born-in-Britain art form will be marked in 2018 by a UK-wide celebration. Museums, filmmakers, designers, theatres, orchestras, schools, libraries and circuses will all join in because circus is everywhere and for everyone.

Circus250 is about enabling pioneering work, forging new partnerships, building new audiences and embedding circus at the heart of our culture – in the ground-breaking spirit of Astley.

So what does Circus250 seek to achieve?

To **CELEBRATE** 250 years of circus throughout 2018 with performances, exhibitions, and events nationwide. In particular, there will be a one-month focus on each of the “Six Cities of Circus” between April and October.

To **PROMOTE** Circus250 year-round celebrations with branding, website, social media, marketing, press and an explosion of attention on all the different and fabulous forms of circus.

To **COLLABORATE** with a broad range of those who create and innovate in circus, and support collaboration with unexpected partners to enable exciting new work.

To **EDUCATE**, through providing resources to schools and libraries to enable them to celebrate Circus250.



To **ADVOCATE** how circus can be both enjoyed and experienced by everyone, by engaging with decision makers and bringing their attention to the benefits of circus activity and education. High profile Circus Champions will tell the story of the importance and influence of circus.

To **DEVELOP** new audiences for circus, letting people know the many wonderful expressions of circus, cross-marketing contemporary and traditional circuses, so that audiences are introduced to circus wherever and however it appears.

To **EMBED** circus in our artistic and educational experiences, so that everyone in the UK may know the many forms it takes, and the many ways in which they can take part and create.

And most of all to **SURPRISE**. #Circus250 celebrates the past, but looks to the future. It’s a radical celebration. It seeks to astound.

Circus250 is the co-ordinating body for all the activity happening nationwide to celebrate 250 years of circus in 2018. It provides the framework and scaffolding within which all activities take place, whether in theatres, rings, outdoors, archives, museums, schools or libraries.

That framework involves the “six cities of circus”

- London, Bristol, Blackpool, Belfast, Norwich/Great Yarmouth and Newcastle under Lyme.
- It highlights the Programme chosen by each Guest Director – excellent and exciting activity happening anywhere. at any time.
- Nationwide activities – from workshops to walks, small scale community circus to talks also come together as part of the broad range of public participation in 2018.

This fabulous art form will be celebrated at the centre of our culture and in the heart of our communities, so that children will grow up feeling a sense of pride in our circus heritage.

Of course, a celebration which is as colourful, entertaining and informative as this, deserves a commemorative publication which shares all of those qualities. Hence, the only official souvenir programme for Circus250 will be published to exceptionally high standards and will be packed with scores of unique photos, as well as specially commissioned articles from real Circus experts.

The commemorative publication will be on sale direct to thousands of Circus enthusiasts, at almost all of the participating venues across the UK and Ireland. It will also be actively promoted at home and abroad through a series of dedicated websites and internet links.

This very special official programme is certain to be a much sought after and long treasured souvenir for all those with the Circus in their heart.





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ADVERTISING COSTS

PREMIUM/DISPLAY		CLASSIFIED SECTION	
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Quarter Page Colour	£495.00	Half Page Colour	£495.00
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Pro Forma

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