

Introducing NoFit State Circus

NoFit State Circus is an award-winning company with fifteen years experience of big top tent touring throughout Wales, the UK and Europe and an international reputation for innovative, exciting and highly accessible circus theatre.

NoFit State Circus is leading the British renaissance in large-scale circus theatre spectacle, with its recent groundbreaking fusions of traditional circus skills and spectacle, with narrative drama, physical theatre, dance, music, film and new technologies.

NoFit State Circus has just invested £250,000 in a unique high-profile futuristic looking 45m tensile structure, fully equipped with flooring, staging, and sound and light equipment.

NoFit State Circus has successfully attracted funding from the Arts Council England and the Arts Council of Wales to tour a new show 'ImMortal' across England and Wales.

NoFit State Circus is the only contemporary touring circus based in Wales.

NoFit State Circus is internationally recognised for its innovative, high quality approach to community involvement and participation.

NoFit State Circus is in the process of applying for charitable status.

Contemporary circus is a fashionable and attractive form of entertainment as reflected by the recent success of the millennium dome show and companies such as Cirque du Soleil and De La Guarda.



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SUPPORTING CREATIVITY



The development of the ImMortal Project

In 1997, the company launched a community participation programme, which included the development and production of 2 large scale mixed media circus theatre spectacles (Prophecy and Now.here), created with, and performed by a combination of 50 professional artists and over 250 members of the local community.

These two hugely successful events, which took place in 18,000 sq ft industrial warehouses in Cardiff, forged a new style of large-scale circus theatre and laid the foundations for a new network of community partnerships throughout South Wales.

In 2002, on completion of the Capital development phase, the company, in collaboration with 5 local authorities, 8 community arts organisations and 230 participants, produced "ImMortal".

This was performed, with the support of Cardiff Council, in the new big top as part of the Cardiff Festival.

The ImMortal Tour 2004

NoFit State Circus is now ready to move into the next new phase of its development. Building on the experience gained and the material generated from the community programme, the company is repositioning itself with its new big top and a new artistic programme, to be at the forefront of the UK renaissance in large scale touring circus theatre.

In 2004 the company will perform 'ImMortal' across the UK at prestigious festivals such as Brighton, Stockton Riverside, Greenwich & Docklands and the Edinburgh Festival. In 2005 we plan to take 'ImMortal' even further a field, developing our european and international contacts.

'ImMortal' will be a "must see" show, a spectacular and irreverent meditation on immortality, which combines circus spectacle and progressive music with dance, drama and video in the new space ship style big top. 'ImMortal' is the story of a clown who refuses to die. He embarks on a quest to find immortality and sees different ways in which people seek it and visits worlds in which people might have found it - through rituals, through science, through creative acts or deeds, through magic, through myth, through memory. For the audience it will be a sensory overload, they will leave with their hearts racing, their minds swirling and their feet tapping.



Alice In Wonderland meets The Seventh Seal meets Brazil: 'ImMortal' is about our relationship with the future, death, life and time; with our need to control, to avoid, to believe, to know what happens beyond.



ImMortal is targeted at 16-40 age group and will tour for a minimum of 10 weeks and attract audiences of 20000+.

Our audience is generally made up of professionals and arts/media personnel. We also attract a large young audience (16-25yrs).

Opportunities

This new phase of development creates one of the most exciting opportunities for partnership between business and the arts ever seen in Wales and the UK:

- A new tent for the tour: a unique high-profile futuristic looking 45m tensile structure
- Extraordinary high quality circus theatre productions touring Wales, the UK and Europe, which combine traditional circus skills and spectacle with cutting edge interactive and performance technologies
- An innovative, accessible and inclusive programme of community development, training and participation
- Access to diverse communities and audiences throughout Wales, the UK and Europe, through a strong marketing and PR strategy to be undertaken by CBP management in liason with a leading, London based PR company for the arts (Guy Chapman & Assocs). GCA are currently handling marketing and PR for the national tour of FAME and also CALAMITY JANE which opened in London's West End in June 2003.

Partnerships

This vision creates opportunities for unique partnerships between business and the arts:

- The 45m-diameter spaceship style tent, fully equipped with state of the art technology, is a versatile and eye-catching structure that is guaranteed to make a visual impact on any environment.
- The planned programme of work, which combines thrilling and accessible entertainment for contemporary audiences with visionary community development activities, will reach thousands of people throughout Wales and the UK. The 2004 tour will be booked in Sept 2003 and will go to major festivals and cities such as London, Liverpool, Manchester, Oxford, Brighton, Cardiff, Stockton, Ross On Wye and Edinburgh.

Partnership Benefits Include:

- Reaching an audience of 20,000 in 7 cities in the UK over a 10 week period
- A media reach of hundreds of thousands of people through national press (including broadsheets and tabloids and local/regional TV & radio plus specialist press including arts publications such as The Stage, Total Theatre, Arts Industry, Sound and Light International, Live Magazine, Access All Areas, What's on Guides.
- On Site Branding - Your banners can be displayed around the site or your logo could even be projected onto the tent. NoFit State Circus regularly attends all the major festivals in Britain. The 'ImMortal' tour will be performed at festivals such as Brighton, Greenwich International, Stockton Riverside, Ross on Wye International, Brouhaha in Liverpool (soon to be city of culture), Cardiff and Edinburgh.
- Print Branding - Inclusion of your company name on all publicity for 'Immortal' i.e. posters, leaflets & programmes. For the 2004 tour there will be a print run of 100 - 150,000 leaflets, 15,000 posters, 2 - 3,000 programmes. Each festival venue will also produce approx 20,000 programmes featuring NoFit State Circus and their partners.
- Electronic marketing via email and the web - a massive internet reach through our own site, and festival and local authority sites, plus an email campaign to venue lists, friends lists and other audiences. We aim to reach a minimum of 500,000 people.
- Opportunity for staff training and development through, for example, leadership skills workshops. NoFit State Circus has previously run corporate training courses ending with exciting and rewarding performances (references available). In addition, your staff (and their families) can work alongside our professional artistic, design, technical and community teams as an invaluable addition to your internal Training and Customer Focus initiatives.
- Running workshops for the local community, providing fun sessions for kids and their parents as well as more serious skill development opportunities for semi-professional and professional performers.
- Exclusive Tent Use - For conferences, product launches, seminars and parties, either as part of the tour or by arrangement at a site of your choice..
- Corporate Hospitality and VIP Functions - A NoFit State Circus performance is an ideal event for VIP. Functions. Free tickets to the shows are available by arrangement.
- There is also an opportunity with this tour for merchandising and we could deliver a range of merchandising with your logo clearly highlighted.
- Media Branding - We guarantee to include our sponsors on all press and media releases. Branding the event should guarantee excellent media coverage
- There is the potential to apply for additional funding through Arts & Business 'new partners scheme' (formerly ABSA) making more of your financial investments
- Our company also offers PR opportunities to sponsors.
- Once you are a partner with NFSC we can also provide a whole host of opportunities at different times of the year whether with re-branding launches, Christmas cabarets, press receptions, gala/benefit nights etc.
- In addition, your company will be associated with the UK's premiere producer of fabulous and innovative large scale circus theatre spectacles and support NoFit State Circus' highly acclaimed community outreach work