





# Who Are We?

- Comedy experts, helping women to perform, write and do business with humour.
- Curators and developers of live female comedy for 16 years running a year round programme of shows and workshops in London, Brighton, Ireland, the North West and at the Edinburgh Fringe.
- Producers of the Funny Women Awards, encouraging female comedy excellence since 2003.
- Over 150 live comedy shows, workshops and events throughout the year with a total engaged audience of over 6,000 people.
- Founded by award-winning producer Lynne Parker in 2003, marketing and PR specialist, writer and public speaker.
- Producers of bespoke events for your workplace from confidence building workshops to live comedy events.



## What Can We Offer?

- An actively engaged audience of women aged 18 to 65, core group aged 25 to 45, who share a love of comedy. These women watch, perform, write and produce comedy.
- A vibrant and inclusive partnership to entertain and engage with comedy-loving audiences through our high quality live events, website content and social media platforms.
- A ready-made platform for your organisation's corporate social responsibility – an opportunity to build media awareness, raise funds and giving back to an important community of women in the midst of ongoing celebrations for 100 years of women's suffrage.



# Funny Women Awards

The Funny Women Awards were created in 2003 to promote and develop new female comedy talent and now celebrate performance, writing, short films and new shows. The 2017/18 competition was our biggest ever with over 1,000 entrants and nominations across four Awards.

We are exploring new working and commercial relationships to continue running this well-respected competition in 2019, including:

- Broadcast partner
- Venue and industry partners
- Headline sponsors
- Individual Awards sponsors



## Heritage and Alumni

Funny Women, plays a pivotal role in promoting the heritage of great female performers and maintaining the presence of women in the comedy industry.

This year we plan to:

- Create an Alumni support programme where we engage with and promote our amazing portfolio of winners and finalists, listed here. We will invite them to host and headline Awards events, help with judging and mentor entrants.
- Produce an Alumni showcase event late April/May to launch the 2019 Awards.
- Publish the definitive guide to our top 100 Funny Women of all time – an online format is planned and we are seeking a media partner or book publisher to broaden. Our initial survey found Victoria Wood, Dawn French, and Sara Pascoe in the top three.



# Testimonials

"I highly recommend it, it's a great place for women to hone their act." Miranda Hart

"Funny Women, has supported, encouraged, and created an open creative space to inspire confidence in women to fulfil their comedic potential." Shazia Mirza – 2016

"I can't wait to see what a great bunch of women this year's Awards produces." Aisling Bea

"Funny Women offers a vital, supportive network for new female comics whether it's stand up, sketch or character based." Tiffany Stevenson - 2016 mentor

"Funny Women has been supportive of me even before the I won the competition. I signed with my first agent after the Awards and it's all down to the amazing team who have always been rooting for me." Jayde Adams – winner 2014

"Comedy competitions are a great way to get talented performers together for a spirited showcase." Katherine Ryan – winner 2008

"I love women, I love funny ones the most and I'm so pleased to be part of something encouraging the new exciting generation." Sara Pascoe - runner up 2008 & 2016 mentor

"There's incredible range of female comedians involved in Funny Women, it's an amazing showcase of talent." Zoe Lyons – winner 2004



# Testimonials

"Had a FANTASTIC time at the awards tonight - thank you so much and very proud to work together! A great event!" Rowena Cumner, Senior Marketing Manager - *Global Customer Team, MOO*



"Funny Women is a brilliant launch pad for women getting into comedy, but it goes above and beyond, creating opportunities and offering support to women in comedy at all stages of their careers." Saskia Schuster, Controller, Comedy - Broadcast ITV plc



'Benefit has loved working with Funny Women to help empower women in comedy. It's been fantastic to help elevate the careers of so many talented funny women in stand up, writing and short film through our sponsorship of the Funny Women Awards.'

*Natasha Curtin, Marketing Director, Benefit Cosmetics*



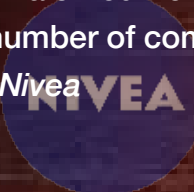
"Any brand with women as its main focus would find, like we have, that a relationship with Funny Women creates a unique awareness through fun and glamorous activities without losing sight of issues that are important to women." *Babycham*

"The Funny Women sponsorship package reaped benefits in terms of PR coverage across print and online, extraordinary corporate hospitality opportunities that can't be bought 'off the shelf' and strong brand awareness amongst the company's target audience. We would whole-heartedly recommend this sponsorship opportunity to any company that targets women - of all ages and walks of life." *Sheilas' Wheels*

"The contribution Funny Women makes to the comedy industry is certainly a really important one and it was fantastic to see so many talented new female stand ups have the opportunity to perform in front of not only a number of comedy opinion formers but also a very receptive and supportive audience." *Nivea*



STARLING BANK





# Why We Need Partners?

Funding from our partners will enable us to:

- Run a series of high-quality live events across the UK and Ireland.
- Support the live event programme with good quality online content, social media interaction and general media coverage, print and broadcast.
- Promote the heritage of Funny Women and acknowledge the influence of the Awards by publicising past winners and finalists from Katherine Ryan to Bridget Christie, Susan Calman, Kerry Godliman, Rachel Parris and more.
- Open up the pipeline still further nationally, and even internationally, to new female comedy talent including live performance, film makers, script writers, producers and content creators.
- Develop awareness of this important platform for female comedy to attract the next generation of new acts, writers and producers.
- Actively engage the general public with the Awards to drive audiences to view our events, both live and virtually.



# Promotional Activity

In addition to the live and virtual programme of events we have a number of promotional activities planned that require funding and/or resources provided by partners. Here is a taste of our 'wish list':



- Film interviews to aid recruitment with our alumni and experts who have been strongly associated with the Awards since 2003 for use on social and web platforms.
- Past alumni to host, judge and be generally involved with the Awards throughout. All categories. See a list of all our past category winners and finalists on the website [here](#).
- Film the process from heats in circuit venues to backstage angst at the regional finals and final. Use submitted auditions, films and nominations as basis for further content.
- Film interviews with 'experts' and get advice and anecdotes from industry figures, producers, writers, managers and more throughout.
- Create a series of podcasts and short films to promote the Awards, past and present.
- Printed materials – flyers, posters, badges, T-shirts, totebags, pens and more.
- Media partnerships – now often required to pay for content but would prefer to negotiate coverage in return for value of association with a strong female entertainment brand.

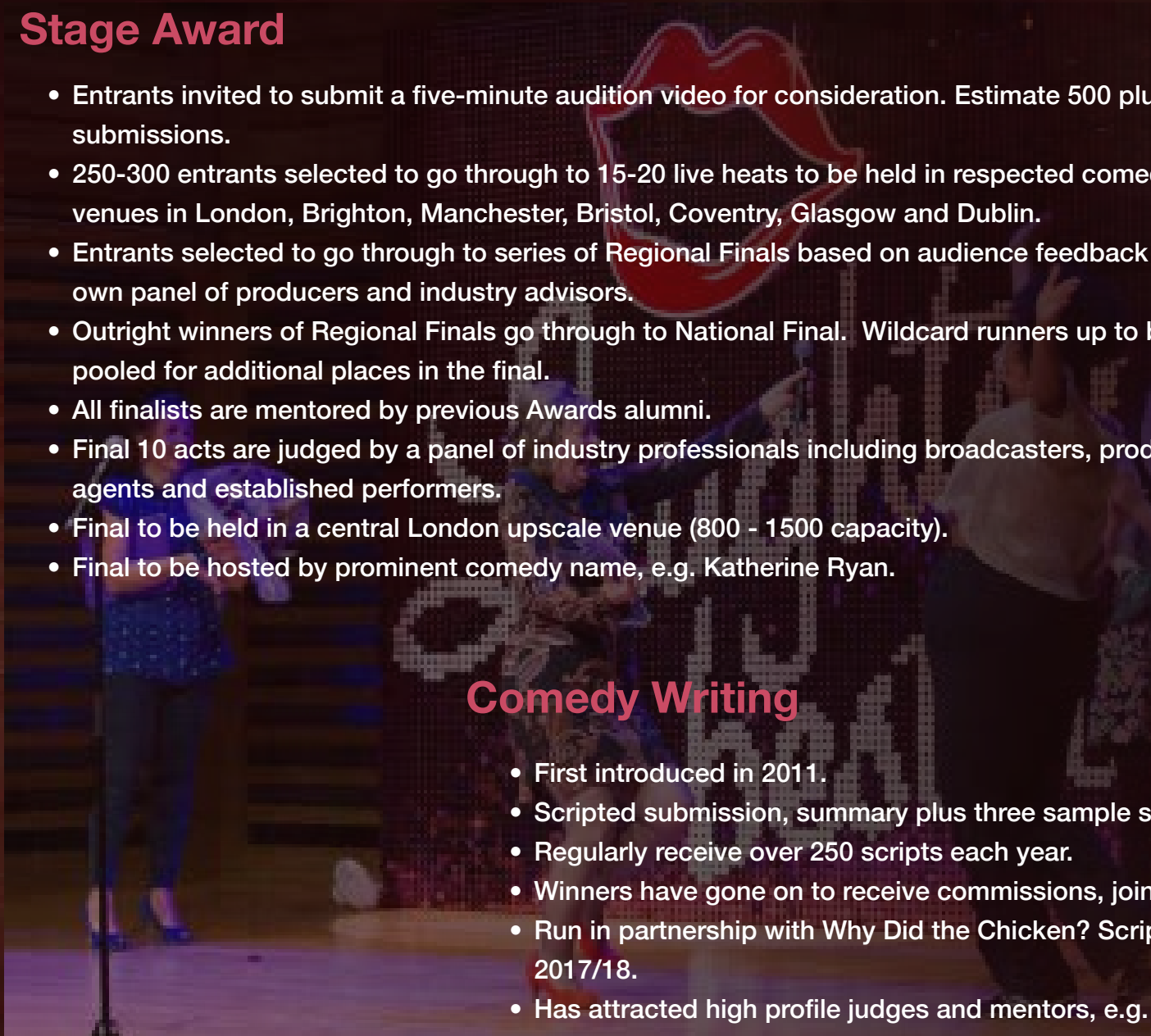
# How it all Works

## Stage Award

- Entrants invited to submit a five-minute audition video for consideration. Estimate 500 plus submissions.
- 250-300 entrants selected to go through to 15-20 live heats to be held in respected comedy venues in London, Brighton, Manchester, Bristol, Coventry, Glasgow and Dublin.
- Entrants selected to go through to series of Regional Finals based on audience feedback and our own panel of producers and industry advisors.
- Outright winners of Regional Finals go through to National Final. Wildcard runners up to be pooled for additional places in the final.
- All finalists are mentored by previous Awards alumni.
- Final 10 acts are judged by a panel of industry professionals including broadcasters, producers, agents and established performers.
- Final to be held in a central London upscale venue (800 - 1500 capacity).
- Final to be hosted by prominent comedy name, e.g. Katherine Ryan.

## Comedy Writing

- First introduced in 2011.
- Scripted submission, summary plus three sample scenes.
- Regularly receive over 250 scripts each year.
- Winners have gone on to receive commissions, join writers rooms and more.
- Run in partnership with Why Did the Chicken? Script editing and development services during 2017/18.
- Has attracted high profile judges and mentors, e.g. Michaela Cole, Jessica Knappett.





## Comedy Shorts Award

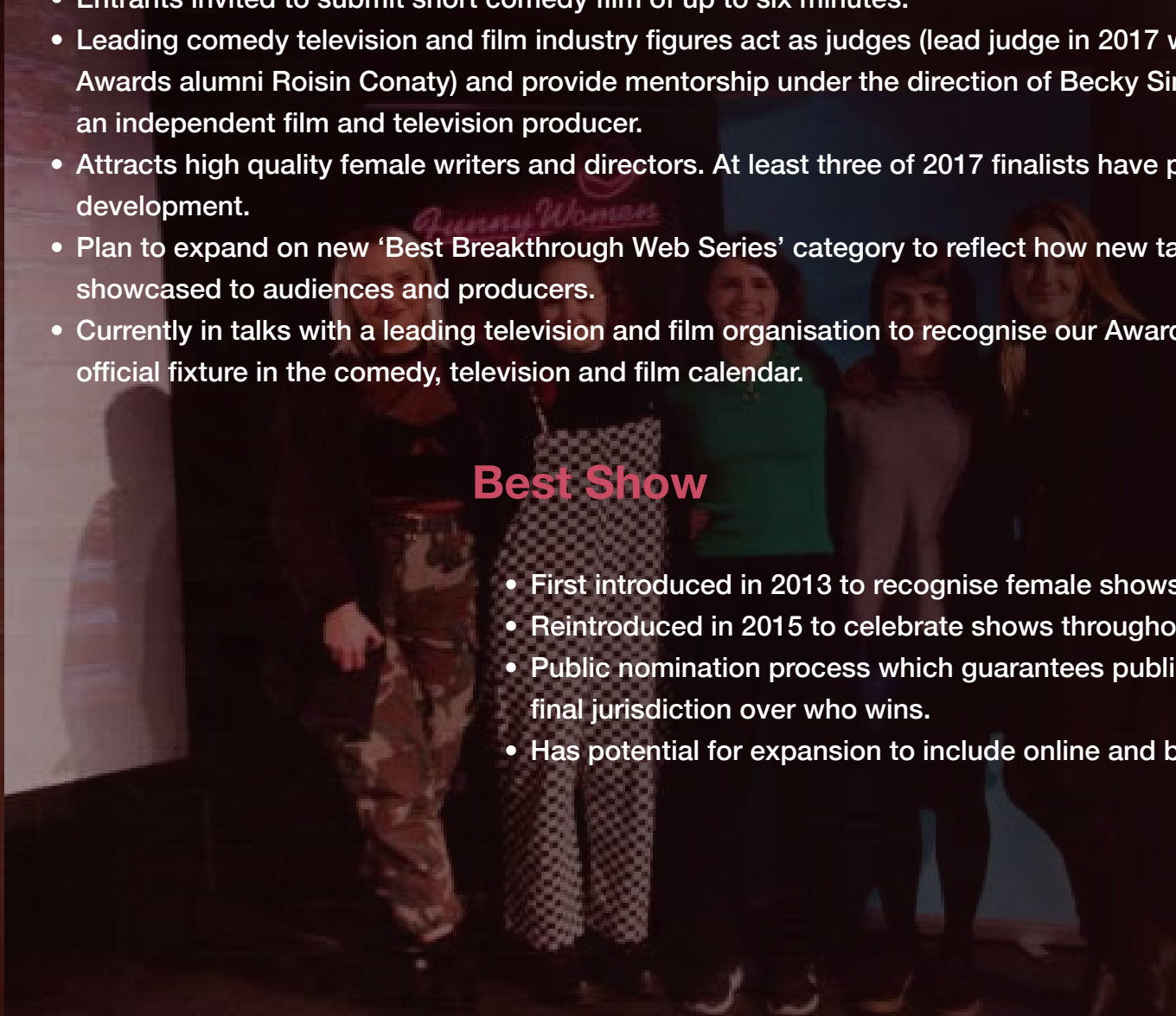
### To include Best Breakthrough Web Series

- Entrants invited to submit short comedy film of up to six minutes.
- Leading comedy television and film industry figures act as judges (lead judge in 2017 was Awards alumni Roisin Conaty) and provide mentorship under the direction of Becky Singh, an independent film and television producer.
- Attracts high quality female writers and directors. At least three of 2017 finalists have projects in development.
- Plan to expand on new 'Best Breakthrough Web Series' category to reflect how new talent is showcased to audiences and producers.
- Currently in talks with a leading television and film organisation to recognise our Awards as an official fixture in the comedy, television and film calendar.



### Best Show

- First introduced in 2013 to recognise female shows – mainly seen at the Edinburgh Fringe.
- Reintroduced in 2015 to celebrate shows throughout the festival season.
- Public nomination process which guarantees public engagement and awareness – audience has final jurisdiction over who wins.
- Has potential for expansion to include online and broadcast categories.



# What Does it Cost?



We require funding, resources and people to run the Awards again in 2019. Successful partnerships are a collaboration and we need your 'investment' in respect of business expertise, marketing support and access to your markets.

We will consider various funding 'packages' which can be a mix of cash, resources, and prizes. These can range from a full 'title' sponsorship of the whole Awards to sponsorship of individual Awards. The cost will depend on the scale and complexity of the activity relative to the partners involved, and the venue deals that we can negotiate.

As a guide we are looking for £70k for full title sponsorship and £20k for each of the Stage, Comedy Writing, Comedy Shorts and Best Show Awards to include production, venue hire, staffing, prizes and marketing services.

In the true spirit of partnership, we want to work with brand owners, venues and stake holders to develop and adapt these Awards to the ever changing environment and ensure that they reflect and promote the many successful comedy careers that Funny Women has facilitated since 2003.



## Further Information



- Our own objective is to obtain charitable status during 2019 based on education and community. We would therefore propose to deliver a full outreach programme alongside the Awards and to complement the work of our partners and sponsors.
- This to include events aimed at women of all ages, such as our new HERlarious format with workshops, panel discussions and entertainment. These would be organised alongside the Awards providing a broader non-competitive platform to develop new talent.
- Our overall remit, beyond and above providing opportunities for women and increasing diversity within the comedy industry, is to give all women their voice. Humour is the catalyst. Building confidence through comedy and creativity throughout.
- We could introduce another set of 'workplace' or business awards to sit alongside the comedy categories to support the above shared objectives.

For more information, please get in touch through [lynne@funnywomen.com](mailto:lynne@funnywomen.com) or 020 8948 4444.