

PLEASANCE AT EDINBURGH FRINGE

The biggest platform at the world's largest arts festival



EDINBURGH FRINGE

The world's largest arts festival

Edinburgh Fringe is the third largest ticketed event in the world – after the Olympics and the FIFA World Cup. And unlike these events, it runs every single year.

For three electrifying weeks each summer, the Scottish capital becomes a global stage: an explosion of comedy and theatre, where legends are born and rules are broken.

2.6
MILLION
TICKETS SOLD IN 2025



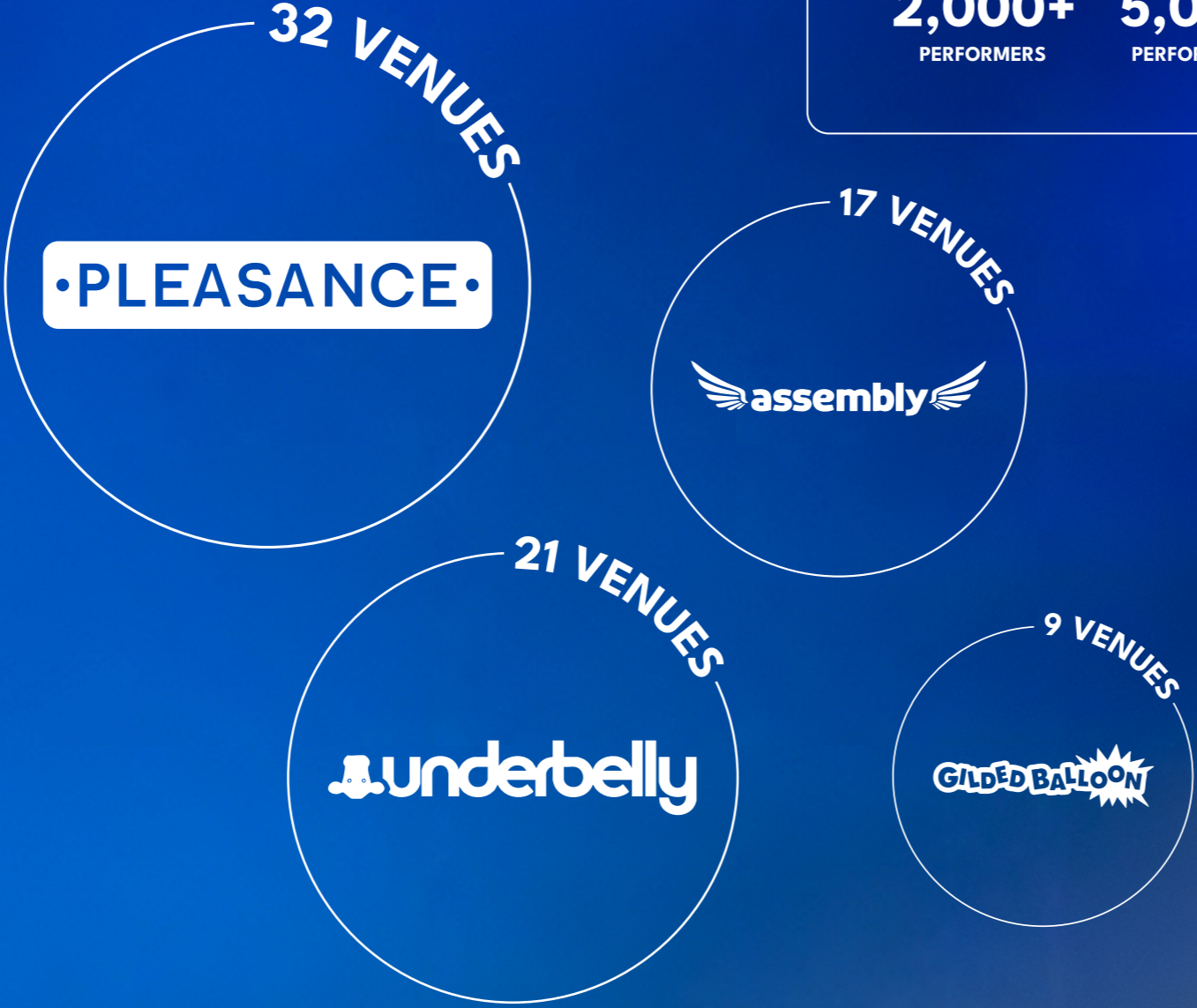
PLEASANCE

— The biggest platform at Fringe —

Running for over 40 years, Pleasance is the beating heart of Edinburgh Fringe, hosting more performances and selling more tickets than any other venue:

1/5 TICKETS
BOUGHT AT FRINGE
IS FOR A PLEASANCE SHOW (22%)

2,000+ PERFORMERS	5,000+ PERFORMANCES	460,000+ AUDIENCE MEMBERS
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PLEASANCE ALUMNI

*Pleasance has launched the careers of hundreds
of our industry's biggest names*



PLEASANCE SHOWS

— *A buzzing cultural playground with something for everyone* —

Be seen alongside household names and rising stars
in comedy and theatre.

2,000+

PERFORMERS

293

SHOWS

760

4+5 STAR REVIEWS

“The Pleasance’s credentials are quite beyond reproach, its history of success forms an almost exhaustive list of the best and brightest performers in the UK.”



THE TIMES



Drama | Musicals | Comedy | Opera | Cabaret | Dance | Kids

OUR HUBS

— A presence across the city —



COURTYARD



19 Venues

60 Pleasance | EH8 9TJ



DOMe



7 Venues

1 Bristo Square | EH8 9AL



EICC



6 Venues

150 Morrison Street | EH3 8EE

PLEASANCE PARTNERSHIPS

Steal the scene at Fringe

Join us centre stage at the Edinburgh Fringe, where bold ideas meet unforgettable experiences. As a Pleasance Partner, your brand will shine across one of the world's most iconic cultural platforms.

Be unmissable, with integrated presence across our print, digital, venue signage, and staff uniforms, with further tailor-made opportunities to make a dramatic impact.



245
MILLION
OPPORTUNITIES TO
SEE YOUR BRAND

Lead Partnerships from £175,000 + VAT
Supporting Partnerships from £60,000 + VAT

Naming Rights | VIP Hospitality & Events | Brand Activations | Content & PR