

CALIGULA'S ALIBI

THEATRE COMPANY



Present

Bygone

Written By Jonnie Bayfield

Directed By Will Cowell

Creators of Ed Fringe 2012 Scotsman rated Five Star Hit

'The Sidcup Family Portrait'

Marketing Pack

Edinburgh 2013

Mock Poster

The image on the poster will be our two protagonists standing in a forest clearing (already located close to our base) the house featured in the play will be set up around them also. both will be looking at the camera with one holding a pineapple and the other a book. the heading reads BYGONE and the tagline is LOVE.HONOUR AND DECAY.

Beneath these would be the venue and show information.

About Caligula's Alibi Theatre

We are Caligula's Alibi Theatre Company -

We dare to claw into the surreal and the absurd, we aim to tickle some of your ribs almost all of the time . We garner our inspiration from the already written, the being wrote and un writ.

Our theatre is for everyone, for people named John Brick to people known as Benedict Rumblescotch. Here at Caligula's, political, philosophical and human themes are coupled with the minds of oafish, haphazard children in a bid to create theatre which is original, interesting and most of all entertaining. Today's theatre is filled with 'New Writing', however we would like to offer our audience a different kind of new writing; one that does not stem from zeitgeists or topicality. We draw from the lesser known, the peculiar, the underrated and the under-appreciated to make theatre that will quiver your diaphragm .

After all we are all hoping to be distracted from the inevitability of our species demise, so why not do it together?

- Caligula

Dictated, But Not Read

2012

The company was set up in 2012 by Jonnie Bayfield and Will Cowell, both graduates of East 15's BA Hons Acting and Contemporary theatre course.

Our Debut Show, *The Sidcup Family Portrait*, appeared at the Edinburgh Fringe 2012 to critical acclaim and sell out audience's.

“ the audience were enthralled as they were invited to be the oil paint on the canvas the performers provided.”

THREEWEEKS

“This high-energy production is just the right mix of madcap physical comedy , hilarious dialogue, extremely likable performers and moments of inspired (but logical) madness.”

SCOTSMAN

Biographies

Jonnie Bayfield

Jonnie trained at East 15 on their Acting and Contemporary Course and along with being the co-artistic director of Caligula’s Alibi Theatre Company he is also the writer and one of two performers of ‘Bygone’.

Jonnie also performs as live comedian and compere along with having begun writing literature , his first novel charts the life of a town of anthropomorphic animals called Gambleford.

As an actor he has appeared professionally in ‘The Deliverance of Sanctuary ‘ at the Arts Depot, London and on UKTV history.

Jonnie likes reading , specifically turn of the century russian work and the Channel four documentary series The Hotel’.

Will Cowell

Will is an Actor/Director/Producer who trained on the BA Acting and Contemporary Theatre course with a passion for creating new work bordering the worlds of theatre, comedy and music. He is the co-artistic director of ‘Caligula’s Alibi Theatre Company’ for whom he is also the producer. He also is the producer of ‘If Icurus Did’, a new company performing forum theatre around London. He also acts, devises and plays the piano and drums, keenly working on musical direction and orchestration in his shows during his

training.

Will likes football and Gershwin's later woodwind work.

Russell Chadwick

Russell is a young British actor who is in his final year of training in the Contemporary Theatre course at East15. He has recently returned from the much acclaimed Edinburgh fringe production of *Maria, 1968* (Antler Theatre company).

As an actor he has appeared professionally in 'The London Jungle Book' at the Royal Festival Hall, London and in ITV2's new Panel Game show 'Fake Reaction'. He will be appearing in the debut festival at East15 in a number of roles, including Caligula's Alibi Theatre Company's play 'Bygone'.

Russell has a passion for Shakespeare, period dramas, new writing and fantasy novels.

Marketing Strategy - Edinburgh Fringe 2013

Having learnt from our experience in Edinburgh last year we have created the following marketing plan. With the marketing plan below, we believe we can make this show a bigger success. It is structured to increase audience numbers and establish long lasting foundations for 'Bygone' and Caligula's Alibi.

Posters = 500

To be put up and maintained by a street team as well as members of cast on the Royal Mile and other permitted locations e.g. cafes and bars local to the venue.

Strategies for Flyering = 10,000

To be done in two street teams of four, for two hours everyday before performing and 3 hours for the first week of the festival to build up a reputation.

Locations

- Royal Mile
- Outside Underbelly venues
- Outside Pleasance and Pleasance courtyard

- Outside the Traverse Theatre
- Hunters Square

Type of people we will be flyering

Targeting audiences of plays sharing similar themes and styles e.g. absurdism, dark comedy and new writing by young companies and feel our writing will attract an 'indie' style of audience

possibly those who enjoy such things as

- Beckett
- Existential Art
- Wes Anderson
- Complicite
- The Mighty Boosh
- Ionesco
- Dark Comedy

Image Advertising

We will be handing out Tins of Pineapple Chunks with specially made labels featuring all of the show details, as pineapple is a key feature in the show.

Special Offers and Previews

The ticket sales will work on a 3 stage basis

4th – 10th August ,Previews (*half price hut period*)

11th – 19th £7, £6.50 conc, performances at discounted price

20th – 30th £8, £7.50 conc, all other performances

Publicity and Reviews

All reviews over 4 stars and quotes from national press will be printed and added to all distributed flyers and posters.

E Marketing

In order to reach a wider range of audience we will set up the following:

- We will be continually updating our website - www.alibitheatre.com
- Caligula's Facebook page charting the progress of *Bygone* at the Fringe festival for the public and to maintain professional links.
- Twitter account further accessing networks for larger audiences.
- Youtube channel specifically for Caligula, including a trailer, video blogs and footage of rehearsal process.

Networking

As the British Council showcase takes place during The Edinburgh fringe festival 2011, we as a company will use this opportunity to encourage the producers involved to view our work. Whilst we are aware that *Bygone* will not be part of the showcase the contacts made will potentially open further opportunities to extend the life of the piece and lay strong foundations for new work produced by Caligula's Alibi

Edinburgh is a fantastic opportunity to see a vast number of theatre shows. Seeing shows by companies we admire and exposing ourselves to new companies by attending networking events, we will establish connections with new producers, writers and directors; making future collaborations more likely.

Direct Mail

Our producer will be on hand to network with invited industry guests, ensuring they receive their comps and able to answer any questions they have about the company and piece.

Marketing- The Future of 'Bygone' and Caligula's Alibi

We will apply for the following awards that help to give the show an afterlife beyond the fringe. we also have the backing of a prominent theatre producer, Peter Wilson MBE of PW productions (Woman in Black @ The Fortune , Antony Sher's Broken Glass 2011), who is fully committed to help us beyond the fringe and is the patron of our company;

using his contacts within the industry would help us greatly with get the show heard about and the development of our company.

We will also apply to these awards:

- The Total Theatre award
- NSDF and Methuen Edinburgh Emerging Artists Award
- The Carole Tamber Award
- The Holden Street Theatres Award (the last two awards would be a valuable way of establishing international links)

We will also be inviting representatives of theatres, production companies, tour bookers and other established industry professionals whilst in Edinburgh.

Another aspect of this plan will include sending a press release out 1 month prior to the start of the festival, highlighting that Caligula is returning to the fringe. This will maximise press coverage and potentially increase the possibility of being considered for The Scotsman Fringe First and Herald Angel Awards, raising the profile of both Caligula's Alibi and of Bygone.

Bygone: Example Press Release

Bygone follows the mundane and cyclical lives of Tynan and Brandy, within the walls of a crumbling mansion our two protagonists will stumble upon all of mankind and drunkenly spew out a new one. With fox's, a vase, pineapple and an unwanted visitor who changes the course of their lives; Bygone explores the absurdity of life in the silliest ways.

Bygone is a new play written by Jonnie Bayfield and from Caligula's Alibi Theatre Company (2012's Scotsman Five Star fringe hit *The Sidcup Family Portrait*) and is an exploration in humanity; dealing with large concepts such as death, religion and law in an contemporary and comical way, whilst also looking at the idea of 'being out of place in your own time', which is a particularly pertinent point in this age. Using physical comedy

and a sharp original script this tragi-comedy is the best way to watch humanity's downfall without worrying if the chip pan is on fire next door.

Bygone

Love . Honour . and Decay

Caligula's alibi are a Theatre Company and Comedy troupe, specialising in the Absurd , the unwritten and the peculiar. We use Music, Movement Improvisation and most of all quality acting, to create a theatrical experience which can inform, provoke and entertain.

Patrons of our Company include Theatre Producer Peter Wilson MBE (Woman in Black @Fortune, Broken Glass with Antony Sher) and Actor Desmond Barrit (RSC, National Theatre)

www.alibitheatre.com/ www.underbelly.co.uk/running time: 55mins

To book review tickets for this show please contact the Underbelly Press Office: 0844 545 8242 / press@underbelly.co.uk

COMPANY INFO

Written by **Jonnie Bayfield**

Directed by **Will Cowell**

Produced by **Will Cowell**

Designed by **Katie Unsworth Murray**

Venue: Underbelly: Iron Belly

Dates: 4-30 August 2011, 4.30pm (No performance 18)

Price: Previews £5, August 7-10th £7.50 (£6.50) all other performances £8.00 (£7.50)

Box Office: 0844 545 8252 / boxoffice@underbelly.co.uk

Press Contact: Jonnie Bayfield / Will Cowell @ Caligula's Alibi 07504987991, alibitheatre@gmail.com

Past Reviews

Here are some Published Reviews of our recent Jaunt to the Edinburgh Fringe...

The Scotsman

Star rating: * * * * *

by Alison Kerr

Published on Wednesday 15 August 2012 17:59

What larks; what a laugh this show is. It's utterly irresistible.

When asked for directions to the correct room in the Merchants' Hall, the guy on the door declared that he hadn't seen The Sidcup Family Portrait, and didn't know what it was about. All he knew was that everyone comes out of it grinning from ear to ear and laughing.

No wonder. It's a fast-moving, very funny and very endearing cross between The Royal Tenenbaums, Bedazzled (the Pete 'n' Dud version, natch) and Monty Python.

The plot – for, contrary to what the guy on the door had been told by some punters, there is one – concerns the wacky and frightfully posh Sidcup family, the young generation of which is struggling with overwhelming debts. We know this because the opening song is the Les Misérables-like One Debt More, during the course of which we learn that the only option for Jonty, Wilbur and Stella (who, as the song goes, is “a tragic tranny at 22”) is to sell the family pile. Unless they can do what frightfully posh people usually do: borrow money from their relatives.

The trouble is that the only relatives with dosh are quite far up the family tree – and charmingly cheeky chappy Jonty (Jonnie Bayfield) has to time-travel to find the funds. And so we embark on a trip through time, stopping off in different centuries so that Jonty can go on the scrounge. Of course, as with all great time-travel adventures, turning up unannounced in another century can get you into sticky situations – unless, that is, you don't mind being burned at the stake.

This high-energy production is just the right mix of madcap physical comedy (much of that down to Stewart Agnew who, even when he's not playing a horse trying to learn to walk like a human, bounds about with a John Cleese-like gait), hilarious dialogue, extremely likable performers (Will Cowell is the third member of the trio) and moments of inspired (but logical) madness.

Special mention should go to the wine-bottle openers who have a starring role in the Salem episode; TV fame beckons.

Note to the guy on the door: go see it – you might not follow the plot, but you will understand why everyone comes out laughing.

Three Weeks Edinburgh

Star rating: * * * *

"Rather random; but the three actors certainly had a lot of fun and so did the audience. There's a difference between shows that make no sense and shows that make no sense, and this made no sense in a good way: it was completely all over the place, yet the vague storyline was enough to keep the audience enthralled, as they were invited to be the oil paint on the canvas the performers provided. Stillborn rabbits, a naughty wood-cut squirrel, a horse that doesn't want to walk like a human: you get the idea, I think, but the basic plot is this: the Sidcup family needs more money to pay all their bills and one goes out to beg from distant relatives. There's also some music. And they mention ThreeWeeks."

We were also voted one of the *top five debut shows* of the fringe by Festival Journal.

