



**Stratford
Literary
Festival**
with THE WEEK

Sponsorship 2018

Who we are:

- One of the UK's most exciting festivals, celebrating 11 years in 2018
- Eight day spring festival featuring 100+ events
- Best-selling and celebrity authors, panel events, activities and workshops for all ages
- Short programme of headline events in autumn
- Week of events in schools reaching 3000 local school children
- Events in the community and workshops with prisoners
- Media partner: The Week Magazine (*ABC1 weekly readership of over 357,000*)
- Charitable status from 2016



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Find out more by calling:

01789 470185

or email: info@stratfordliteraryfestival.co.uk

www.stratlitfestival.co.uk

Who we reach:

- ABC1 30+ affluent, engaged and intelligent audience
- Over 10,000 tickets sold for Autumn 2016 and Spring 2017 seasons
- 20,000 programmes distributed throughout the region
- Digital programme available on-line and through partner sites
- National and regional PR coverage
- Vigorous social media campaigns through Facebook, Twitter and Instagram
- Email newsletters to extensive database

Who we worked with in 2017:

- RSC and Shakespeare Birthplace Trust
- BBC Radio
- Waterstones Booksellers
- Listening Books and RNIB
- Major local businesses as sponsors
- Playbox Theatre, Cotswolds Distillery and large number of schools both in Stratford and the region



Baillie Gifford recently added the Stratford Festival to our sponsorship programme. The organisers are proactive and efficient, and considerate of our sponsorship. The organisation for the Festival is impressive, with all our events well attended and properly branded. I'm looking forward to building on what has been done in the past.

*Michelle McLeod, Marketing Events Manager,
Baillie Gifford Investment Management Company*

Sponsorship Packages

Reach engaged, affluent
Festival audience.
Expose your business
to a new audience.

Link it with a highly
professional, top quality festival.
Entertain clients in a unique
and interesting way.



Event Sponsorship - from £200

- Your name on a Festival event
- Advertisement in the Programme
- Complimentary tickets
- Leafleting and signage at the event
- Reception space for entertaining guests
- Opportunity to meet the speaker
- Web link with your logo (*12 months*)
- Identification as a sponsor in the Programme

Venue Sponsorship - £1000

- Put your name on an event space at The Stratford Artshouse for the duration of the Festival
- Signage visible throughout the Festival
- Web link with your logo (*12 months*)
- Identification as a sponsor in the Programme

Advertising - from £550

- Advertisement in the Programme and digital Programme
- Web link with your logo (*12 months*)
- Identification as sponsor in the Programme

Web Link - £50

- Your logo and a link to your website

Apart from giving us a golden opportunity to entertain clients, the rich diversity of the speakers at this year's Autumn mini-festival provided us with a fantastic platform from which to connect with a wide audience base.

Suzanne James Partner, Sheldon Bosley Estate Agents