



**Stratford
Literary
Festival**
with THE WEEK

Sponsorship 2017

Who we are:

- One of the UK's most exciting festivals, celebrating 10 years in 2017
- Week long spring festival featuring 100+ events
- Best-selling and celebrity authors, panel events, activities and workshops for all ages
- Short programme of events in autumn
- Week of events in schools reaching almost 3000 local school children
- Events in the community including a monthly book group for older people
- Media partner: The Week Magazine (*ABC1 weekly readership of over 368,000*)
- 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 45+ affluent, engaged and intelligent audience
- Over 10,000 tickets sold in Autumn 2015 and Spring 2016
- 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 2016:

- RSC and Shakespeare Birthplace Trust for Shakespeare400
- BBC TV and Radio and Sky Arts
- Guardian Live
 - reach of 670k per week through Guardian and The Observer
 - up to 100,000 impressions for Live Events on Guardian website
 - emails to 85k members weekly
- Waterstones Booksellers
- Listening Books and Heart of England Forest



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