



**Stratford  
Literary  
Festival**  
with THE WEEK

# Sponsorship 2019

## Who we are:

- Founded in 2008 and now one of the UK's most exciting festivals
- Set in the home of the world's most famous writer
- Eight days in spring
- 100+ events
- 20k print programmes distributed
- Over 10,000 audience
- Over 6000 social media followers
- 23,000 web visitors
- Best-selling and celebrity authors, panel events, activities, and skills and writing workshops for all ages
- Short programme of headline events in autumn
- Week of events in schools reaching 2000 local school children
- Events in the community and workshops with prisoners
- Media partner: The Week Magazine (Over 200k ABC weekly sales)
- Charitable status since 2016



**Stratford  
Literary  
Festival**  
with THE WEEK

**Find out more by calling:**

01789 470185

or email: [info@stratfordliteraryfestival.co.uk](mailto:info@stratfordliteraryfestival.co.uk)

[www.stratlitfestival.co.uk](http://www.stratlitfestival.co.uk)

## Who we partnered with in 2018:

- RSC and Shakespeare Birthplace Trust
- BBC Radio
- Waterstones Booksellers
- The Literary Review
- Major national and local businesses and brands as sponsors
- Playbox Theatre, Escape Arts and large number of regional schools
- Storybook Dads and Mums Project



## Reasons to sponsor Stratford Literary Festival

- Brand association with a leading national literary festival
- Location and creativity of the Stratford Literary Festival
- Affiliation to leading opinions formers, thinkers and celebrities
- Access to thousands of intelligent and affluent audience in a non hard-sell environment
- Inclusion in marketing communications both in print and on-line
- Presence in the programme and on our website
- Complimentary tickets for client hospitality and chance to meet celebrity authors
- Ability to distribute flyers and advertising material
- Unique way to entertain clients

It is always a delight to be part of such a wonderful, local event. The literary history of Stratford-upon-Avon is treasured by all and celebrating this with such a well organised and enjoyable festival is certainly a calendar highlight to us. It even inspired one of our recent designs – the Author table lamp -which was featured at the Stratford Literary Festival in 2018’.

*Nicola McGuirk, Managing Director,  
David Hunt Lighting Company*

We recently increased our sponsorship to become the headline sponsor of the Stratford Literary Festival. The organisers are proactive and efficient, and considerate of all their sponsors. The organisation of the Festival is impressive, with all our events well attended and properly branded. I’m looking forward to continuing our support of the festival.

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



**Find out more by calling:**

01789 470185

or email: [info@stratfordliteraryfestival.co.uk](mailto:info@stratfordliteraryfestival.co.uk)

[www.stratlitfestival.co.uk](http://www.stratlitfestival.co.uk)

## 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.



### GOLD - £1000

- Company name on a Festival event in the programme
- Full page advertisement in the programme
- Your logo featured in the programme next to your event
- 8 complimentary tickets
- Marketing literature and signage at the event
- Private reception space for entertaining guests prior to the event
- Opportunity to meet the speaker
- Online advertisement featured for 12 months
- Logo and link on our website sponsors page

### SILVER - £800

- Company name on a Festival event in the programme
- Half page advertisement in the programme
- Your logo featured in the programme next to your event
- 6 complimentary tickets
- Marketing literature and signage at the event
- Opportunity to meet the speaker
- Logo and link on our website sponsors page

### BRONZE - £500

- Company name on a Festival event in the programme
- 4 complimentary tickets
- Marketing literature and signage at the event
- Featured on our website Sponsors page
- Your logo featured in the season printed programme

### Venue Sponsorship - £1000

- Your name on an event space for the duration of the Festival
- Signage visible throughout the Festival
- Logo and link on our website sponsors page

### Listing in Recommended Places - £50 per listing

Have your business featured in the Programme and online as a place for our audience to stay, eat, drink and visit whilst visiting Stratford-upon-Avon during the Festival. Add your logo, your address and one line describing your venue.

### Sponsored merchandising

Talk to us about creating special edition merchandising. Memorabilia of the Stratford Literary Festival, such as notebooks, pens and pencils with your branding, will last long after the event!

“Lodders has long been a supporter of the Stratford Literary Festival, which is an important and integral event on Stratford’s annual events calendar. Not only does the Festival bring high profile guests and authors to the town, but it also encourages people of all ages to get involved and get reading. The Festival and the firm’s support of it, gives us a great opportunity to take an active role within the Stratford community.”

*Martin Green, Partner*  
Lodders Solicitors

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 Knight Estate Agents