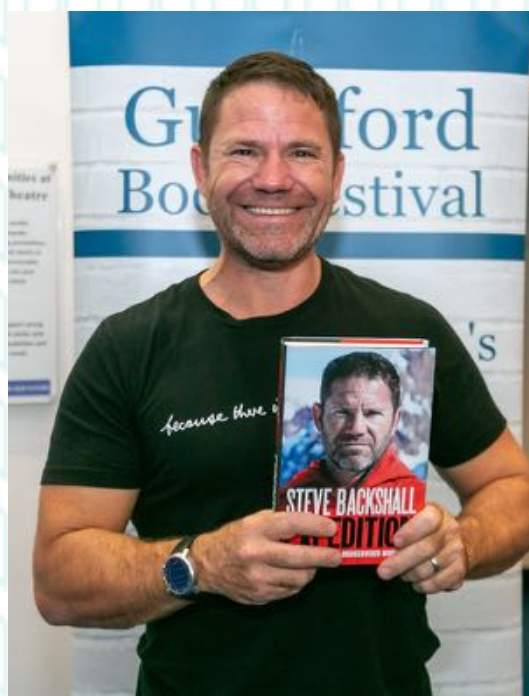


# Guildford Book Festival

## SPONSORSHIP OPPORTUNITIES

Sunday 2 - Sunday 16 October 2022



# Supporting the 2022 Guildford Book Festival

For over 33 years Guildford has hosted an annual Book Festival, with a mission to celebrate great writing and share a love of books with a wide and varied audience.

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The Festival is the premier literary festival in the South-East and has established widespread support throughout the town and surrounding areas, reaching an audience of thousands.

An important element of the Festival is its schools and children's programme in which authors and illustrators are invited to visit schools in the area to engage and inspire young readers.

In sponsoring Guildford Book Festival you are supporting our goal to promote books and reading to all ages whilst benefiting from excellent brand exposure and audience reach.

With numerous events packed into over **14 days**, the Festival attracts a vibrant mix of authors, artists and performers, providing the opportunity to offer a unique and memorable environment for corporate hospitality and staff incentives.

We work with companies and brands to ensure that effective partnerships are created that deliver your business and brand goals.

# Guildford Book Festival



“The GBF team worked very hard to ensure our needs were met, and we were very impressed by their attitude, their organisation and the calibre of speakers they had at the Festival. We will certainly be signing up for more!”

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Ken Young, Wilkins Kennedy

# FESTIVAL OVERVIEW

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- More than 5,000 tickets sold
- 80% of tickets sold
- ABC1 audience with a high level of disposable income

**Exciting Events:** Bringing bestselling authors, sporting heroes, prominent commentators, popular chefs, critically acclaimed historians, influential journalists and stars of the screen to share their stories and lives with the public.

**Festival Hub:** The Electric Theatre is the Festival hub incorporating the Festival bookshop, run by Waterstones, Guildford's leading bookshop, the Green Room and main theatre. Other events take place in and around the town, combining historical and smaller venues with large theatres and auditoriums.

**Highly Engaged Audiences:** The Festival creates a space for friendly discussion and debate with events for everyone on offer from literary lunches and coffee mornings to lively conversations and in-depth panel discussions.

**Inspiring Young Readers:** Our schools programme and family events include large and small village school events, family shows, writing and illustration workshops.

# Guildford Book Festival



“Listening, learning, laughing.  
Literature both light and lofty.  
What's not to love about the  
Guildford Book Festival?”

Sandi Toksvig

# SPONSORSHIP PACKAGES

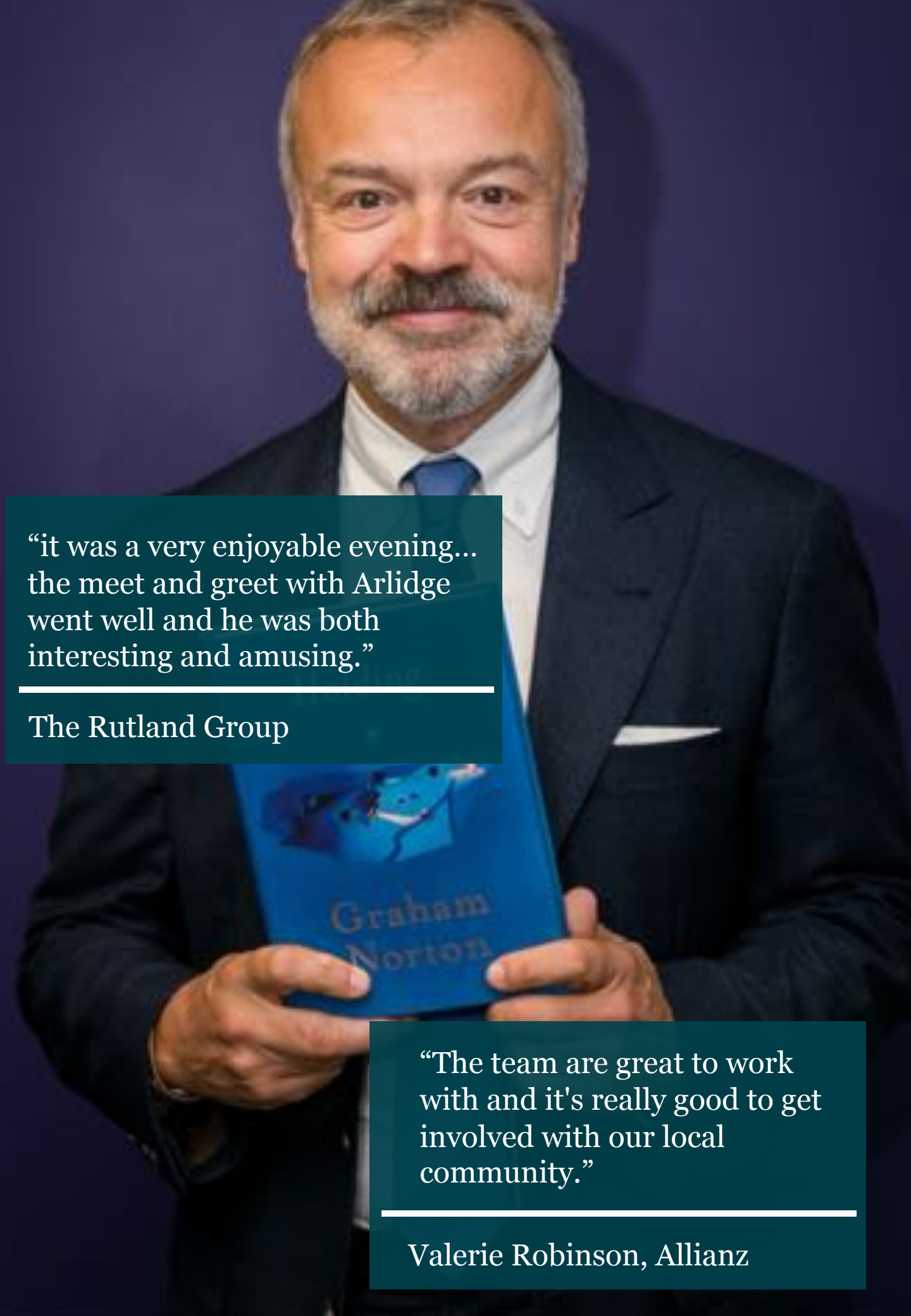
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**Guildford Book Festival** offers a fantastic range of corporate sponsorship and hospitality opportunities to suit any budget. We offer an innovative way to interact with consumers as well as the opportunity to entertain staff or clients in a unique and memorable way.

We work in partnership with companies to tailor a package of benefits to fit your specific objectives:

- Build awareness and shape your corporate identity through our wide-reaching marketing channels and on-site branding
- Develop platforms for corporate and social responsibility programmes
- Reach out to our audiences with sales and sampling opportunities
- Engage clients and staff with exclusive and rewarding hospitality experiences with unique access to top-name personalities
- Fund our work and education projects – become part of key events in the region’s cultural calendar to achieve your Corporate Social Responsibility agenda
- Associate your company or brand with an individual event or a collection of events that match your brand identity or company values

Sponsorship of weekday events starts from as little as **£350**, with evening or weekend events starting at **£500**.

A middle-aged man with a grey beard and mustache, wearing a dark blue suit, white shirt, and blue tie, is smiling and holding a blue book. The book cover features a map of the United Kingdom and the name 'Graham Norton'.

“it was a very enjoyable evening...  
the meet and greet with Arlidge  
went well and he was both  
interesting and amusing.”

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The Rutland Group

“The team are great to work  
with and it's really good to get  
involved with our local  
community.”

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Valerie Robinson, Allianz

# READERS' DAY SPONSOR

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**Readers' Day** is a mini festival in a day, featuring up to **8 handpicked authors** and professionals from the world of publishing. This interactive and enjoyable day for book lovers has been a popular feature of the Festival for many years and is always a guaranteed sell out.

- Promotion in all Festival literature regarding Readers' Day
- Complimentary tickets
- Invitations to the Festival launch
- Opportunity to meet Readers' Day authors and speakers
- Ability to offer samples in the goodie bag
- Opportunity to display literature and have a stand at the event

# LITERARY LUNCH SPONSOR

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Enjoy a delicious two-course lunch in the company of two fantastic authors - this is another hugely popular event for the Festival.

- Promotion in all Festival literature regarding the Literary Lunch
- Complimentary tickets
- Invitations to the Festival launch
- Opportunity to meet Literary Lunch authors and speakers
- Opportunity to display literature and have a stand at the event





# DIGITAL SPONSOR

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The **Guildford Book Festival** website is the primary 'shop window' for the Festival and your name/logo would be on every page of the website and on every email newsletter. You would also receive the following benefits:

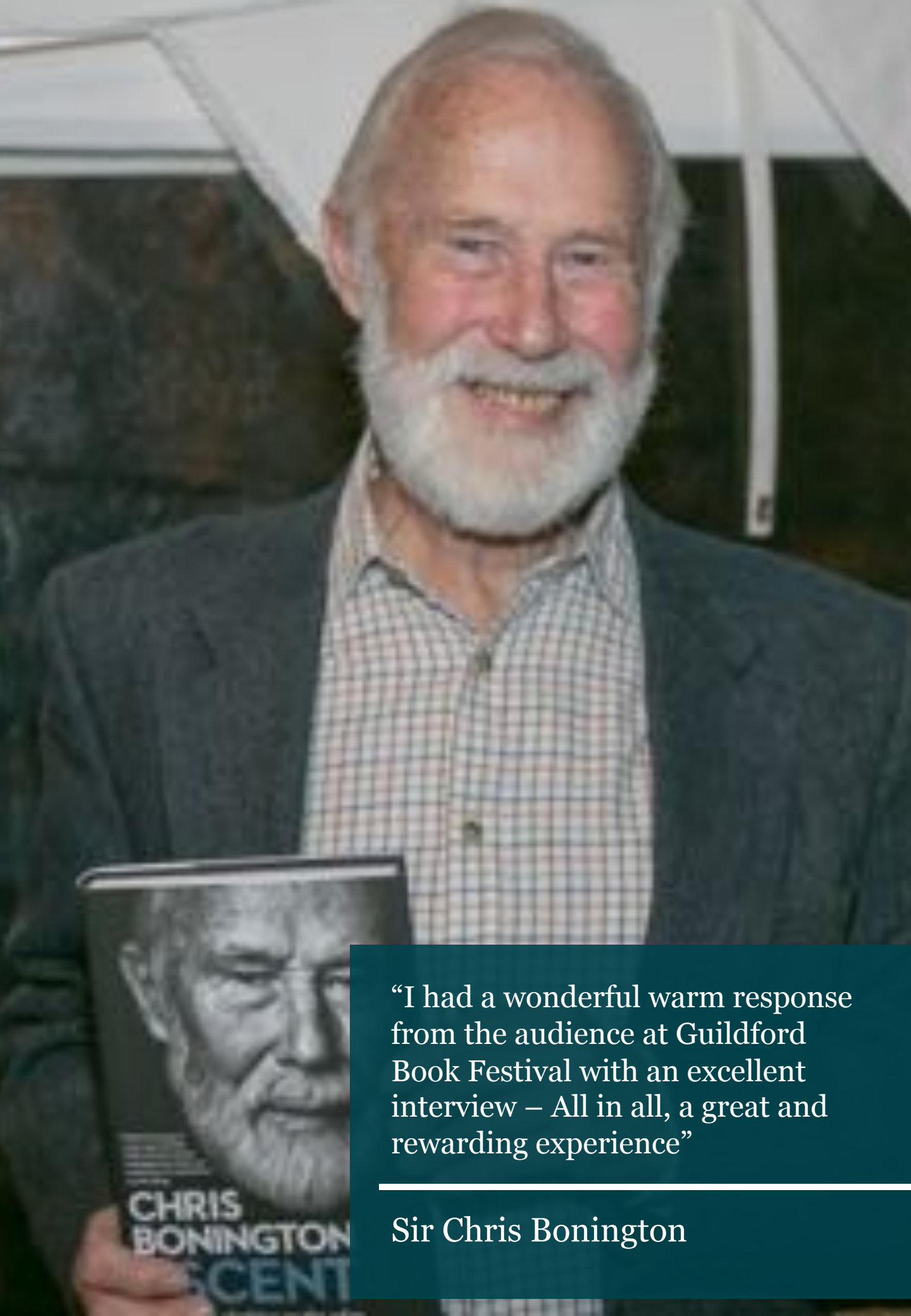
- Digital screen advertising at the Festival's central venues
- Presence on the Festival website homepage
- Dedicated webpage for your brand on your website
- Promotion in all Festival email newsletters
- Complimentary tickets
- Invitations to the Festival launch
- Signed copies

# CREATIVE WRITING COURSE

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**Creative Writing** courses are available over **five weekdays** for writers just starting out and more advanced writers. The perfect experience to offer some of your employees or the perfect sampling opportunity.

- Promotion in all Festival literature regarding Creative Writing courses
- Complimentary tickets
- Invitations to the Festival launch
- Signed copies
- Opportunity to meet Creative Writing course guest speakers
- Ability to offer samples in the goodie bag
- Opportunity to display literature and have a stand at the course



“I had a wonderful warm response from the audience at Guildford Book Festival with an excellent interview – All in all, a great and rewarding experience”

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Sir Chris Bonington

# SCHOOLS SPONSOR

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During the first and second week in July we stage author events in schools through the local area, with the aim to inspire a love of reading and writing among young people.

In 2021 we engaged with **over 2,400 children** and **visited 17 schools**. Associate your brand with the schools programme and benefits can include:

- Branding across all channels and marketing materials relating to the schools programme
- A half page advert inside the Festival brochure
- Ability to offer branded bookmarks/pens/pencils for children at events
- Credit in the schools and sponsors' pages of the Festival website and brochure
- Invitation to Festival launch
- Opportunity to meet authors and speakers



# THE CHILDREN'S FESTIVAL

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Children and families are vital to the programme with something on offer for every age from **Lauren Child** to **Steve Backshall**.

We are looking for sponsorship for single children's events priced starting from **£150**.

There is the opportunity to shape the children's Festival to suit your company's objectives and have the naming rights to the children's program.

**Individual Children's events range from £150 to £600.**



# TAILOR-MADE PACKAGES

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**Guildford Book Festival** will happily put together bespoke packages to suit your company and requirements. We can even approach publishers with author requests.

As part of your package, the following opportunities are available:

- Credit in the Festival brochure and on the Guildford Book Festival website
- Complimentary tickets to your event
- Invitation to the Festival launch party
- Ability to offer samples or goodies to attendees
- Meet the authors and artists
- Photo opportunities with authors and artists
- Signed copies of books
- Ability to purchase corporate hospitality packages to network with your guests
- Create your own space or installation at the Festival providing free interactive activities
- Fund a Festival Education project or event in line with your CSR objectives

For more information on sponsorship including bespoke packages please contact:

**Alex Andrews**

Email: [alexandrews@guildfordbookfestival.co.uk](mailto:alexandrews@guildfordbookfestival.co.uk)

Telephone: 07988 574290