

# Budleigh Salterton Literary Festival

## Sponsorship Opportunities

Established in 2009 Budleigh Salterton Literary Festival is a registered charity. It is one of the leading cultural events in the South West running for five days in September and a weekend in March, attracting large audiences and featuring some of the most exciting writers in the UK and beyond. The Festival celebrates books and their authors and promotes the benefits of reading and writing in the community and local schools.

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## Key Festival Facts

- 60 events over 5 days in September
- 8650 tickets sold in 2022
- 9000 programmes printed
- 9500+ followers on social media
- 28000 Website users in 2022 with 161,000 page views
- 5400 email database

## Audience Profile

- Our average customer buys 4 tickets
- 80% of our audience live in the East Devon Area
- 60% of our audience hear about our events from targeted emails or our printed programme
- 90% of our audience are in the 50-70 age range.
- The typical literary festival attendee is a retired university educated professional, is mortgage free and has a healthy disposal income. They are likely to take more than one holiday a year, enjoy dining out and visiting the theatre

## What are the benefits of sponsorship to you?

- Exposure to an affluent and discerning audience
- Associating your brand with a leading regional cultural event
- The opportunity to meet your ESG targets
- A unique way to entertain clients and staff

## How we will use your sponsorship

Your support will enable us to:

- Ensure tickets are affordable to all
- Subsidise our family and children's events
- Deliver our Authors in Schools Programme that reached 2600 young people in 22 different local schools in 2022





# Sponsorship Packages 2023

## Platinum Sponsorship - £5000 + VAT

- Your logo displayed at all venues in our programme and on our website
- Inclusion in press releases and social media
- Full page advertisement in our Programme
- Six complimentary launch party tickets and 10 event tickets

## Gold Sponsorship - £1000 + VAT

- Your logo displayed at all venues in our programme and on our website
- Inclusion in press releases and social media
- 3/4 page advertisement in our Programme
- Four complimentary launch party tickets and 6 event tickets

## Silver Sponsorship - £500 + VAT

- Your logo displayed at all venues in our programme and on our website
- Inclusion in press releases and social media
- 1/2 page advertisement in our programme
- Two complimentary launch party tickets and 4 event tickets



To find out more please email **Gareth Thomas**  
at [gareth.thomas@budlitfest.org.uk](mailto:gareth.thomas@budlitfest.org.uk)  
or call **07748 647105**



# What Our Sponsors Say

“ It’s a real privilege for us to be associated with the Festival. So many people so clearly engaged with such high calibre speakers is electrifying for Sponsors. There is a real sense that this is where it’s happening.”

**Curtis J Alcock**  
*Audify*  
Platinum Sponsor

“ We are genuinely humbled and proud to be associated with such a professional and efficient group. As attendees we were absorbed and entertained from the very first moment.”

**Chris Lane**  
*3dMD*  
Platinum Sponsor

“ The Literary Festival is one of the highlights of the year in Budleigh. We derive great pleasure and satisfaction from our longstanding association. The Festival punches well above its weight.”

**Sam Palfrey**  
*David Rhys & Co Estate Agents*  
Gold Sponsor

“ We feel so fortunate to have such an important cultural event on our doorstep. We love that the festival caters for all ages, particularly the work done with schools. The whole town buzzes throughout the week. It’s a fantastic opportunity for a local businesses to get involved.”

**Leticia Vaughan**  
*The Topsy Merchant and Starfish*  
Silver Sponsor

*Budleigh Salterton Literary Festival is a Charitable Incorporated Organisation  
(registered number 1127885)*



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 **BUDLEIGH SALTERTON  
LITERARY FESTIVAL**  
CELEBRATING BOOKS BY THE SEA