

# Budleigh Salterton Literary Festival

## Sponsorship Opportunities 2024

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



## Key Festival Facts

- Over 60 events in 5 days in September
- Over 10,000 tickets sold in 2023
- 9,000 programmes printed and distributed digitally
- 9,500+ followers on social media
- 5,500+ email database

## Audience Profile

- Our average customer buys three tickets
- 65% of our customers live in Budleigh or within a 10 mile radius, a further 20% live within a 30 mile radius
- 20% of our customers hear about our events from our printed programme and 57% from targeted emails
- 86% of our customers are in the 50 to 80 age range
- Over 70% of customers return to the Festival
- Over 70% of customers said that they noticed the sponsors publicity in the venue

## 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 over 2000 young people in local schools in 2023



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



# Sponsorship Packages 2024

## 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
- 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
- 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
- Complimentary launch party tickets and 4 event tickets



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# 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

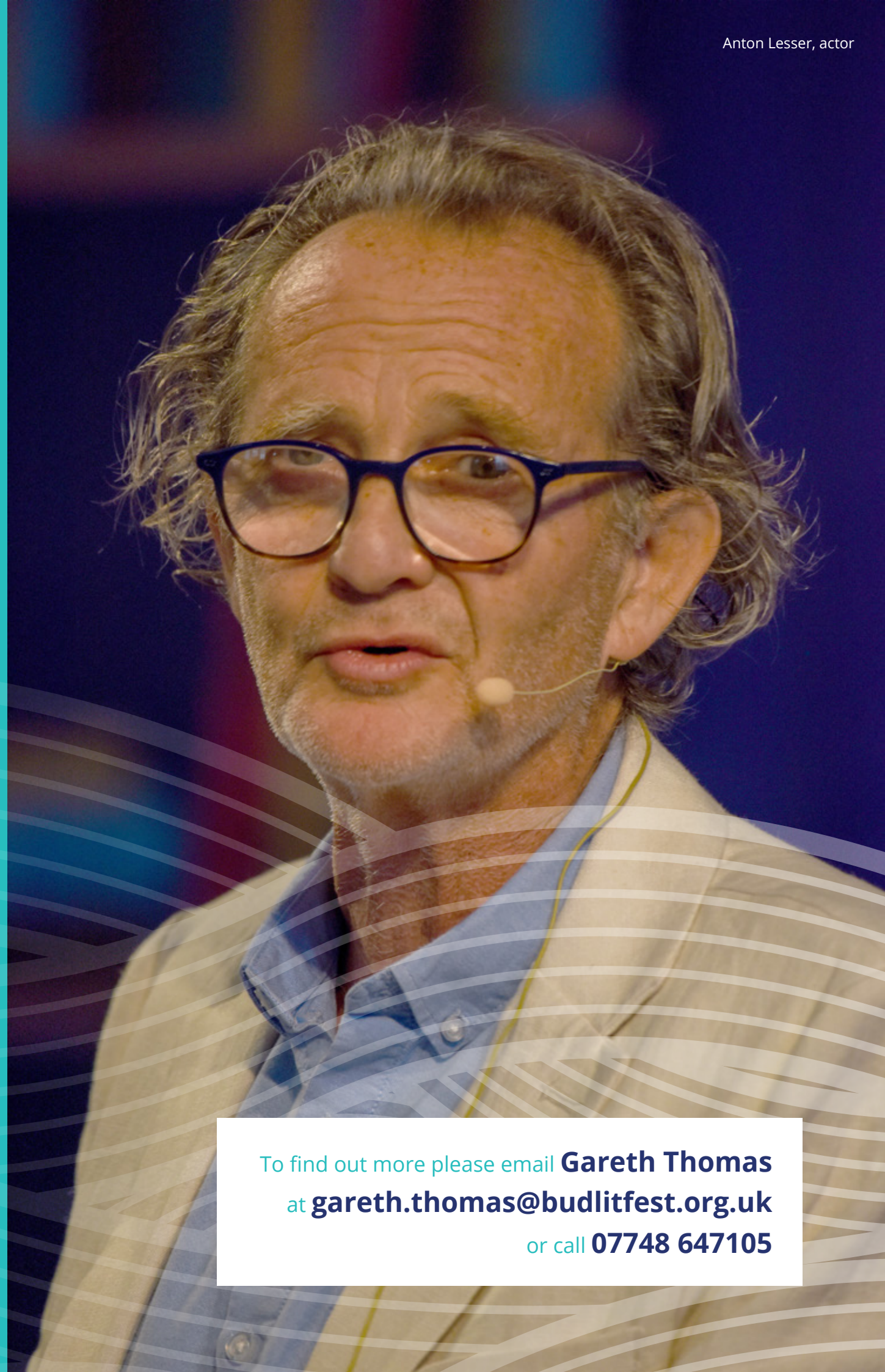
“ We are genuinely humbled and proud to be associated with such a professional and efficient group. As attendees we were absorbed and entertained from the very first moment.”

**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

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



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Alexander McCall Smith



Axel Scheffler



Alistair Campbell



David Baddiel



Martin Brown