

Support Us - Ways With Words Festival of Words & Ideas In association with the Daily Telegraph

Corporate Support

“Arts Sponsorship works. *It connects a number of key audiences, including opinion formers, which other sponsorship cannot. In terms of bang for your buck, sponsoring the arts is the best way to attract influential people.”*

The Times, 2004

For the past 15 years Ways With Words has become established as one of the UK’s most loved, credible and distinctive literature festivals. Not only have the thousands of visitors to Ways With Words events found the unique atmosphere of the festivals spellbinding, but so have the hundreds of writers, politicians and thinkers who have developed long-standing relationships with the festivals.

A commitment to quality and personalised experience is what has made Ways With Words the festival most loved by the movers and shakers in the literary world.

Where do the festivals take place?

- Dartington Hall, Devon (10 day festival in July)
- Theatre by the Lake, Keswick, Cumbria (10 day festival in March)
- Southwold, Suffolk (5 day festival in November)

Who attends?

Ways With Words events are attended annually by 45,000 people. The majority of the audience is aged 45+, male and female, with time, interests and disposable incomes on their side.

The breadth of the Ways With Words programme, the geographic spread of the festivals, the variety of venues and large audiences enable us to offer businesses of all sizes bespoke and varied sponsorship packages. Please read on to see what Ways With Words can do for you.

What can Ways With Words offer sponsors?

- Access to a unique target audience that is both discerning and diverse
- An association with authors and thinkers of the highest calibre
- Sending a positive message to stakeholders
- A way of deepening community links through three festivals across the UK in the South West, East and North of England
- An integral role in the UK’s most highly regarded literature festival group

High visibility

- Prominent branding in the Festival programmes (30,000)
- Banner ad on the Festival website
- Mention in all PR
- On-site branding at the Festivals themselves, and flag branding around the site
- Branding on all relevant tickets
- Gifts in all writers' and journalists' goodie-bags
- Product sampling

Corporate hospitality

- Opportunity to hold a reception / dinner at the festivals for writers and guests
- Complimentary tickets in prime seat locations
- Staff discount schemes / priority booking
- Networking and business development opportunities
- Invites to the Dartington festival's launch party in beautiful, medieval gardens

Sponsorship Opportunities

There are a variety of ways in which your business could become involved with Ways with Words, including

- Principal Sponsorship (across all three festivals)
- Venue Sponsorship
- Event Sponsorship
- Broadcast Sponsorship
- Local Media Sponsorship
- Development Sponsorship of Ways With Words bursaries and work with young people

Ways With Words is committed to making sure that sponsors are given a personal service and attention to meet their needs and objectives.

To discuss corporate sponsorship opportunities, please contact Kay Dunbar on 01803 867311 kay@wayswithwords.co.uk

“The UK's most stylish literature festivals”

Evening Standard

“. . . definitely a five-star in my soon-to-be-written guide to literary festivals”

Simon Hoggart, The Guardian

“It would be difficult to improve on this experience.”

Visitor to the festival