

THE  TIMES  
THE SUNDAY TIMES  
CHELTENHAM FESTIVALS

**LITERATURE15**

in association with  
Waterstones

2-11 October  
2015

**SPONSORSHIP OPPORTUNITIES**





## SUPPORTING THE TIMES AND THE SUNDAY TIMES CHELTENHAM LITERATURE FESTIVAL

Every year Cheltenham hosts the world's oldest festival of literature, with over 60 years of unrivalled heritage and a mission to celebrate great writing with as wide an audience as possible.

**With over 500 events** packed into 10 days, the Festival reaches tens of thousands of visitors providing an opportunity to communicate brand messages to an engaged and receptive audience, and a wider consumer base through our databases and national media partnerships.

**Incorporating the very best writers and performers** from across the globe, the Festival also provides opportunities for high profile corporate hospitality in a unique and exciting environment.

**We work with companies** to create partnership packages that deliver results for your set of brand objectives.

**We are an arts charity** with a commitment to promotion of the written word through our events and education projects, meaning a partnership can also enable companies to achieve corporate social responsibility objectives.

“

*The very best writing across all genres, from emerging novelists and literary giants, to remarkable researchers and outstanding journalists...No matter what type of event a Cheltenham visitor chooses, they can rest assured that it will have been programmed in an imaginative and quality way.*

Emma Tucker  
Deputy Editor, The Times

”



“

*A brilliant array of authors and events, but also a confidence and sense of ambition from the Festival team, who have pulled out all the stops to make sure the The Times and The Sunday Times Cheltenham Literature Festival continues to grow and make waves.*

Waterstones

”

# WHAT TO EXPECT FROM THE FESTIVAL

- **Outstanding events:** Bringing bestselling authors, influential politicians, sporting heroes, comedians and stars of stage and screen to share their stories with the public.
- **Festival village:** Located in the town centre gardens, our site incorporates bookshops, cafes and interactive spaces alongside event auditoriums.
- **Buzz and energy:** Cutting edge debate, one-off events and high profile celebrity appearances generate a build-up and hum of excitement around the Festival site and beyond.
- **Highly engaged audiences:** The Festival creates an atmosphere of friendly discussion and a flow of ideas which engages and enlightens our audiences.
- **Inspiring young minds:** Our schools' programme and family events provide children and young people with an outlet for their creative interests.
- **Networking:** Our corporate events and VIP areas provide a fantastic environment for client entertainment and making new business connections.

“

*Big thoughts expanded with wit and imagination.*

Robbie Millen,  
Literary Editor, The Times

”



# FESTIVAL OVERVIEW

## DEMOGRAPHICS

- 140,000 tickets sold
- National reach, 98% of all UK postal areas
- 40% travel for more than an hour

ABC1 audience with high level of disposable income and who typically:

- Enjoy travelling abroad regularly
- Like good food and wine
- Take advice on financial affairs and purchase financial products

## ENGAGEMENT

- Average spend of over £80 on Literature Festival tickets
- Positive association: 94% rated the Festival experience enjoyable or very enjoyable
- High rate of brand recognition: over 90% recall rate for top sponsors

## FESTIVAL MEDIA PARTNERS

THE  TIMES

  
THE SUNDAY TIMES

RadioTimes

BBC  
RADIO





## MARKETING COLLATERAL

### ONLINE

- 1.5 million page views on [cheltenhamfestivals.com](http://cheltenhamfestivals.com) during the Festival booking period from July-October
- 428,000 unique web users during the booking period
- Email newsletters sent regularly to over 50,000
- 26,000+ twitter followers
- 11000+ facebook fans

### Online acknowledgement (dependent on level of support) can include:

- Hyperlinked logo credit on the list of supporters webpage
- Hyperlinked logo credit on sponsored event page
- Advertising space on Festival homepage
- Advertorial content on the Festival blog
- Promotion on Festival e-newsletters
- Dedicated promotional page on the Festival website
- Social media mentions and links

### PRINT

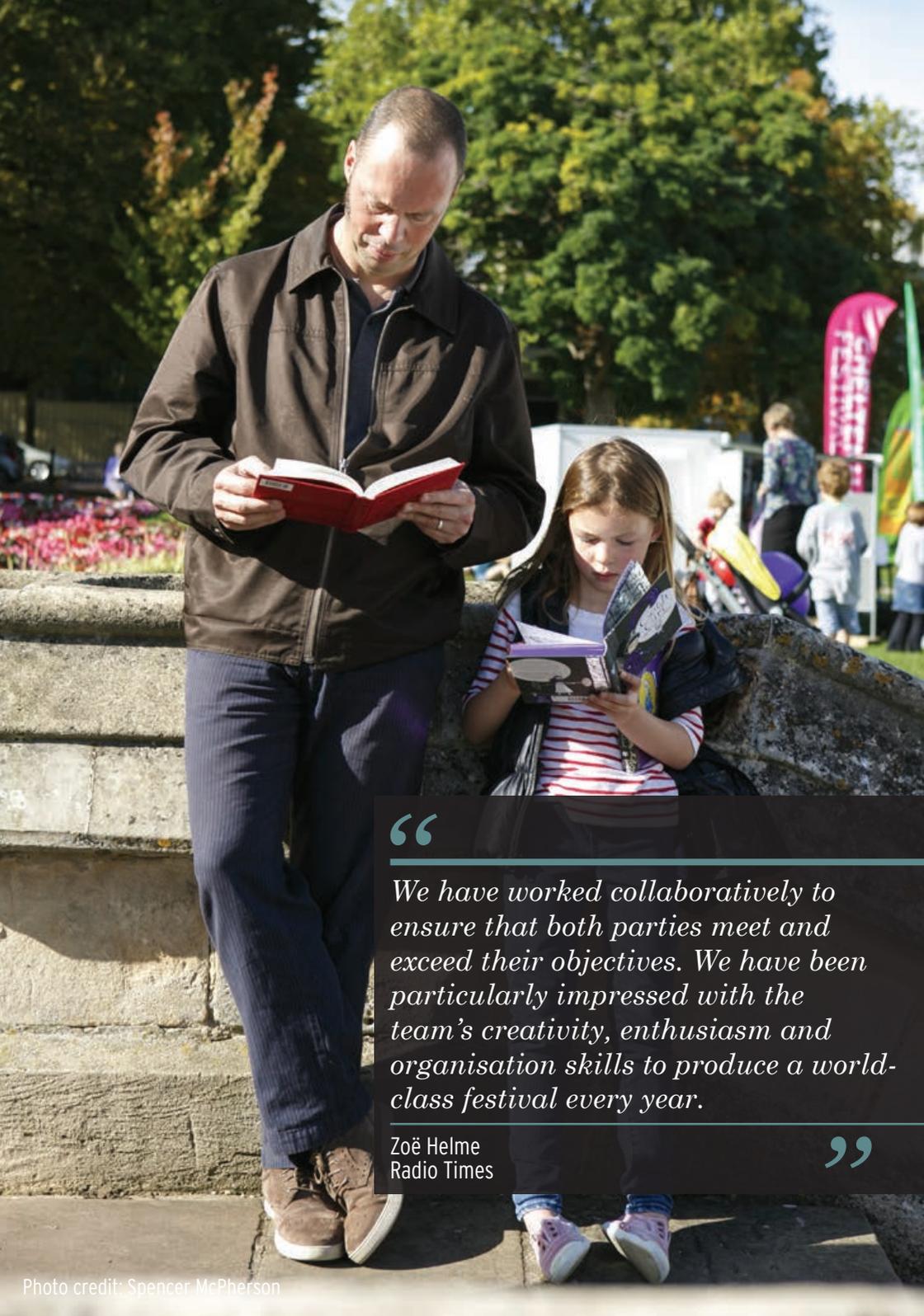
- 20,000 full programmes circulated (further 23,000 online views)

### Print acknowledgement (dependent on level of support) can include:

- Logo credit inside front or back cover of programme
- Credit alongside sponsored events in programme
- Full or half page advertisements in programme
- Advertisement on other distributed materials

### OTHER

- 7,000-strong Membership Scheme and email database of 50,000+ that can be targeted through specific mailings



“

*We have worked collaboratively to ensure that both parties meet and exceed their objectives. We have been particularly impressed with the team's creativity, enthusiasm and organisation skills to produce a world-class festival every year.*

Zoë Helme  
Radio Times

”

# WHY SUPPORT US?

By sponsoring The Times and The Sunday Times Cheltenham Literature Festival, you are not only supporting the charitable mission of the organisation, but you gain access to an exclusive range of benefits that provide excellent return on investment.

The Festival offers an innovative way to engage with consumers and a unique opportunity to celebrate an occasion or entertain clients.

## HELPING YOU TO MEET YOUR OBJECTIVES:

- Building brand awareness using our marketing channels, national & local media coverage and Festival site presence
- Communicating corporate identity by aligning with a creative and innovative cultural organisation
- Targeted marketing to our affluent and discerning audience demographic and mailing list of 50,000
- Sampling your product to our thousands of Festival visitors
- Funding our educational work in the community
- Promoting brand values to stakeholders including consumers, employees, the community, media and our high profile speakers
- Engaging clients and staff with exclusive and rewarding hospitality experiences
- Joining a network of national and regional partners that includes The Times and Waterstones
- Playing a part in supporting the future of a culturally iconic event



# BRAND SHOWCASING - SAMPLING AND EXPERIENTIAL

The Times and The Sunday Times Cheltenham Literature Festival sites have a host of avenues to best showcase brands including seven public catering outlets, VIP spaces and sampling and experiential spaces.

During the Festival, Imperial Square and Montpellier Gardens in central Cheltenham spring to life with pop up cafes, bars and restaurants, street performers, and numerous free activities for festival-goers to enjoy.

This provides the perfect backdrop and ambience for brand activation with a highly engaged audience.

Opportunities include:

- Site pitch for sampling
- Site pitch for experiential
- Dedicated marquee for consumer engagement activities
- Targeted sampling (eg. spirits, tea, coffee and soft drinks) and communication to VIP areas

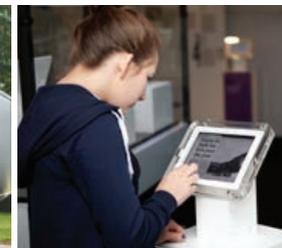




Photo credit: mcphersonstevens.com

## PARTNERS + ASSOCIATE PARTNERS

# FESTIVAL EVENTS

from £3,000  
collections  
from £10,000

Associate your company with a specific event from the Festival programme which reflects your brand identity and objectives - or partner with us to sponsor a collection of events on a particular theme, or an event in our spiegel tent.

For any event you support, individually or part of a series, the following opportunities are available:

### REACH AUDIENCES

- Brand your event and inform a 'captive audience' with digital screen advertising at your event
- Distribute samples or goodies to attendees
- Brand credit against event booking page(s) online and in brochure

### CREATE EXPERIENCES FOR YOUR GUESTS

- Access to the VIP Hospitality Room
- Meet authors and performers
- Photo opportunities with authors and performers
- Complimentary tickets for you and your guests
- Invitations to the Literature Festival Opening Night Party
- Corporate networking with other Festival partners
- Opportunity to purchase corporate hospitality packages to network with your guests

“

*Cheltenham is one of the great literary festivals in the country. The audience are so broad-minded, it's a fantastic place to come.*

Will Gompertz  
BBC Arts Editor

”



Photo credit: Spencer McPherson

# SPIEGELTENT EVENTS

The Festival's ultimate venue, hosting a unique selection of food and drink events throughout the ten days in a glamorous 264 seat cabaret style space.

An exclusive programme of events allow audiences to enjoy lunches or dinners with celebrity chefs, meet writers and sports personalities at intimate 'in conversation' events or enjoy glamorous cabaret.

Opportunities include:

- Brand exposure and association with a unique environment and programme of events
- Category supply exclusivity
- Sales opportunity



Photo credit: Spencer McPherson



“

*We thoroughly enjoyed our recordings and your staff were as wonderful and helpful as ever.*

Commissioning Editor  
BBC Radio 4

”

## MAJOR PARTNERS

# BESPOKE PACKAGES

 from £11,000

Our relationships with our major and principal partners are creative bespoke partnerships which allow brands a high level of integrated brand presence and real input into Festival content.

We will work with you to maximise your visibility and audience awareness, and to build a programme of events that aligns with your brand values and target consumer.

- Programme a series of special events in partnership with our team to achieve maximum alignment with your corporate objectives
- Sponsor a festival venue with naming rights, to establish high visibility branding
- Become an official food or beverage supplier through our festival catering spaces
- Create your own space at the Festival providing free interactive activities
- Fund a festival Education project or our Community Outreach work in line with your CSR objectives



# THE CHILDREN'S FESTIVAL

Title sponsorship available

Children, families and schools have their own special programme of events in a dedicated area on Imperial Gardens. There is the opportunity to shape the children's Festival to meet your objectives.

We host over 90 family events featuring young people's favourite authors such as Jacqueline Wilson and Michael Morpurgo, and characters from the Mr Men to Peppa Pig. With sales of 11,000 tickets and additional free activities the festival attracts thousands of parents and children which brands can target with sampling and experiential activity.

## **BENEFITS CAN INCLUDE:**

- Title sponsorship including branding across all marketing materials, on and offline
- Naming rights to the key venue for children's events
- Association with specific events within the programme
- A dedicated branded space on the family focused site
- Sponsorship of the free Fun Day on each weekend of the festival
- Working with Waterstones to host activities in the children's bookshop
- Sampling opportunities



# FOOD AND DRINK QUARTERS

Situated at the centre of both Festival gardens, these are the places to be for the Festival crowds, packed full of delicious sights, sounds and flavours.

The Food and Drink Quarters are the perfect Festival hangout for the tens of thousands enjoying the entertainment over the ten days.

The Food Quarters include Regency Café, Pillar Room, Garden Bar, and Café on the Imperial site, and Box Office Café, Food Court and Bar on the Montpellier site.

Opportunities include:

- On site branding
- POS within catering spaces
- Brand activation such as sampling (eg. spirits, tea, coffee, soft drinks) and experiential spaces
- High volume sales opportunities
- Category supply exclusivity



Photo credit: mcphersonstevens.com

Photo credit: mcphersonstevens.com



## PARTNERS OF THE FESTIVAL

# HOSPITALITY/VIP LOUNGES

The places to be seen at the Festival with a prestigious mix of performers, media, patrons and VIP's.

Situated backstage at the Festival these are the spaces where we host our hospitality events and where celebrity performers mix with patrons, sponsors and media.

These include Green Rooms for performers and an exclusive VIP Lounge.

Opportunities include:

- Brand exposure to targeted demographic of key influencers
- VIP lounge sales
- Category supply exclusivity
- Exposure through placement at key internal Festival parties such as Opening Night Party



Photo credit: Spencer McPherson



## CONFERENCES, WORKSHOPS & NETWORKING

The Literature Festival attracts the top names in journalism, business and politics. Make the most of this opportunity to host exclusive events for your staff and clients on-site at the festival and make use of our facilities.

Business event packages are tailored to your needs and can include:

- Hire of one of a range of fully equipped auditorium venues for all business needs
- Exclusive use of the spectacular Spiegeltent for a breakfast, lunch or reception
- Catering options for attendees of all event formats
- Assistance securing a high profile keynote speaker
- An experienced Event Manager to coordinate arrangements on the day

“

*An ideal setting for our staff conference. It gave us exclusive access to a high profile speaker in Duncan Bannatyne, and we were delighted to find a local venue that was so unique.*

Claire Campbell,  
Marketing Manager,  
Hazlewoods

”



Photo credit: mcphersonstevens.com

THE  TIMES  
THE SUNDAY TIMES  
CHELTENHAM FESTIVALS

# LITERATURE15

in association with  
Waterstones

---

*For more information on supporting The Times and The Sunday Times Cheltenham Literature Festival, please get in touch:*

**Julia Jenkins**

Development Director

T: 01242 537272

E: [julia.jenkins@cheltenhamfestivals.com](mailto:julia.jenkins@cheltenhamfestivals.com)

**Charlotte Stevens**

Development Officer

T: 01242 537259

E: [charlotte.stevens@cheltenhamfestivals.com](mailto:charlotte.stevens@cheltenhamfestivals.com)

---

