



# Glasgow's Book Festival Sponsorship Opportunities

aye write!

inc wee write!



## DID YOU KNOW:

Multiple studies have shown that reading for pleasure makes people happier, healthier, and live longer. It can increase emotional intelligence, enhance abstract reasoning, and reduce stress.



Aye Write! is one of the largest literary festivals in the UK, and growing year on year

Highly engaged ABC1 audience, with nearly half of attendees going to 3 or more events



Over 15,000 attendances in 2018

Wee Write! welcomed more than 12,000 visits through its Schools Programme in 2018



Ticket sales have increased 36% since 2015, and continue to grow

A recent study found that elderly people who read regularly are 2½ times less likely to have Alzheimer's

## ABOUT AYE WRITE!

Books can thrill and inspire, calm and excite, spark joy or debate. For 12 stimulating days each spring, Aye Write! brings that passion off the page and into the reading rooms and performance spaces of Glasgow's best-loved civic buildings. From established international journalists to local first-time authors, Aye Write! presents the headline talent alongside urgent new voices. The festival continues to attract and build a loyal and engaged audience, who value its friendly, welcoming atmosphere.

With the festival hub in the historic and internationally significant Mitchell Library, Aye Write! is the biggest library-based book festival in Scotland. Organised by Glasgow Life – a charity dedicated to inspiring our citizens and visitors to lead richer and more active lives through culture, sport and learning – Aye Write! and its youthful counterpart Wee Write! are the centrepiece of the city's commitment to literacy and learning.

*“There's something for everyone, from real life memoirs to crime and sport. It's an exciting, accessible festival with big literary names as well as emerging talents.”*

**The Herald on Aye Write!**





## CHOOSE YOUR OWN ADVENTURE...

Delight your clients.

Meet new customers.

Encourage adult learning.

Inspire the next generation.

Aye Write! and Wee Write! offer many different paths to reach your corporate objectives and give back to the community. Choose sponsorship and enjoy access to highly engaged ABC1 audiences, big-name writers, and stimulating hospitality events. Choose to support the Wee Write! Fund, or our adult literacy work, and know that you are helping people of all ages on the path to a brighter future.

On the following pages you will find outlines of different sponsorship levels – from single-event to title sponsorship. We are always excited to work with partners to create bespoke packages to match your objectives and budgets. You will also find information on the Wee Write! Fund and the work of our community engagement programme, and how your support can help us reach even more people.

To discuss any of this in more detail please contact the Corporate Relations team on **0141 287 9811**.

# SPONSORSHIP LEVELS



## Gilt Level, £2K

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- 'Sponsored by XX' in event entry in the brochure and on [www.ayewrite.com](http://www.ayewrite.com)
- Branding opportunities (e.g. pull up banner in foyer)
- Hospitality area for one event during the festival (subject to availability)
- 10 tickets for use across the festival



## Bronze Level, £6K

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Gilt level benefits, plus:

- Sponsorship announcement in the Aye Write! e-newsletter
- Customer Promotion opportunity (e.g. special offer) in festival e-newsletter
- Logo on the sponsors page of [www.ayewrite.com](http://www.ayewrite.com) and in the brochure
- Additional 10 tickets for use across the festival (20 in total)
- On stage/ side of stage branding opportunities



## Silver Level, £10K

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Bronze level PR and recognition benefits, plus:

- Mention of your company as a sponsor in the overall festival launch release
- Promotion on the Aye Write! Facebook page (8,516 likes, 8,279 followers). Minimum of two posts or shares
- Promotion on the Aye Write! Twitter (10,700 followers). Minimum of two tweets or retweets
- Opportunity for exit leafleting
- Additional 10 tickets for use across the festival (30 in total)
- On stage / side of stage branding opportunities
- Meet and greet with Aye Write! authors



## Gold Level, £20K

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Silver level benefits plus:

- 'Aye Write!, sponsored by XX' on marketing materials, e.g. posters and leaflets
- Press release to announce the sponsorship
- Company message on sponsor page in brochure & [www.ayewrite.com](http://www.ayewrite.com)
- Inside front cover or back cover brochure advert & logo on front cover
- Additional 10 tickets for use across the festival (40 in total)
- Exclusive author event for your clients / staff



## WEE WRITE! FUND

Donate to the Wee Write Fund! and help us introduce even more children to the joy of reading. Multiple studies have shown that reading for pleasure increases not only educational attainment but life expectancy. Your support can help us ensure that the next generation are equipped with the skills to thrive in school, in work and in life. The Wee Write! Fund supports free author events and workshops for schools, providing kids with fun reading experiences outside the classroom.



## COMMUNITY ENGAGEMENT

Support our Community Engagement programme and help us celebrate and encourage adult learners across the city. We work with Glasgow's Learning Partnership to specifically target literacy, numeracy and ESOL learners, hosting events to celebrate their progress and achievements, and providing free events and workshops for adult learners. This is complemented by our community ticketing programme which provides free tickets to groups in areas of deprivation around the city, reducing barriers to participation and ensuring that as many people as possible can share in the joy of reading.

Contact:

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[www.ayewrite.com](http://www.ayewrite.com)

