

*This is not just a good festival, it's a great festival,
and this town should be very proud to have it.*

MICHAEL LONGLEY



Winchester Poetry Festival 2020 Sponsorship Prospectus

Winchester Poetry Festival (WPF) is a nationally recognised biennial celebration of poets and poetry – the only festival of its kind in the south of England.

- Over 2000 people attending, over 20,000 reached through social media and print distribution
- 98% satisfaction rating, 88% of respondents say the events are excellent
- 60% of the audience Winchester and Hampshire, 30% from London and South East, 10% from elsewhere

The 2020 Winchester Poetry Festival takes place **8 - 11 October** with preview events and an extensive community activity programme in the preceding months. As 2020 is the 400th anniversary of the sailing of the Mayflower we will be looking at the 'special relationship' between US, UK and Irish poets. The programme will include big names and new voices, readings, workshops, talks and events. Our aims are to increase audience numbers year on year, and to broaden and diversify the audience, in particular to engage more young people.

It felt like a real celebration of poetry and poets in a wonderful and historic setting.

Sponsorship Opportunities and Benefits

Festival sponsor – £3,000

As principal sponsor you will be associating with an event of regional and national cultural significance – a high quality, inclusive arts event. You will also be directly supporting our high profile closing event featuring former Poet Laureate, Carol Ann Duffy.

Education & Outreach Programme – £1,000

We are making a step change this year in our work for and with young people. Bringing poetry to Winchester primary schools, Hampshire secondary schools and 6th form colleges, Treloar College for young people with severe disabilities. A programme of workshops, competitions, showcase events and publishing is designed to stimulate and celebrate young poets throughout Hampshire.

Absolutely Buzzing!

Young Person's discount scheme – £750.

As part of our aim to attract a higher proportion of young people (under 25) to attend events during the festival weekend, we wish to offer 150 tickets at 50% discount (typically £5 rather than £10). Your sponsorship will directly support this scheme.

Brochure Sponsorship – £750

A full page advertisement in our distinctive brochure featuring cover design by a Winchester artist and a specially commissioned festival poem.

Main reading sponsors – £500 - £2,000.

There are three main readings over the festival weekend, each featuring three leading contemporary poets, and a special closing event.

Event and poet sponsorship – £300.

Choose from our programme of writers and performers, workshops and talks. We'll do our best to match your particular interests. Includes a range of community engagement activity with organisations such as Solent Mind, and Peter Symonds College as well as preview events.

A stunning festival filled with quality, variety, inspiration, wonder and ambition.

What's in it for you?

Apart from a warm glow and the knowledge that you are supporting one of the UK's leading poetry festivals, now a key feature of Winchester's cultural calendar bringing both visitors and income to the city...?

Typical benefits for sponsors include:

- Branding on the website, brochure, banners and/or other publicity
- Your advertisement in our brochure / your banner on display
- Complimentary tickets to an event of the sponsor's choice
- Opportunity to host a reception with key poet(s) in attendance
- Invitations for up to 6 people to special events for Friends during the Festival year
- Tailored workshops on persuasive writing for business.

We are happy to match our benefits to your support and your requirements. For further information or to discuss a proposal please contact:

Stephen Boyce

Chairman

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'We would certainly provide support again.' Huw Miles (Paris Smith LLP)

