

"The 2027 festival will emphasise participation, inspiration, new beginnings and shared futures. Everyone is invited"

ERICA HESKETH, ARTISTIC DIRECTOR



Partner with Award-Winning Winchester Poetry Festival

WINNER of Creative and Cultural Award in Winchester Business Excellence Awards 2025.

About Winchester Poetry Festival

Winchester Poetry Festival (WPF) established in 2013, runs a year-round programme of poetry activity, with a biennial festival, the next will take place in **October 2027**. It is a nationally recognised celebration of poetry – the **only festival of its kind in the South of England** – and a cornerstone of Winchester's cultural calendar.

Our Reach and Impact

- More than 7,350 online followers
 - Biennial festival with over 25 events featuring 80 poets that averages around 1200 attendees
 - 89% audience satisfaction
 - Over 50% of Attendees to the 2025 Festival live in Hampshire
 - The only festival in Winchester that has regularly provided BSL interpretation at key events
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How Can We Work Together

Sponsoring WPF aligns your organisation with:

- Cultural excellence
- Education and youth development
- Community inclusion and diversity
- A high-quality, engaged audience
- Increased city footfall and visitor spend

This is an opportunity to position your business as a **champion of creativity, diversity, and regional pride**. We welcome the opportunity to hear how Winchester Poetry Festival can work with your business.

Sponsorship Opportunities

Festival Sponsor – £3,000

Support Winchester Poetry Festival's year-round programme including the flagship festival itself.

Benefits:

- Branding across WPF events
- Premium branding across website, brochure, and festival materials
- Hospitality and reception opportunities
- Complimentary tickets

Access and Inclusion - £750

Support one festival event through BSL interpretation, providing free entry for priority groups or online access for audiences.

Benefits:

- Branding at specific event
- Branding on specific event marketing, and wider festival materials
- Hospitality and reception opportunities
- Complimentary tickets

Hampshire Poet Sponsor 2027-29 - £750

Support the **Hampshire Poet scheme** The Hampshire Poet works across Hampshire to increase access to poetry in all its forms and provide inclusive opportunities for people of all ages and backgrounds. It is delivered in collaboration with **Hampshire Cultural Trust**.

Impact (2025):

- 2,858 people reached in person
- 9,000 additional online participants

Benefits:

- Branding on website, key events and wider festival materials
- Hospitality and reception opportunities
- Complimentary tickets

Winchester Poetry Prize Sponsor - £1000

Support the development of emerging poets across the globe.

Impact (2025):

- 2,284 entries from **34 countries worldwide**
- 14.8% of entries from Hampshire

Benefits:

- Premium branding online and in all competition communications
- Branding included in printed competition anthology
- Branding at Winchester Prize Ceremony
- Hospitality and reception opportunities

Hampshire Young Poets Prize Sponsor - £500

Support, nurture and encourage the creative development of young people across Hampshire

Benefits:

- Premium branding online and in all competition communications
- Branding at Hampshire Young Poets celebration event
- Hospitality and reception opportunities

Contact – speak to us about collaboration opportunities
Email: hello@winchesterpoetryfestival.org

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 www.winchesterpoetryfestival.org
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"... it seems to get better from year to year"

"It was a true celebration of poetry. There was such a wonderful, vibrant, warm, friendly atmosphere"

"Amazing, hadn't been to an event like this before"

"... a magical experience..."

"Thought provoking, powerful whilst still entertaining and hugely relevant..."

"A wonderful festival so lively and full of variety as well as excellence"

"Off the scale"

AUDIENCE FEEDBACK, 2025 FESTIVAL

