



Commercial Partnership Programme

**1 beautiful market town... 3 intense days... 35 events...
50 volunteers... 1,200 address database... 3,000 visitors...
5,000 brochures... 10 months planning...
6 months promotion...**

Participate... Enjoy... Inspire...

A TAL Story

Every October since 2010, Thame has hosted an annual **Arts & Literature Festival** with approximately 35 events packed into an intensive and inspirational weekend.

Each Festival takes 10 months to plan and 6 months to promote. Some 3,000 people, mostly from a radius of 15 miles, pack out venues across the town.

We create an informative and well received web-site each year as well as 5,000 free souvenir printed brochures. These, together with campaigns on facebook and twitter, interviews in local media and newsletters to our 1,200 address database offers great opportunities to involve sponsors and partners.

TAL
THAME ARTS & LITERATURE
FESTIVAL

What Happens during the Festival ?

- ◇ **Large, set-piece events** with well known personalities from the literary and media world.
- ◇ **Talks and discussions** with authors of new works that are of particular interest.
- ◇ **Musical events** with both professional and amateur groups.
- ◇ **Plays & poetry readings** from touring companies and local groups featuring special invitations for new writings.
- ◇ **Children's events** with writers and performers for children of all ages.
- ◇ **Interactive workshops** with renowned experts on subjects related to the written word.
- ◇ **Fringe events** including Guided Walks, Art Show, Folk Nights, Quiz night, Dances, Short Story competitions .



Jonathan Dimbleby



Michael Morpurgo



Will Gompertz



Mary Berry

Participate... Enjoy... Inspire...

TAL Philosophy

Our philosophy is to deliver an accessible festival for everyone that is in equal parts, entertaining, enjoyable and informative. We partner with commercial organisations, local government, arts organisations and publishers to maintain ticket prices at a rate that everyone can afford. Its about the experience: *Participate... Enjoy... Inspire...*

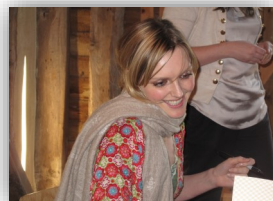
Our research tells us that our visitors attend multiple events over the weekend and the Festival is perceived as being professional, friendly and excellent value for money.

Commercial Partnerships

Headline Sponsor works closely with the Festival at all levels, Together, we create a bespoke agreement to maximise involvement.

- ◇ By clearly understanding your desired outcomes, we put together a unique package with you to achieve them. We benefit from having a partner and guarantee of funding to maintain accessible ticket prices
- ◇ Activities Include : naming rights, staff discount, joint events, private events, joint promotions, competitions and as creative an approach as we can manage. We can also work with your marketing agency.

Typically, our Headline Sponsor contributes £4,000 per year to Festival Funds, ideally on a two or three year agreement.



Sophie Dahl

Associate Partner status offers a more structured package with more pre-defined benefits.

- ◇ Branding involvement at **all** events
- ◇ 10 x Complementary Tickets
- ◇ Full page advert in the souvenir brochure
- ◇ Logos on and links to and from the TAL Web Site.
- ◇ Promotional links in newsletters and other digital correspondence
- ◇ Invitations to special events including the VIP Launch evening

Typically, an Associate Partner contributes £1,000 per year, ideally on a two year agreement



Children's Events

Event Partners sponsor individual events within the Festival.

With some 35 events to choose from each year, event sponsors benefit from :

- ◇ Branding involvement at event
- ◇ 4 x Complementary Tickets
- ◇ 1/2 page advert in the souvenir brochure
- ◇ Logos on and links to and from the TAL Web Site
- ◇ Invitations to the VIP Launch evening

An Event Sponsor contributes £300-£500 per event depending on the nature and size of the event.



Vince Cable



George Monbiot

Participate... Enjoy... Inspire...

TAL

THAME ARTS & LITERATURE
FESTIVAL

www.talfestival.org

Tel : 0871 288 3420

email : partner@talfestival.org



TAL is a not-for-profit organisation that survives on the goodwill of many people.

Each year, many local organisations help us to deliver this vibrant festival.

Without their support, we could not meet the costs and still keep ticket prices at an accessible rate.

We welcome any creative discussion or idea and would like to extend an invitation to you and your organisation to get involved. Our Marketing team will be delighted to talk to you about any form of involvement.

Yvonne Maxwell
Festival Director



Participate... Enjoy... Inspire...