

JERSEY FESTIVAL OF WORDS

SPONSORSHIP



**GET
INVOLVED!**



Sponsor Benefits

- logo visible in Festival programme, on website and social/print media (where possible)
- your brand / logo visible on stage for duration of sponsored event
- bespoke corporate hospitality events
- complimentary tickets
- CSR opportunities

Popular Packages (tailored to suit upon request)

£5k - £7K

**Household
Name**

Estimated 300-450 seats sold at Freedom Centre eg *Jeremy Paxman, Richard Dawkins, Sheila Hancock, Simon Armitage*

£2K -£4K

**Leader in
Field**

Estimated 300-450 seats sold at Freedom Centre eg *Greg James, Jenni Murray, Deliciously Ella, Dan Rhodes*

£500 - £2K

**Popular in
Field**

Estimated 150-200 seats at a venue eg *John Boyne, Joanna Trollope, Otto English, Louise Minchin, Sarfraz Manzoor*

£15K

**Schools
Programme**

Two days of events at Freedom Centre with a min of four events 3-4K free tickets for school children, opportunities for staff involvement.

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ABOUT JERSEY FESTIVAL OF WORDS

Jersey Festival of Words is a ten-day literary festival, held during the last week of September at venues, including the Freedom Centre, Arts Centre, Library, and other local sites.

We are passionate about bringing both thoughtful and challenging voices to our programme. In the past, this has included **Richard Dawkins, Dame Carol Anne Duffy, Lionel Shriver, Michael Morpurgo, Sheila Hancock, Jeremy Paxman, Luke Harding, and Simon Armitage.**

We have hosted popular authors, such as **Alan Titchmarsh, Claire Balding, Sebastian Faulks, Peter James, Deliciously Ella, Lauren Child, Alexander, McCall Smith, Louise Minchin, Greg James** and YouTube megastar, **Dan Rhodes.** Our free schools programme is at the heart of our festival, and our ethos is inclusive - sharing and growing a love of words

JFOW has a strong reputation. Jersey is an attractive destination and we have been praised by authors, publishers and agents for the quality and quantity of our audience. JFOW runs an integrated marketing campaign, building on the festival brand and public awareness.

Branded materials include a 24-page colour program, distributed island-wide (7500 copies), generic and event specific posters, flyers, street banners, radio and newspaper ads – plus presence in various Jersey guides distributed by third parties.

The festival's digital marketing campaign includes a strong social media presence viewed by 20K+ during the festival and receiving good public engagement. JFOW attracts the ABC1 demographic, typically in the age band of 25 to 55 with excellent brand recall.

OUR CORE AIMS

- Promote love of books and the written word
- Inclusive community engagement (reflected via event themes / free events)
- Celebration of Jersey history/ culture
- Supporting educational literacy
- Providing opportunities for local writers and creatives
- Providing a high quality event for visitors
- Connecting Jersey with the wider literary world

Jersey Festival of Words is a registered charity (No. 425)

