



Sponsorship Packages

Alnwick Story Fest 2024 celebrates the power of stories to transform and light up our lives in this Winter festival in the heart of Northumberland.

Building on the success of the inaugural Alnwick Story Fest in 2023, we again invite our community and visitors to have fun, find new friends, learn new skills, meet and mingle with inspiring writers, film makers, artists and musicians.

Our aim, in the **second year** of the Alnwick Story Fest, remains unchanged: that Alnwick will be billed as the 'story town' of the far north of England.

Why we need your sponsorship

- **We remain dependent to an extent in this second year on sponsorship and one-off grant funding to continue to deliver a substantial community offer and reduced costs for children, alongside a viable event.**
- We are receiving considerable 'in-kind' support from our key partners: The Alnwick Garden, The Alnwick Playhouse and The Accidental Bookshop.
- We have developed a prudent budget based on our experience with Alnwick Story Fest 2023. This includes a current ticket assumption of **1300 adults and 400 children.**
- We will add to the programme as we work to secure further 'high interest' authors/performers on basis of full cost recovery plus.
- We will again launch a comprehensive media campaign including local and regional press and radio with interviews and articles and podcasts.

Invitation

You are invited to support this amazing successful event and we can offer you the following sponsorship deals.

Sponsorship packages

| Gold Sponsor (1) £2000.00 | Silver Sponsor (5) £500.00 | Single Event Sponsor (5) £250.00 | Bronze Sponsor (10) £100.00 |
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| Headline billing: <ul style="list-style-type: none"> brochure website banners podcast | Prominent billing: <ul style="list-style-type: none"> brochure website banners podcast | For the specific event: logo on the brochure, website, podcast, and screen behind the stage. | Ad in brochure Billing: <ul style="list-style-type: none"> website banners podcast |
| 1 social media mention a day 4 free seats at all events for guests and VIPs Banner billing on Newsletters Entrance to VIP green room to mix with author and film makers for up to four named individuals. | 1 social media mention a week. 2 free seats at up to ten events for guests and VIPs Prominent billing on the newsletters | Ongoing social media mentions 2 free seats at up to 5 events for guests and VIPs Billing on the newsletters | Ongoing social media mentions 8 free seats in total for guests and VIPs at events of choice. Billing on newsletter |

About us

Alnwick Story Fest 2023 delivered:

- **10** children’s events (free to children), **1** young people’s event, and **19** events for adults.
- **8** venues in **6** settings: Alnwick Playhouse (Main Auditorium and Studio), The Alnwick Garden (Pavilion Event Space and The Potting Shed), Alnwick Castle, Northumberland Hall, Bailiffgate Museum and Barter Books.
- Sales of **1,200** tickets at a total of **£6,288**, exceeded our target by **18%**.
- **26** fringe events at **14** venues across Alnwick.
- **29** authors at workshops and readings.
- **17** actors, directors, and performers at other events **and** we hosted the LJ Ross Northern Film Award.
- The engagement of **12** local volunteer planners and organisers, **1** part time (25 funded days) project coordinator, and **17** local event volunteers, plus support from venue staff and volunteers at all our venues.

Our objectives for Alnwick Story Fest 2024

1. To create community events that inspire and uplift and are delightfully entertaining.
2. To ignite the imagination of our residents and visitors to be more creative with ‘how to’ workshops.
3. To celebrate our northern talent and support emerging young story tellers.
4. To provide a programme of activities in autumn/winter 2023 which engage children and young people in story telling activities in schools, in colleges and through outreach in the community.
5. To maintain a vibrant volunteer community, organising and supporting the Alnwick Story Fest throughout the year.
6. To provide a children’s events offer at low cost to families.
7. To bring new visitors to Alnwick in the darker months, in support of local businesses.
8. To continue to develop a financially and operationally viable model for an ongoing yearly festival, based on detailed impact evaluation.

Our reach

- We have a massive audience reach. We have access to the combined social media and newsletters of The Alnwick Gardens and The Alnwick Playhouse with an estimated reach of Facebook 150K; Instagram 52k and Twitter 23K. In addition, we will have access through our contracted authors to their followings.
- We have the support of Barter Books (the biggest second-hand bookshop in Europe) and our thriving community of shops and hospitality venues.
- Our community outreach is working now with local schools and young people in Northumberland to connect with children and parents.

Our governance

Alnwick Story Fest is a registered Community Interest Company, number 14198418, incorporated on 27 June 2022.

Directors

- Founder and Creative Director, Suzi Walker
- Operations Director and Governance and Safeguarding Lead, Tricia Cresswell
- Finance Director, Mike Turner
- Co-Creative Director and HR and EDI lead, Lesley Turner.

Organising Structure

- Based on our experience of delivering Alnwick Story Fest 2023 and the evaluation process and report, we have established an organisational structure and team with specific roles, functions and delivery deadlines. In addition, we have a small Partnership and Reference Group which will meet with Directors in September, November and January to provide oversight and challenge.
- Remuneration - The Directors and organising team are volunteers and are not receiving any remuneration for their work in support of the Alnwick Story Fest 2024. The only exception is the funding of 50 days' Project Coordinator time as part of the team.

Competencies

- The Directors and organising team have the relevant competencies to plan and deliver Alnwick Story Fest 2024, building on lessons learned from Alnwick Story Fest 2023.
- The support of our key partners - Alnwick Playhouse and The Alnwick Garden and The Accidental Bookshop - brings considerable experience to our offer.
- Delivery will be through the commissioned performers, authors, and artists.
- We will be dependent on additional volunteers for specific support functions in the run up to and during the festival. Most of these have already been identified and will be trained as needed.

Our Governance Statement and current Draft Budget are available.

Our venues

Our key partners have provided use of venues at no or minimal cost at Alnwick Playhouse and The Alnwick Garden. We will also be producing events at Northumberland Hall, Bailiffgate Museum, Barter Books and Alnwick Castle, again at minimal or low venue cost. In addition, we will again provide Free Fringe activities in the town in agreed local pubs/shops/cafes.

Confirmed sessions to date

Headliners:

- David Almond at The Alnwick Garden- Friday early evening
- Val McDermid with Mari Hannah at Alnwick Playhouse auditorium - Saturday evening
- Ann Cleeves at Alnwick Playhouse auditorium - closing event on Sunday

Children's sessions

- A story-telling performance in costume on Saturday and Sunday morning at Alnwick Playhouse auditorium for younger children
- Three sessions with well-known children's authors (Gav Cross, Marina Bennet, Amie Taylor) on Saturday

Young people's session

- Film created by young people (outreach programme) at the Playhouse studio
- The dragons, vampires and fairy queens of Northumberland: How keep local myths alive – story writing workshop for young adults and adults with New Writing North

History, Mystery and Magic - author sessions with national and north east based authors

- Including Mairi Kidd, Sharon Blackie, Emma Gannon, Trevor Wood, Rebecca Smith, Pip Fallow, Joyce Quinn, Moira Kilkenney, Alex Niven, Cait Flanders, Christine Newport and Caroline Green

'How to' sessions

- How to write a short story in one hour Prof Tony Williams
- How to write a memoir with Caro Giles
- How to start a substack with Claire Venus

A session sponsored by *What a Wonderful World* with Tim Smedley

Other sessions can be developed once we have confirmed grant and sponsorship support.

Contact

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9 November 2023